

The Mediating Effect of Service Value in the Relationship between Quality and Satisfaction for a Selected Taekwondo Academy

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Abstract

Background/ Objectives: This study was conducted with the purpose of verifying the mediating effect of service value in the relationship between the quality of selecting Taekwondo academies and satisfaction with academies. For this purpose, trainees and their parents who play the role of selection in Taekwondo academies were selected as the population. *Methods/ Statistical analysis:* Based on the survey results of a total of 384 people using convenience sampling. For data processing, the frequency analysis, exploratory factor analysis, reliability analysis, correlation analysis, and multiple regression analysis were conducted. *Findings:* First, as a result of analyzing the quality of selecting a Taekwondo academy, satisfaction with the academy and service value, a partial positive correlation was found. Second, it was found that the quality of selecting a Taekwondo academy had a partial positive effect on satisfaction with the academy. Third, it was found that the quality of selecting a Taekwondo academy had a positive effect on the service value. Fourth, it was found that the quality of selecting a Taekwondo academy indirectly affects satisfaction with the academy through service value. *Improvements/ Applications:* In conclusion, this study shows that managers of Taekwondo academies need to make continuous efforts to improve the quality of Taekwondo academies in order to solve the fundamental problem of pursuing profit.

Keywords: Taekwondo, Academies, Satisfaction, Quality, Service Value.

INTRODUCTION

Coronavirus (COVID-19) is increasing the number of self-employed businesses closing by shrinking South Korea's industrial activities and consumer sentiment. This phenomenon also occurs in Taekwondo academies. This can be seen through reduction of the scope of projects and activities such as Taekwondo ranking tests and dans across the country. Even Taekwondo academies could not escape from the direct impact of the coronavirus infection. The management environment of Taekwondo academies, which belong to the sports industry, is getting more difficult. Even in this situation, some Taekwondo academies are turning crisis into opportunity for trust through physical measures for social participation. It is creating positive trust among trainees and their parents.

Parents consider various factors when choosing a Taekwondo academy. When parents choose a Taekwondo academy, they worry about whether it is suitable for their children from various perspectives. That is, it suggests that there are various motives for selection. Motives lead to certain behaviors of others. And they have the power to make people continuously perform the chosen action. Motives are closely related to quality for choice and have a high impact on continuous participation in exercise [1]. The choice of Taekwondo academy is mostly made by parents. Through the process of socialization at the Taekwondo academy, children develop positive social behaviors and thoughts. In addition, they are growing into competent members of society with good interpersonal relationships. As such, the quality of the selected Taekwondo academy has a direct impact on the trainees in terms of social and educational aspects [2]. From this point of view, in order to increase customer satisfaction, it is necessary to identify quality of the selection constituting the product, match the difference between expectations and actual experiences, or derive experiences that exceed expectations [3]. Since the quality of selection contains the specific characteristics of the product, the level of satisfaction can be identified through whether the selected alternative given to the customer and the belief in the alternative are consistent [4]. In other words, by deriving characteristics of selection that have a

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high impact on satisfaction and reinforcing the derived quality of selection, customer satisfaction can be improved. As for factors considered in the process of choosing or making a decision on a Taekwondo academy, it can be seen that the quality for a selected Taekwondo academy affects the satisfaction with the academy. In terms of the quality of selection, program, accessibility, facility, cost, and image rank in order in South Korea, and program, accessibility, instructor, and image rank in order in the United States [5]. Satisfaction with a Taekwondo academy means the perception of satisfaction or dissatisfaction with the perceived performance expected by the trainee's parents and trainees. Satisfaction with Taekwondo academies includes factors such as internal and external facilities, instructors, and programs.

As for the concept of general satisfaction, it can be approached with the concept of customer satisfaction. Customer satisfaction refers to the state in which consumers perceive compensation for the price paid by them [6]. That is, the quality for Taekwondo academies and the appropriateness of service provided by Taekwondo academies that trainees perceive can be interpreted as satisfaction with the academies. The concept of satisfaction with Taekwondo academies can include satisfaction by parents who have a great influence on trainees who become customers and registration of academies. If you use a product or service and are satisfied with it, you will reuse it. The process of meeting the needs of trainees and their parents, gaining trust, and leading to re-registration can be collectively referred to as satisfaction with Taekwondo academies [7]. In general, the main factors constituting satisfaction by parents in relation to Taekwondo academies are the instructors' leadership and the academies' image. Therefore, the satisfaction level of Taekwondo academies includes the service value expected from Taekwondo programs, such as internal and external facilities, relationship with instructors, and overall training environment.

Service value is an effect of a transaction of paying the price for quality and service. Therefore, it is the overall evaluation that consumers feel they get by paying various considerations such as money, time, and effort for a specific product or service [8]. Service value is a state that is psychologically felt by comparing the benefit of the provided service with considerations paid for the service [9]. It can be conceptualized as an evaluation of service utility based on a perception of what a customer, that is, a parent, gave and received [10]. In this study, it is meaningful to accumulate data according to the changes and trends of the times by examining the mediating role of service value between the quality of Taekwondo academy selection and the satisfaction with the academy.

RESEARCH METHODS

Research Subjects

As for subjects of this study, trainees and parents who play an important role in choosing a Taekwondo academy were selected as the population. Convenience sampling was used for sampling. The questionnaire was conducted using the self-assessment method. Among the collected questionnaires, a total of 384 copies were used as the final analysis data, excluding those deemed inappropriate. General characteristics of the research subjects are shown in <Table 1>.

Table 1. General Characteristics of Research Subjects

Variable	Category	Number of People(Person)	Percentage(%)
Sex	Male	293	76.3
	Female	91	23.7
Academic Year	Elementary School	302	78.6
	Middle School	82	21.4
Holders of Gup/Dan Ranks	Holders of Gup Ranks	212	55.2
	Holders of Dan Ranks	172	44.8

Training Period	Less Than 1 year	238	62.0
	1 year and Over - Less Than 2 years	73	19.0
	2 years and Over- Less Than 3 years	44	11.4
	3 years and over	29	7.5
Total		384	100

Survey Tools

In this study, a questionnaire was used as a survey tool. The questionnaire used in this study was prepared by modifying the questionnaire verified through previous studies to suit this study.

The questionnaire consisted of 4 questions on demographic characteristics, 12 questions on quality of selection as an independent variable, 6 questions on service value as a mediating variable, and 12 question on satisfaction with the academies as a dependent variable. The survey was conducted on a Likert 5-point scale. Questionnaires on quality of selection were used for the purpose of this study, such as questionnaires [11, 12] used in research on factors of Taekwondo academy selection by parents and trainees. The sub-variables of quality of selection consisted of a total of 4 factors: motives for selection (3 questions), quality service (3 questions), academy promotion (3 questions), and member management (3 questions). Questionnaires on satisfaction with academies were used for the purpose of this study, such as questionnaires used in research on students' satisfaction with Taekwondo academies [6, 13]. The sub-variables of satisfaction with academies were composed of a total of 4 factors: satisfaction with instructor (3 questions), satisfaction with program (3 questions), satisfaction with facilities (3 questions), and satisfaction with location (3 questions). As for the questionnaire on service value, the questionnaires used in research on the relationship between service value and service value in Taekwondo academies [14, 15] were used for the purpose of this study. Service value was composed of a single factor.

Validity and Reliability

Quality of Selection

As shown in <Table 2>, the Bartlett identity matrix of quality of selection is 1137.874, the significance probability is .001, and the KMO index is .756, indicating that the selection of variables is appropriate. As for quality of selection, 4 factors were extracted as a result of factor analysis of 12 questions, and it was found to explain about 65.0% of the total variance. The cumulative value of quality of selection was .691~.827. Reliability was verified with .759 to .790.

Question	Motives for Selection	Service Related to Quality	Academy Promotion	Member Management	h ²
Factor02	.818	.052	-.059	-.026	.697
Factor03	.788	.183	.048	.147	.673
Factor01	.786	.255	.029	.062	.564
Factor04	.202	.816	.113	.087	.601
Factor06	.034	.784	.118	.135	.698
Factor05	.275	.736	.043	-.061	.527
Factor09	.024	.075	.827	.084	.622
Factor08	-.003	.178	.797	.076	.727
Factor07	-.010	.015	.725	.195	.648
Factor12	.060	.057	.108	.824	.679
Factor10	.044	.025	.045	.773	.688
Factor11	.049	.073	.204	.691	.676
Eigenvalue	3.221	2.095	1.416	1.067	
Dispersion %	26.841	17.459	11.798	8.893	
Cumulative %	26.841	44.300	56.098	64.991	
Reliability	.759	.768	.761	.790	
Kaiser-Meyer-Olkin=.756					
Bartlett's identity matrix($\chi^2=1137.874$, $df=66$, $p=.000$)					

Satisfaction with Academies

Table 3. Validity and Reliability Results of Satisfaction with Academies					
Question	Satisfaction with Instructors	Satisfaction with Programs	Satisfaction with Facilities	Satisfaction with Location	h2
Factor05	.817	.074	.107	.143	.535
Factor06	.801	.094	.083	.215	.635
Factor04	.793	-.006	.077	.120	.593
Factor02	.177	.768	.109	-.053	.649
Factor03	.082	.729	.077	.221	.704
Factor01	-.106	.710	.139	-.026	.706
Factor08	-.043	.102	.767	.071	.605
Factor07	.198	.171	.745	.027	.625
Factor09	.136	.064	.721	.251	.606
Factor11	.171	.073	.131	.811	.655
Factor10	.160	-.147	.163	.762	.710
Factor12	.172	.348	.042	.573	.581
Eigenvalue	3.419	1.717	1.290	1.077	
Dispersion %	28.489	14.308	10.747	8.977	
Cumulative %	28.489	42.797	53.544	62.522	
Reliability	.761	.757	.765	.760	
Kaiser-Meyer-Olkin=.775 Bartlett's identity matrix($\chi^2=1021.150$, $df=66$, $p=.000$)					

As shown in <Table 3>, the Bartlett identity matrix of satisfaction with academies was 1021.150, the significance probability was .001, and the KMO index was .775, indicating that selection of variables was appropriate. As a result of factor analysis of 12 questions, 4 factors were extracted for satisfaction with academies, and it was found to explain about 62.5% of the total variance. The cumulative value of satisfaction with academies was .573~.817. Reliability was verified with .757 to .765.

Service Value

The Bartlett identity matrix of service value was 619.360, the significance probability was .001, and the KMO index was .845, indicating that the selection of variables was appropriate. One factor was extracted as a single item for service value, and it was found to explain about 50.8% of the total variance. The reliability of service value was .748.

Data Processing

For data processing in this study, SPSS (26.0 Ver.) was used to analyze the mediating effect of service value in the relationship between the quality of selecting a Taekwondo academy and satisfaction with an academy. For detailed data processing, frequency analysis, exploratory factor analysis, reliability verification, correlation analysis, and multiple regression analysis were performed. To verify significance of the confirmed mediating effect, the Sobel test was conducted.

RESULT OF RESEARCH

Correlation between Quality of Selection, Satisfaction with an Academy and Service Value

Table 4. Results of Correlation Analysis between Quality of Selection, Satisfaction with an Academy and Service Value

As shown in <Table 4>, motives for selection showed a positive correlation in satisfaction with instructors ($r=.212$), satisfaction with programs ($r=.605$), satisfaction with facilities ($r=.200$), satisfaction with location ($r=.390$) and service value ($r=.605$). Service related to quality is positively correlated with satisfaction with instructors ($r=.216$), satisfaction with programs ($r=.380$), satisfaction with facilities ($r=.195$), satisfaction with location ($r=.528$), and service value ($r=.371$). Academy promotion showed a positive correlation in satisfaction with instructors ($r=.543$), satisfaction with programs ($r=.152$), satisfaction with facilities ($r=.420$), satisfaction with location ($r=.222$), and service value ($r=.253$). Member management showed positive correlations in satisfaction with instructors ($r=.386$), satisfaction with facilities ($r=.260$) and service value ($r=.135$).

Category	Motives for Selection	Service Related Quality	Academy to Promotion	Member Management	Satisfaction with Instructors	Satisfaction with Programs	Satisfaction with Facilities	Satisfaction with Location	Service Value
Motives for Selection									
Service Related to Quality	.302***	-							
Academy Promotion	.228***	.157**	-						
Member Management	.043	.144**	.404***	-					
Satisfaction with Instructors	.212**	.216***	.543***	.386***	-				
Satisfaction with Programs	.605***	.380***	.152**	.040	.158**	-			
Satisfaction with Facilities	.200***	.195***	.420***	.260***	.290***	.262***	-		
Satisfaction with Location	.390***	.528***	.222***	.083	.194***	.415***	.332***	-	
Service Value	.605***	.371***	.253***	.135**	.253***	.695***	.312***	.412***	-

*** $p < .001$, ** $p < .01$

The Effect of Quality of Selecting a Taekwondo Academy on Satisfaction with the Academy

The Effect of Quality of Selection on Satisfaction with Instructors

Table 5. The Effect of Quality of Selection on Satisfaction with Instructors

	B	SE	β	t	Tolerance	VIF
(Constant)	.739	.246		3.005**		
Motives for Selection	.082	.048	.076	1.697	.869	1.150
Service Related to Quality	.113	.050	.099	2.247*	.891	1.123
Academy Promotion	.398	.043	.432	9.247***	.791	1.263
Member Management	.186	.044	.194	4.249***	.825	1.212
F=50.227***, R ² =.347 Modified R ² =.340						
*** $p < .001$, ** $p < .01$, * $p < .05$						

As shown in <Table 5>, quality of selection had a statistically significant effect on satisfaction with academies (F=50.227, $p < .001$). The explanatory power of this was about 34.7% (R²=.347) of the total variance. The Beta value which is the relative influence of quality of selection on satisfaction with instructors was found to have a positive effect on , quality service ($\beta = .099, p < .05$), academy promotion ($\beta = .432, p < .001$), member management ($\beta = .194, p < .001$).

The Effect of Quality of Selection on Satisfaction with Programs

Table 6. The Effect of Quality of Selection on Satisfaction with Programs

	B	SE	β	t	Tolerance	VIF
(Constant)	1.138	.205		5.544***		
Motives for Selection	.515	.040	.540	12.752***	.871	1.148
Service Related to Quality	.221	.042	.221	5.282***	.892	1.121
Academy Promotion	.000	.036	.000	.010	.791	1.264
Member Management	-.012	.037	-.014	-.326	.824	1.213

F=65.731***, R ² =.410 Modified R ² =.040
***p<.001

As shown in <Table 6>, the quality for selection had a statistically significant effect on satisfaction with programs (F=65.731, p<.001). The explanatory power of this was about 41.0% (R²=.410) of the total variance. The Beta value which is the relative influence of quality of selection on program satisfaction was found to have a positive effect on motives for selection (β =.540, p<.001) and quality service (β =.221, p<.001).

The Effects of Quality of Selection on Satisfaction with Facility

Table 7. The Effects of Quality of Selection on Satisfaction with Facility

	B	SE	β	t	Tolerance	VIF
(Constant)	1.697	.226		7.515***		
Motives for Selection	.080	.045	.088	1.786	.870	1.150
Service Related to Quality	.095	.046	.100	2.059*	.890	1.123
Academy Promotion	.264	.040	.343	6.664***	.791	1.265
Member Management	.083	.040	.104	2.064*	.824	1.213
F=24.885***, R ² =.208 Modified R ² =.200						
***p<.001, *p<.05						

As shown in <Table 7>, quality for selection had a statistically significant effect on satisfaction with facilities (F=24.885, p<.001). The explanatory power of this was about 20.8% (R²=.208) of the total variance. The Beta value which is the relative influence of quality of selection on satisfaction with facilities was found to have a positive effect on quality service (β =.100, p<.05), academy promotion (β =.343, p<.001), member management (β =.104, p<.05).

The Effect of Quality of Selection on Satisfaction with Location

Table 8. The Effect of Quality of Selection on Satisfaction with Location

	B	SE	β	t	Tolerance	VIF
(Constant)	1.221	.204		5.996***		
Motives for Selection	.208	.040	.231	5.181***	.869	1.150
Service Related to Quality	.421	.042	.445	10.114***	.891	1.123
Academy Promotion	.088	.036	.115	2.473*	.791	1.263
Member Management	-.029	.036	-.037	-.800	.825	1.212
F=50.356***, R ² =.348 Modified R ² =.341						
***p<.001, *p<.05						

As shown in <Table 8>, quality of selection had a statistically significant effect on satisfaction with location (F=50.356, p<.001). The explanatory power of this was about 34.8% (R²=.348) of the total variance. The Beta value which is the relative influence of quality of selection on satisfaction with location was found to have a positive effect on motives for selection (β =.231, p<.001), quality service (β =.445, p<.001), academy promotion (β =.115, p<.05).

The Effect of Quality of Selecting a Taekwondo Academy on Service Value

Table 9. The Effect of Quality of Selection on Service Value

	B	SE	β	t	Tolerance	VIF
(Constant)	1.167	.180		6.480***		
Motives for Selection	.444	.035	.526	12.497***	.870	1.150
Service Related to Quality	.170	.037	.192	4.618***	.890	1.123

Academy Promotion	.059	.032	.083	1.879	.791	1.265
Member Management	.038	.032	.051	1.187	.824	1.213
F=67.750***, R ² =.417 Modified R ² =.411						
***p<.001						

As shown in <Table 9>, quality of selection had a statistically significant effect on service value (F=67.750, p<.001). The explanatory power of this was about 41.7% (R²=.417) of the total variance. The Beta value which is the relative influence of quality of selection on service value was found to have a positive effect on motives for selection (β =.526, p<.001) and quality service (β =.192, p<.001).

The Mediating Effect of Service Value in the Relationship between the Quality of Selecting a Taekwondo Academy and Satisfaction with the Academy

Table 10. The Mediating effect of Service Value in the Relationship between Quality of Selection and Satisfaction with Academies

IV	DV	B	SE	β	R ²	F	Sobel test
Quality of Selection	Service Value	.631	.054	.513 ***	.264	136.775***	
Quality of Selection	Satisfaction Academies	with .655	.035	.695 ***	.483	354.484***	7.063 ***
Quality of Selection Service Value	Satisfaction Academies	with .488 .266	.037 .030	.518 *** .346 ***	.571	252.705***	
***p<.001							

As shown in <Table 10> and <Figure 1>, the quality of selection significantly predicted the service value in the 1st stage of the hierarchical regression analysis path (F=136.775, p<.001). Even in the 2nd stage, quality of selection significantly predicted satisfaction with academies (F=354.484, p<.001). In the 3rd stage, when satisfaction with academies and service value were input at the same time, with these two variables quality of selection significantly predicted satisfaction with academies (F=252.705, p<.001). The standardization coefficient (β) value of the quality of selection in the 3rd stage increased from .483 in the 2nd stage to .571. Therefore, a partial mediating effect of service value appeared in the relationship between quality of selection and satisfaction with academies. The result of the Sobel test for this indirect effect (Z=7.063, p<.001) was found to be significant, proving the partial mediating effect.

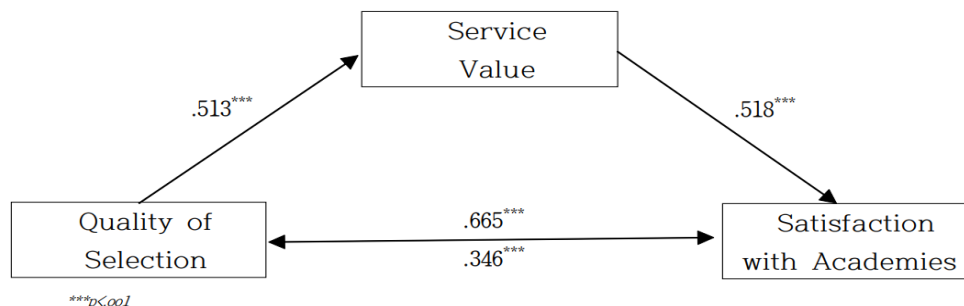


Figure 1. The Mediating effect of Service Value in the Relationship between Quality of Selection and Satisfaction with Academies

DISCUSSION

This study was conducted with the purpose of verifying the mediating effect of service value in the relationship between the quality of selecting a Taekwondo academy and satisfaction with the academy. The effect of the quality of selecting a Taekwondo academy on satisfaction with the academy was verified. It was found that service related to quality, academy promotion, and member management had a positive effect on satisfaction with instructors and satisfaction with facilities. Motives for selection and quality service were found to have a positive effect on satisfaction with programs. Motives for

selection, quality service, and academy promotion were found to have an effect on satisfaction with location.

These results mean that the more positively motives for selection are felt among the qualities for selection, the higher satisfaction with a Taekwondo academy program and location of the academy grows statically. This has the same meaning as quality service. It also means that Taekwondo trainees' satisfaction with an instructor and location of an academy increases according to the method of promoting the academy. In other words, since most of the quality of selecting a Taekwondo academy has a positive effect on satisfaction with the academy, Managers of Taekwondo academies should continuously make efforts to increase satisfaction with academies according to the quality of selection. What is unique is that member management is not important. Simple management of trainees does not help to increase satisfaction with Taekwondo academies. Ultimately, this study shows that it is more important for managers of Taekwondo academies to make efforts to improve service related with quality.

In this regard, in a study that analyzed the relationship between factors of selection by Taekwondo trainees' parents and customer satisfaction, it was found that factors of selection by parents had a positive effect on customer satisfaction [12]. Taekwondo academies should have instructors who are qualified, enthusiastic and diligent. And the result suggests that satisfaction increases when clean and pleasant facilities are provided for Taekwondo training. Taekwondo trainees' satisfaction with Taekwondo academies is a factor for choosing Taekwondo academies and has a high correlation with services provided at Taekwondo academies [6]. Since the image of a Taekwondo academy affects customers, that is, trainees' perception on value, readmission, and positive word-of-mouth intention, efforts to identify and improve the factors of dissatisfaction by trainees and parents should be promoted = first.

The quality of a Taekwondo academy can be influenced by several factors. For continuous participation of trainees, the minimum facilities and equipment required for Taekwondo training, characters of instructors, scientific programs, and efficient member management are required [5]. A study related to the quality of selection is needed for trainees' choice of the program or service provided at Taekwondo academies. This is because such research is helpful for pursuit of profit, which is the ultimate goal of all Taekwondo academies. It is important for managers of academies to understand what kind of education, service, and environment make trainees continue training and re-register the academy [14].

Taekwondo academies are different from general management in two aspects. The service provided by the Taekwondo academy is both a facility and a place that provides education. The actual consumer of Taekwondo academies' educational service is a child, but the cost burden for this goes to the child's parent who are the de-facto consumer [16]. As the needs to Taekwondo academies parents have are diverse, the quality of selecting a Taekwondo academy is bound to be more diverse than general consumer products. Ultimately, in order to maximize satisfaction by trainees through quality of selecting a Taekwondo academy, it is necessary to provide a balanced quality of selection such as motives for selection, service related to quality, academy promotion, and member management.

The effect of quality of selecting a Taekwondo academy on service value was verified. As a result, it was found that the more positively the quality elements of selection such as motives for quality, service related to quality, academy promotion, member management are felt, the more the value of service increases.

The service value of Taekwondo academies can be seen as trainees' overall evaluation of perceived Taekwondo academies, in which there is an interaction between benefits and costs. This can be interpreted as a factor that can increase the service value of users such as accessibility of Taekwondo academies, instructors' capacity, and facilities. It is most important for Taekwondo academies to provide services that meet expectations of trainees. The quality of selection in this study is a factor that affects service value, and the factor has been verified to be closely related to and influential to service value.

The Sobel test was conducted to find out the mediating effect of service value in the relationship between the quality of selecting a Taekwondo academy and satisfaction with the academy. As a result, it was found that service value had a positive mediating effect in the relationship between quality of selection and satisfaction with academies. These analysis results mean that the higher the service value of a Taekwondo academy as well as the quality of selecting the Taekwondo academy, the higher satisfaction with the academy becomes. Service value in Taekwondo academies means the objective value that trainees feel in choosing an academy. Quality of selection is an important variable that can lead to satisfaction, and if value is added, the satisfaction can have a higher impact. The quality of selecting a taekwondo academy acts as an important variable in choosing a Taekwondo academy, and at the same time, it is a factor that can increase value and satisfaction.

Trainees and their parents, who are direct consumers of Taekwondo academies, create emotional or objective values depending on the quality of their choice when choosing a Taekwondo academy. In conclusion, this study verified that motives for selection, service related to quality, academy promotion, and membership management are all important factors in choosing a Taekwondo academy, and that high satisfaction can be derived when service value is added. Managers of Taekwondo academies should be aware of these results and constantly make efforts to improve the quality of selecting Taekwondo academies.

CONCLUSION

This study was conducted with the purpose of verifying the mediating effect of service value in the relationship between the quality of selecting Taekwondo academies and satisfaction with academies. For this purpose, trainees and their parents who play the role of selection in Taekwondo academies were selected as the population. Based on the survey results of a total of 384 people using convenience sampling, the conclusion is as follows.

First, as a result of analyzing the quality of selecting a Taekwondo academy, satisfaction with the academy and service value, a partial positive correlation was found.

Second, it was found that the quality of selecting a Taekwondo academy had a partial positive effect on satisfaction with the academy.

Third, it was found that the quality of selecting a Taekwondo academy had a positive effect on the service value.

Fourth, it was found that the quality of selecting a Taekwondo academy indirectly affects satisfaction with the academy through service value.

In conclusion, this study shows that managers of Taekwondo academies need to make continuous efforts to improve the quality of Taekwondo academies in order to solve the fundamental problem of pursuing profit.

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