



Article Title 001. Design & Methodology

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ABSTRACT:

Purpose This research analyzes the impact of transformational leadership on task performance in sales team members, considering the mediating role of leader-member exchange (LMX), perceived organizational support and work engagement. **Design/methodology/approach** A structural equations model was analyzed utilizing the partial least squares (PLS-SEM) method based on data collected from a survey of 142 members and 19 leaders of sales teams in Colombian companies. **Findings** The present study establishes that social exchange variables, including perceived organizational support and LMX, mediate the relationship between transformational leadership and task performance. Nevertheless, work engagement does not demonstrate a statistically significant mediating effect. **Originality/value** The outcomes of this study contribute significant insights into how transformational leadership, directly and indirectly, affects task performance in an emerging economy. It specifically addresses the cultural context of Colombia, marked by a high distance to power and a perceived low aversion to uncertainty – contrary to a desired higher uncertainty avoidance. **Objetivo** Esta investigación analiza el impacto del liderazgo transformacional en el desempeño de tareas de los miembros de equipos de ventas, considerando el rol mediador de factores como el intercambio líder-miembro (LMX), el apoyo organizacional percibido y el engagement laboral. **Diseño/metodología/enfoque** A partir de una encuesta realizada a 142 miembros y 19 líderes de equipos de ventas en empresas colombianas, se analizó un Modelo de Ecuaciones Estructurales utilizando la metodología de Mínimos Cuadrados Parciales (PLS-SEM). **Resultados** Se identifica el rol mediador de variables de intercambio social como el LMX y el apoyo organizacional percibido en la relación existente entre el liderazgo transformacional y el desempeño de tareas; sin embargo, no se encuentra un efecto mediador significativo del engagement laboral. **Originalidad/valor** Los resultados de este estudio aportan importantes perspectivas sobre cómo el liderazgo transformacional afecta, directa e indirectamente, el desempeño en las tareas en una economía emergente. **Aborda específicamente** el contexto cultural de Colombia, caracterizado por una alta distancia al poder y una baja aversión a la incertidumbre percibida, en contraste con una mayor aversión a la incertidumbre deseada.

MANUSCRIPT:

Design/methodology/approach – Through an online questionnaire, the study uses a large sample of 6,584 users from 44 low-cost fitness centres from different cities in Spain. After validating the measurement model, the hypotheses were tested through structural equation (SEM) modelling technique, noting the existence of significant relationships.

Findings – The results showed that two dimensions of perceived quality have a positive influence on perceived value (employees) and satisfaction (facilities). However, the enthused participation dimension of customer engagement also indicated an important impact on perceived value and satisfaction, thus confirming the influence of this dimension in the context of sports services for users' loyalty.

Originality/value – With a large sample, the importance of this study lies in the use of strategies to achieve a greater influence on perceived value and satisfaction, with the aim of increasing customer loyalty in fitness centres. This is why, in addition to the service quality, the influence of the customer engagement dimensions is included, which have not been previously analysed in this emerging business model.

Keywords Perceived quality, Customer engagement, Perceived value, Satisfaction, Loyalty, Fitness industry
Paper type Research paper

Resumen

Proposito – El proposito de este trabajo es analizar la influencia de la calidad percibida y el compromiso del cliente sobre el valor percibido y la satisfaccion en un modelo para evaluar la lealtad en usuarios de centros de fitness.