

The Influence of Service Quality, Consumer Satisfaction, and Price Perception of Facing Members at GYM Arjuna Fitnes on Fitness Competence in Nganjuk Regency

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Article Information		Abstract
Submission date	4 February 2026	Research aim: This study is all about looking into and assessing how service quality, how happy customers are, and thoughts on costs affect how loyal members are at Arjuna Fitness Gym in Nganjuk Regency. It will check these things one by one and also together. The goal of the research is to give a clear idea of the main things that help build customer loyalty in this specific gym setting. Design/Method/Approach: A way to study using numbers was applied, with questionnaires designed from key indicators of the variables. Key details were collected from individuals who have personally used the services at Arjuna Fitness Gym. Before distributing the questionnaires, they were checked to ensure they were both accurate and dependable. The information collected was examined using standard tests and multiple linear regression to determine how service quality, customer satisfaction, and perceived costs influence loyalty among gym members. Research Finding: The research showed that the quality of service, how happy customers are, and their views on prices play a big role in making members stay loyal at Arjuna Fitness Gym in Nganjuk. This was proven by a significance level of less than 0.05 and an R² value of 17.8%. Each of these factors also positively influenced loyalty when examined on their own, which matches what we already know and provides helpful information for managers who want to boost customer loyalty. Theoretical contribution/Originality: This research helps us understand why people keep coming back to gyms, focusing on a place in Indonesia named Nganjuk. It also updates what we know by showing how cost, service quality, and customer satisfaction interact in the local fitness community. Practitioner/Policy implication: The findings give useful tips for gym leaders to improve their services, make smarter choices about quality and costs, and develop guidelines that motivate members to remain committed over the long term. Research limitation: However, the research has some limitations because it only looks at three key factors and is based on just one gym. This makes it hard to apply the findings to other gyms. Keywords: The level of service, customer satisfaction, their opinions on costs, the loyalty of members, and the fitness center, Arjuna Gym..
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1. Introduction

In the last few years, more people have started to understand how important it is to stay physically fit. This change in how people live has led to more fitness centers opening up all over Indonesia, including in Nganjuk Regency [1]. Arjuna Fitness Gym is one of those places

that really care about the health of the community by providing good exercise equipment and skilled trainers who help members reach their best fitness. However, with so many gyms popping up in the area, the competition has become much tougher. Because of this, Arjuna Fitness has to keep its service quality high, improve how happy customers are, and manage how people see their prices to keep members loyal in a fast-changing fitness market [2].

Service quality is really important for seeing how well a gym is doing. People often check five key things to judge it: the looks of the place, how reliable it is, the speed of help, the level of trust, and how well they listen [3]. At Arjuna Fitness, these factors are shown by how clean and organized the equipment is, how pleasant the workout area is, how nice the staff treats everyone, how good the trainers are at giving helpful advice, and how they focus on what each member needs. Offering great service not only makes members more satisfied but also builds trust, which encourages them to keep coming back to the gym for a long time[4].

Customer happiness is an important part that greatly affects how loyal members are [2]. Happiness happens when what a user actually experiences is as good as or better than what they expected. It can be thought of as how a person feels either happy or let down when they compare what they thought would happen with how well a product or service really performed. For Arjuna Fitness, satisfaction can be seen in things like how comfortable workouts are, how professional the instructors are, how reliable the training schedules are, and how easy it is to handle administrative tasks. When members are happy, they are more likely to renew their memberships, stick to their workout routines, and tell others about the gym, which all helps build stronger loyalty among customers [5].

How people view prices plays a big role in whether they choose to continue using fitness services. Individuals feel satisfied with pricing when they believe that what they pay is equal to the advantages and comfort they receive, which is commonly known as *value for money*. [3]. At Arjuna Fitness, members think the fees are fair when they match the high standard of services, such as tidy spaces and availability of experienced trainers. When members consider the costs to be just and aligned with the level of service, they tend to have more trust in the gym, which helps strengthen their commitment.[6].

The rise of gyms in Indonesia shows that people are becoming more aware of their health and are moving toward a more modern way of living. How loyal customers are to fitness centers mainly depends on how good the service is, how satisfied they are, and how they view the prices [7]. Good service, which includes having clean places, knowledgeable employees, and timely help, helps create trust and happiness, leading to stronger loyalty from gym users [8].

Member happiness relies on more than the gym's equipment. It also includes the atmosphere during workouts, the relationships between trainers and gym-goers, and whether the prices seem reasonable [9]. Reasonable prices are particularly crucial in areas with less money, such as Nganjuk Regency. When people feel that the cost of their membership is worth the benefits they receive, they are more likely to keep going to that gym [10].

Even though customer loyalty is often linked to the quality of service, how satisfied customers feel, and how they perceive prices, there are not many real-world studies that examine these connections in specific gyms like Arjuna Fitness Gym in Nganjuk [5]. Most existing research has concentrated on gyms in large cities, which have very different social

and economic conditions than smaller towns [11]. The local culture and social factors can change how people view services and what influences their buying decisions, so findings from city studies may not apply to smaller locations [12]. For this reason, this research aims to take a closer look at how service quality, customer satisfaction, and price perceptions affect loyalty among members at Arjuna Fitness Gym in Nganjuk Regency.

This research not only teaches us about how people behave in gyms but also gives useful insights to the managers at Arjuna Fitness for real situations [13]. Understanding what keeps people coming back to a gym helps the managers make better programs to enhance the services offered. This might involve improving the training for instructors, maintaining a neat and tidy environment, and ensuring that prices are reasonable and easy to understand [14]. Furthermore, Arjuna Fitness can find ways to regularly gather opinions from its members to ensure their needs are always met. By doing so, the gym can develop a strong and positive relationship with its members. Ultimately, for Arjuna Fitness to keep its members loyal, it's not only about having top-notch facilities it's equally important to ensure that members enjoy their time there, feel satisfied with the service, and believe the prices match the quality they receive[10]. This study seeks to offer a better grasp of loyalty methods in local gyms, and it could also assist other fitness centers in managing their services in various locations [15].

1.1. Statement of Problem

The future success and stability of Arjuna Fitness Gym in Nganjuk Regency mostly rely on how effectively the management ensures that its members are satisfied. Even though the gym offers great facilities and affordable membership options, there are certain issues that might damage the lasting relationships with its members. A major concern is the ongoing complaints about the service not being reliable, such as issues with cleanliness and slow responses to member requests, which can make customers less satisfied and give a negative view of the quality of the service.

Internal documents show that a lot of members are leaving, which means that different reasons inside and outside the gym are not helping to keep members committed. Also, many members feel that the fees they pay do not match the quality of the services they receive. This gap makes them less likely to renew their membership or tell others about the gym, which impacts how loyal members are overall.

The behaviors and viewpoints of individuals are molded partly by the particular social and cultural elements of their neighborhood. Consequently, research outcomes derived from large metropolitan areas or areas marked by differing economic realities and demographics might not hold true here. Studies that investigate the ways service quality, contentment of customers, and views on pricing affect devotion, notably within fitness facilities in this vicinity like Arjuna Fitness Gym located in Nganjuk, are notably limited. This deficiency underscores the importance of a targeted study into the ways these distinct elements merge and sway devotion in this unique local situation.

If we fail to promptly address these issues, we might experience a decline in member confidence, a reduction in member retention rates, and a weaker standing in the increasingly competitive fitness market. Therefore, conducting thorough research to understand the factors influencing member loyalty is crucial, alongside identifying strategies to enhance our service

quality, improve customer satisfaction, and ensure perceived value for money simultaneously.

1.2. Research Objectives

This research, consistent with the stated problem, seeks to investigate and measure the impact of service quality, how happy customers are, and how customers view prices on the loyalty of Arjuna Fitnes Gym participants in Nganjuk Regency, whether considered separately or together. Besides these key factors, the research also intends to uncover additional possible loyalty influencers, like the standard of the facilities, interactions among people, special offers, and how much customers trust the gym, and to determine if factors that either strengthen or weaken these links exist.[16] The main intention is to give a full picture of what makes customers loyal in the local fitness business and to offer useful advice on improving service quality and putting pricing plans into action that take into account the traits of the local people and the state of the market there.

2. Method

This research employs a quantitative strategy, driven by the intention to generate measurable data suitable for statistical analysis, which will facilitate the confirmation of hypotheses and the identification of relationships among the variables under investigation. The quantitative methodology ensures precision, the potential for replication, and a systematic evaluation because of its standardized protocols[17]. Additionally, this approach enables the incorporation of an expanded sample size, thereby enhancing the generalizability of the findings to the target population and the degree to which they accurately reflect it.

Primary data is the main information used in this research and was gathered straight from people through well-organized surveys. These surveys were created based on proven measures for aspects like service quality, how happy customers are, views on prices, and loyalty of members, making sure it matched important theories. The gathering of data was done in a careful and orderly way to keep it trustworthy and accurate. In addition, secondary data such as books, documents, and other related sources were also used to back up the research structure and enhance the study's theoretical foundation.

The group we are looking at consists of all the active members of Arjuna Fitness Gym in Nganjuk Regency. We picked active members because they know firsthand about the gym's equipment, services, and prices since they've been using them, making them the best sources for feedback on the subjects we're studying. Initial observations and background knowledge suggest that active members can share more accurate and helpful views. To determine how many individuals to include in our study, we used the Lemeshow formula, which is useful when the total number of people is unknown. We carefully chose participants, focusing on those aged 17 to 40 who had been members for at least two months and came to the gym at least twice a week, following the suggestions from Sugiyono[11]

A specific kind of sampling method called purposive sampling was used to make sure that the people chosen met certain requirements and could give accurate and useful information. The final group included 100 active members from Arjuna Fitnes Gym located in Nganjuk Regency. The Lemeshow formula showed that about 96 people were needed, so the number was increased to 100 to improve the accuracy and representation of the sample. This method

is useful because the research aims to gather information from members who have firsthand experience with Arjuna Fitness services and understand important points like service quality, satisfaction, and how they view prices. By using these standards, the selected individuals are seen as capable of giving dependable opinions, leading to data that truly reflects real-life situations.

The main tool used in this research was a survey that had different parts, with each section aimed at assessing the specific factors being studied. Each factor used a 5-point scale where participants could show how much they agreed with each statement or how they felt about it. The 5-point scale was chosen because it effectively gathers opinions and feelings and is simple to understand. Before giving out the survey to the participants, tests for accuracy and consistency were done to make sure the tool was suitable for use.

The results from the validity test indicated that each question related to service quality, customer happiness, how people view prices, and loyalty had connection scores that were above the r-table at a significance level below 0.05. This means that all the questions were proved to be valid because they accurately assessed what they were intended to evaluate. Additionally, the reliability test showed that every factor had Cronbach's Alpha scores greater than 0.70. This suggests that the survey was dependable, had strong internal consistency, and could yield consistent results when used in the same manner. Therefore, the method of measurement was considered suitable for collecting precise and reliable information.

The process of looking at the data started with checking if the tool was valid and reliable. Then, we did some tests to see if certain conditions were met, like checking for normality, heteroscedasticity, and multicollinearity, to make sure the data was good for analysis. Once the data passed all these tests, we used multiple linear regression analysis to study how the independent factors affected the dependent factor. We chose this method because it allows us to look at the effects one at a time as well as all together, and it gives a clear understanding of how the variables are connected to each other.

In general, the research was carried out according to strict scientific guidelines to ensure that the findings are reliable and respected in scholarly settings. By using a quantitative approach, this study provided a clear and detailed understanding of what influences the loyalty of members at Arjuna Fitness GYM in Nganjuk Regency. It also enabled effective testing of key theories and the development of recommendations supported by strong evidence.

Sec. 3. Results and Discussion

Results

Normality Test

The normality test was done to see if the remaining errors the gaps between what we actually measured and what our regression model predicted fit a normal distribution. This is important because it means we can correctly estimate the regression parameters and use statistical tests like the t-test and F-test properly. In this research, we looked at normality using SPSS version 23.0 by checking the Normal P-P Plot visually. The findings indicated

that the leftover errors were normally distributed. So, we can say that the regression model meets the normality requirement and is ready for further analysis.

Multicollinearity Test

The multicollinearity test checks if the independent variables in a regression model are too alike. This is important because if the variables are too closely related, they might not add their own unique contributions to the model. The test was done using SPSS version 23.0, concentrating on the Tolerance and Variance Inflation Factor (VIF) values listed in the Coefficients table. The findings showed that the tolerance value for customer satisfaction was 0.969, for price perception it was 0.981, and for service quality, it was 0.958. Additionally, the VIF values for these variables were 1.032, 1.044, and 1.019. If a tolerance value falls below 0.10 or a VIF value is over 10, it means there is multicollinearity. Since all the variables had tolerance and VIF values that were considered fine, we can say there is no multicollinearity. This indicates that each independent variable can work on its own in the regression model.

Heteroscedasticity Test

The test for heteroscedasticity was done to check if the leftover values stay the same across all predicted levels. This test is important to make sure that the regression model follows the rule of having equal variance. We used SPSS version 23.0 to carry out the test by looking at the Scatterplot of ZPRED against SRESID. The findings revealed that the leftover points were scattered randomly above and below the zero line, without creating any clear patterns like getting closer together, spreading out, or forming waves. This random spread shows that our model does not have heteroscedasticity. As a result, the regression model meets the condition for homoscedasticity and can be used for more analysis. Also, this means that the estimated coefficients are trustworthy and correct.

Analysis of the Multiple Linier Regression

The results of multiple linear regression analysis are as follows:

Table 1. Multiple Linier Regression Results

		Coefficients ^a	
Model		Unstandardized Coefficients	Standardized Coefficients
		B	Beta
1	(Constant)	-1.260	
	Quality of Service	.062	.122
	Consumer Satisfaction	.187	.262
	Price Perception	.258	.306
		Std. Error	

Source: SPSSv23 Output, 2025

Based on Table 1, the analysis showed a constant value of -1.260, while the regression coefficients for Service Quality (X1), Consumer Satisfaction (X2), and Price Perception (X3) were 0.062, 0.187, and 0.258 respectively. The constant value indicates that if all independent variables are assumed to be zero, the value of Member Loyalty would be -1.260.

The regression coefficient of Service Quality of 0.062 indicates a positive but not significant effect on Member Loyalty because the significance value was greater than 0.05. This occurred because the service quality provided by Arjuna Fitness was already considered good and able to meet members' expectations, so it was no longer the main factor influencing loyalty. Most members gave relatively similar assessments regarding the service quality, indicating that the services had become a standard aspect that members naturally expected from the gym. In addition, the majority of respondents were young members, especially students aged 20–25 years, who tended to pay more attention to the satisfaction they felt after exercising and the suitability of the membership price with the benefits received rather than focusing only on service quality. Therefore, members were more likely to remain loyal due to the positive exercise experience and affordable pricing rather than because of service quality alone. Meanwhile, Consumer Satisfaction and Price Perception had a positive and significant effect on Member Loyalty. Among the three variables, Price Perception had the strongest influence on member loyalty.

Coefficient of Determination (Adjusted R²)

The Adjusted R², which is called the coefficient of determination, indicates how well the independent variables account for the variations in the dependent variable. The value of Adjusted R² ranges from 0 to 1. A value close to 1 suggests that the independent variables are effective in explaining the variations in the dependent variable. Conversely, a value near 0 implies that they do not explain it well. That's why Adjusted R² is an important indicator of how well the regression model illustrates the relationships among the variables being studied.

Table 2. Results Of The Determination Coefficient (R²) Test

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
1	.451a	.203	.178	2.059	2.499

a. Predictors: (Constant), Price Perception, Service Quality, Consumer Satisfaction

b. Dependent Variable: Member Loyalty

Source: SPSSv23 Output, 2025

The Adjusted R² value of 17.8% can be explained by the fact that service quality, customer satisfaction, and price perception are only able to account for a small portion of member loyalty. This is because loyalty is not only influenced by these three variables, but also by other factors outside the scope of this study, such as gym facilities, location, promotional programs, instructor quality, and members' personal motivation. In addition, the relatively homogeneous characteristics of the respondents limit the variation in the data, resulting in weaker relationships between variables. Therefore, the model has a low ability to explain member loyalty.

T test (Partial test)

In a t-test used for hypothesis testing, the alternative hypothesis (H_a) cannot be accepted if the $< t_{\text{table}}$, value is less than the t-table value. This means the null hypothesis (H_0) is considered true. However, H_a can be accepted if the $> t_{\text{table}}$, value is greater than the t-table value. Here are the results of the partial t-test:

Table 3. T-Test (Partial Test) Result

		Coefficients ^a	
Model		T	Itself.
1	(Constant)	-327	.745
	Quality of Service	1.314	.192
	Consumer Satisfaction	2.816	.006
	Price Perception	3.323	.001

Source: SPSSv23 Output, 2025

From the results of the partial t-test, it looks like the Service Quality factor (X_1) doesn't really impact Member Loyalty (Y). The t-count we calculated is 1.314, which is less than the t-table value of 1.984, and the significance value is 0.192, which is more than 0.05. Because of this, we accept the null hypothesis (H_0) and reject the alternative hypothesis (H_a), showing that Service Quality does not have a major effect on Member Loyalty. On the other hand, the Consumer Satisfaction factor (X_2) strongly affects Member Loyalty. This is backed up by a significance value of 0.006, which is under 0.05, and a t-count of 2.816, which is higher than the t-table value of 1.984. For this reason, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a) for this factor. In the same way, the Price Perception factor (X_3) also significantly impacts Member Loyalty. We notice this from the significance value of 0.001, which is below 0.05, and the t-count of 3.323, which is greater than the t-table value of 1.984. So, we reject the null hypothesis (H_0) and accept the alternative hypothesis (H_a), indicating that Price Perception has a significant influence on Member Loyalty.

F Test (Simultaneous Test)

The following are the results of the F test (simultaneous test):

Table 4. F-Test (Simultaneous Test) Result

		ANOVA				
	Model	Sum of Squares	Df	Mean Square	F	Itself.
1	Regression	103.657	3	34.552	8.148	.000b
	Residual	407.093	96	4.241		
	Total	510.750	99			

a. Dependent Variable: Member Loyalty

b. Predictors: (constant), Price Perception, Service Quality, Consumer Satisfaction

Source: SPSSv23 Output, 2025

According to the ANOVA table, the regression model has a significance value, known as p-value, of 0.000, which is much lower than the limit of 0.05. The rules say that if this significance value is under 0.05, then the model is seen as important at the same time.

Therefore, we can say that Service Quality, Consumer Satisfaction, and Price Perception all play a big role in affecting Member Loyalty at GYM Arjuna Fitness.

Discussion

1) The Influence of Service Quality on Member Loyalty at Arjuna Fitness

The findings of this study indicate that service quality does not affect member loyalty. This is supported by the results of the t-test, which show a t-value of 1.314, lower than the t-table value of 1.984, and a significance level of 0.192, which is greater than 0.05. Therefore, the null hypothesis is accepted and the alternative hypothesis is rejected, meaning that service quality does not directly influence the loyalty of Arjuna Fitness members.

The lack of influence of service quality on member loyalty occurs because the services provided are already considered good and in line with members' expectations, making them a standard aspect for members. In addition, member loyalty is more influenced by other factors such as affordable membership prices, complete facilities, satisfaction after exercising, and the suitability of the benefits received. Most respondents, who were dominated by students aged 20–25 years, also tended to pay more attention to satisfaction and price perception rather than service quality. Therefore, service quality does not show a significant effect on member loyalty.

2) The Influence of Consumer Satisfaction on Member Loyalty at Arjuna Fitness

The study shows that how happy people are as customers really impacts how loyal they are as members. The results from the t-test indicate that the t-count of 2.816 is higher than the t-table value of 1.984, and the significance level is 0.006, which is lower than 0.05. Because of this, we reject the idea that there's no effect and accept that satisfaction plays an important role in loyalty. This finding supports theories that say satisfaction is a major factor in loyalty. When members like the gym's amenities, quality of service, cleanliness, and training space, they are more likely to keep coming back and suggest the gym to others. On the other hand, if people start to feel less satisfied, it can hurt their loyalty to the gym and lead to fewer members sticking around.

3) The Influence of Price Perception on Member Loyalty at Arjuna Fitness

The research shows that how members view prices has a big impact on how loyal they are to the fitness center, but it's not the only factor. The t-test produced a t-count of 3.323, which is higher than the t-table value of 1.984, and it has a significance level of 0.001, much lower than the usual cut-off of 0.05. This means we can say the initial hypothesis is wrong and the alternative hypothesis is correct, proving that how members see prices does play an important role in their loyalty. These findings back up earlier studies that indicate a good view of prices can boost loyalty. When members think the fees for their membership are reasonable compared to the services and facilities they get, they are more likely to stick around. On the flip side, if members see the prices as unfair, it might make them less loyal and more likely to look for other fitness options.

4) The Simultaneous Effect of Service Quality, Consumer Satisfaction, and Price Perception on Member Loyalty at Arjuna Fitnes

The results of the F-test show that Service Quality, Consumer Satisfaction, and Price Perception simultaneously have a significant effect on Member Loyalty. This is proven by the significance value of 0.000, which is lower than 0.05. In addition, the Adjusted R² value of 0.178 indicates that these three variables are able to explain 17.8% of the influence on Member Loyalty, while the remaining 82.2% is influenced by other factors outside this study.

The Adjusted R² value of 17.8% may occur because gym member loyalty is a complex consumer behavior influenced by many factors, so it cannot be explained only by service quality, consumer satisfaction, and price perception. These other factors include personal motivation to maintain health, body-shaping goals, a healthy lifestyle, the comfort of the gym atmosphere, the completeness of gym equipment, social relationships with fellow members, an easily accessible gym location, economic conditions, daily activity schedules, and the presence of other gyms offering more attractive facilities and promotions. In addition, the majority of respondents, who were dominated by students aged 20–25 years, tended to consider membership fee flexibility, training comfort, and the benefits they felt after exercising. Although the Adjusted R² value is relatively low, this is a common condition in consumer behavior research because loyalty is influenced by psychological, social, and situational factors that are difficult to measure comprehensively in a single study. Therefore, the contribution of 17.8% is still considered meaningful in this study.

Conclusion

The results of this study indicate that there are similarities and differences when compared to previous studies. In general, the findings support earlier research stating that service quality, customer satisfaction, and price perception are factors that influence member loyalty. This is also supported by the results of the F-test, which show that these three variables simultaneously have an effect on the loyalty of Arjuna Fitness members.

However, when examined partially, the results reveal a more detailed pattern. Customer satisfaction and price perception are proven to have a significant effect on member loyalty. This means that the higher the level of customer satisfaction and the better the members' perception of price, the higher the level of loyalty that is formed. These findings are consistent with previous studies emphasizing the importance of satisfaction and price perception in building customer loyalty.

On the other hand, service quality does not have a significant effect on member loyalty. This indicates that service quality is not the main factor determining member loyalty in this study. This condition may occur because the service quality provided by Arjuna Fitness is already considered good and has become a standard expectation among members, so it no longer serves as a strong differentiating factor. In addition, members tend to place greater importance on their overall experience, particularly their level of satisfaction after using the service and the perceived fairness between the price paid and the benefits received. Based on these results, it can be concluded that in the context of Arjuna Fitness, member loyalty is more influenced by customer satisfaction and price perception than by

service quality. In other words, feelings of satisfaction and the perception that the price paid is worth the benefits received are the main factors encouraging members to remain loyal.

Although this study provides valuable insights, it has several limitations. The study only includes three variables, and therefore does not cover other factors that may also influence loyalty, such as gym facilities, relationships between members and trainers, customer trust, promotional programs, social interaction, and instructor competence. In addition, the scope of the study, which focuses on a single research object, limits the findings to that specific context. Therefore, future research is expected to expand the research model by including additional relevant variables and involving more diverse research objects, so that the results can be broader and more comprehensive.

Content Attribution (If you use AI assistance):

The author acknowledges the use of AI applications, including Scholar GPT (version 5.2, developed by OpenAI) and Blackbox AI (version 3.1.92, developed by Blackbox AI Technologies) in the development of this work. These applications were utilized to support activities such as reference searching, content refinement, data analysis, and the exploration, selection, and understanding of relevant theoretical frameworks to strengthen the conceptual foundation of this study. The AI tools utilized in this research were employed only as supporting instruments, particularly for helping the author summarize theoretical concepts related to service quality, customer satisfaction, price perception, and member loyalty; clarify explanations; and improve the overall coherence of the writing. It should be noted that none of the content produced by AI was used directly. Every AI-assisted output was carefully examined, revised, and verified by the author to ensure that the information remained accurate, reliable, and aligned with the research objectives. All interpretations, analytical reasoning, and theoretical connections in this study result from the author's own academic considerations. Thus, the final manuscript reflects a thoughtful combination of human expertise and AI-assisted enhancement.

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