***ABSTRACT***

*Quality of services provided by the company is an important performance company for customer satisfaction / customer. Research entitled "Effectiveness of Service Quality Personal Trainer To Increasing Customer Satisfaction". Research conducted at the Rebel Gym Dago, with a focus on service quality personal trainer to improve customer satisfaction. The purpose of this research to find expertise, trustworthiness and attractiveness Rebel Gym personal trainer in improving customer satisfaction at Rebel Gym Dago. The population in this study are customers or consumers Rebel Gym fitness center Dago. As for the data based on the customers who have become active members use the fitness center in each month about 72 people.*

*The method used in this research is a descriptive analysis. This method of analysis with data collection in the form of questionnaires, observation, interviews, and literature. Source Credibility theory where "People are more likely dipersuate as a source of communication shows itself as a credible person (That People are more Likely to be persuaded when the source present it self as credible)" (Hovland, Jannis and Kelly: 1953).*

*The result of this research is 54.76% of respondents indicate aspects of assessment in the category quite well and 45.24% longer in the good category. so it can be concluded that the respondent’s assessment to personal trainer service at fitness gym rebel dago already support or according to expectation. Specifically, It can be concluded that the aspects of expertise, trustworthiness and attractiveness trainer quite effective in increasing customer satisfaction Rebel Gym Dago*

*Researcher suggest that Rebel Gym fitness Center Dago much longer provide direct services, according to the problems experienced by customers, as well as better service than expected so as to be more give satisfaction to the consumer.*