

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Member *Fitness Center* (Studi Kasus Pada Amity Studio Bandung) baik secara langsung maupun tidak langsung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif yaitu dengan metode survey. Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner dan observasi, dengan jumlah sampel sebanyak 94 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah *path analysis*, korelasi berganda, regresi berganda dan koefisien determinasi. Uji hipotesis yang dilakukan yaitu uji t dan uji mediasi (sobel test).

Hasil penelitian menunjukkan bahwa kualitas pelayanan berada pada kriteria kurang berkualitas, kepuasan pelanggan berada pada kriteria kurang puas, dan loyalitas member di Amity Studio Bandung berada pada kriteria kurang loyal. Berdasarkan hasil analisis menunjukkan bahwa terdapat pengaruh positif dan signifikan antara kualitas pelayanan terhadap kepuasan pelanggan. Terdapat Pengaruh yang positif dan signifikan antara kualitas pelayanan terhadap loyalitas member, dan terdapat pengaruh yang positif dan signifikan antara kepuasan pelanggan terhadap loyalitas member. Kemudian, berdasarkan uji hipotesis Pengaruh tidak langsung dinyatakan bahwa kepuasan pelanggan dapat memediasi Pengaruh antara kualitas pelayanan dan loyalitas member.

Kata Kunci: kualitas pelayanan, kepuasan pelanggan, loyalitas member, *fitness center*

ABSTRACT

This study aims to determine and analyze the effect of service quality on customer satisfaction in forming fitness center member loyalty (case study at Amity Studio Bandung) either directly or indirectly. The research method used is a combination of descriptive and verification methods with a quantitative approach, namely the survey method. Data collection techniques used were interviews, questionnaires, and observation, with a total sample of 94 respondents. Testing research instruments using validity and reliability tests. The data analysis methods used are path analysis, multiple correlation, multiple regression, and the coefficient of determination. Hypothesis testing was carried out, namely the t test and the mediation test (Sobel test).

The results showed that service quality was in the category of *less qualified*, customer satisfaction was in the category of *unsatisfied*, and member loyalty at Amity Studio Bandung was in the category of *less loyal*. Based on the results of the analysis, there is a positive and significant influence between service quality and customer satisfaction. There is a positive and significant influence of service quality on member loyalty, and there is a positive and significant effect between customer satisfaction and member loyalty. Then, based on the hypothesis test, the indirect effect states that customer satisfaction can mediate the effect between service quality and member loyalty.

Keywords: *service quality, customer satisfaction, member loyalty, fitness center*