

ABSTRAK

Penelitian ini dilatarbelakangi oleh meningkatnya kesadaran masyarakat terhadap gaya hidup sehat dan kebutuhan akan layanan kebugaran berbasis nilai-nilai keagamaan, namun fluktuasi jumlah anggota menunjukkan adanya tantangan dalam mempertahankan kepuasan pelanggan. Tujuan penelitian ini adalah untuk menganalisis secara simultan dan parsial pengaruh *brand image*, kualitas pelayanan, dan religiusitas terhadap kepuasan pelanggan pada anggota Qowiyy Gym Bandung, pusat kebugaran syar'i khusus ikhwan. Penelitian menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Data dikumpulkan melalui kuesioner kepada 64 anggota yang ditentukan dengan rumus slovin menggunakan teknik incidental sampling. Analisis data meliputi uji validitas, uji reliabilitas, transformasi *Method of Successive Interval (MSI)*, regresi linear berganda, korelasi berganda, koefisien determinasi, serta uji hipotesis (uji F dan uji t). Hasil penelitian menunjukkan nilai korelasi simultan sebesar 0,921 (kategori sangat kuat) dengan kontribusi sebesar 84,8% terhadap kepuasan pelanggan, sisanya 15,2% dipengaruhi faktor lain. Secara parsial, *brand image* berpengaruh positif namun kecil dan tidak signifikan dengan koefisien 0,81 dan Kd 4,2%. Kualitas pelayanan memberikan pengaruh positif dan signifikan dengan koefisien 0,249 dan Kd 30,7%, menunjukkan bahwa pelayanan yang baik berperan penting dalam meningkatkan kepuasan pelanggan. Religiusitas berpengaruh positif dan signifikan dengan koefisien 0,411 dan Kd 49,9%, menunjukkan bahwa nilai-nilai religiusitas mampu menciptakan kenyamanan, kepercayaan, dan keterikatan emosional anggota. Secara keseluruhan, Qowiyy Gym perlu memperkuat *brand image*, meningkatkan kualitas pelayanan, dan mengoptimalkan nilai religiusitas untuk mempertahankan kepuasan pelanggan.

Kata Kunci: *Brand Image*, Kualitas Pelayanan, Religiusitas, Kepuasan Pelanggan

ABSTRACT

This study was motivated by the increasing public awareness of the importance of a healthy lifestyle and the growing demand for fitness services rooted in religious values, yet membership fluctuations suggest challenges in maintaining customer satisfaction. The purpose of this research is to analyze both the simultaneous and partial effects of brand image, service quality, and religiosity on customer satisfaction among members of Qowiyy Gym Bandung, an exclusive syar'i fitness center for men. The research employed descriptive and verificative methods with a quantitative approach. Data were collected through questionnaires distributed to 64 members determined using the Slovin formula with an incidental sampling technique. Data analysis included validity and reliability tests, data transformation using the Method of Successive Interval (MSI), multiple linear regression, multiple correlation, coefficient of determination, and hypothesis testing (F-test and t-test). The results showed a simultaneous correlation value of 0.921 (very strong) with a contribution of 84.8% to customer satisfaction, while the remaining 15.2% was influenced by other factors not examined in this study. Partially, brand image had a positive but small and insignificant effect with a coefficient of 0.81 and a determination coefficient (Kd) of 4.2%. Service quality had a positive and significant effect with a coefficient of 0.249 and Kd of 30.7%, indicating its critical role in enhancing customer satisfaction. Religiosity also had a positive and significant effect with a coefficient of 0.411 and Kd of 49.9%, showing that religious values strengthen comfort, trust, and emotional attachment among members. Overall, Qowiyy Gym should enhance its brand image, improve service quality, and optimize religious values to maintain customer satisfaction.

Keywords: Brand Image, Service Quality, Religiosity, Customer Satisfaction