

## THE INFLUENCE OF PERCEPTION OF PRICE, FACILITIES, AND SERVICE QUALITY ON MEMBER SATISFACTION OF ALL HAPPY GYM FITNESS CENTER BRANCHES IN THE ERA OF GLOBAL DISRUPTION

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**Abstract:** This study examines the influence of price perception, facilities, and service quality on member satisfaction across all branches of Happy Gym Fitness Center in East Java. Using a quantitative explanatory design, data were collected from 320 active members through a structured questionnaire and analyzed with SPSS. The findings show that while all three variables jointly influence customer satisfaction, only facilities and service quality have a significant partial effect, whereas price perception does not. These results indicate that non-price dimensions particularly modern facilities and high service standards play a more dominant role in shaping member satisfaction. This study contributes to the growing literature on fitness service management and highlights the importance of continuous service improvement in a rapidly evolving industry. Recent insights from post-pandemic behavioral shifts are also integrated to strengthen the theoretical foundation.

**Keywords:** *Price Perception, Facilities, Service Quality, Customer Satisfaction, Fitness Centre*

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### 1. Introduction

Public awareness regarding the importance of maintaining health has increased significantly, especially after the Covid-19 pandemic. Recent reports show that 77% of Asia Pacific consumers are now more health-conscious, with a growing shift toward active lifestyles. This trend is also evident in Indonesia, where the fitness industry continues to develop rapidly. Although participation in physical activity has increased, the prevalence of non-communicable diseases remains high, indicating an ongoing need to promote accessible and structured exercise programs (Herbalife, 2023; WHO, 2025).

Fitness centers, including Happy Gym Fitness Center with six branches in East Java, play an important role in facilitating this lifestyle shift. As competition intensifies, price perception, facilities, and service quality have become key determinants of customer satisfaction. How customers see the price depends on whether they feel they get good value for what they pay. Service quality also matters a lot, including how friendly the staff are and how easy it is to get training. On the other hand, modern, comfortable, and complete facilities are also important considerations. The era of global disruption marked by technological advances and the

pandemic has further changed consumer behavior who now expect flexible services, modern facilities, competitive prices, and excellent service, including technology integration such as online booking applications and virtual fitness classes (Fajriyah et al., 2020).

With the increase in members and the expansion of branches, Happy Gym needs to understand the key factors that affect customer satisfaction in order to maintain trust and competitiveness. Customer satisfaction in the fitness industry is not only determined by the results of the exercise, but also by how they rate the price, facilities, and services provided. Previous research has defined satisfaction as a positive feeling after expectations have been met (Septiana & Alie, 2023). The level of excellence in both services and amenities plays a vital role when it comes to shaping a favorable impression (Sudais & Purnami, 2025). Considering the shifts in how customers act as a result of the pandemic and progress in technology, Happy Gym should take another look at how they plan things regarding costs, the equipment it offers, and the quality of the services so more customers are happy and stay loyal during these rapidly changing times (Herbalife, 2023).

Price perception is the consumer's point of view or assessment of the price of a product or service, whether it is considered worthwhile, expensive, or affordable compared to the benefits obtained. Consumers usually evaluate prices not only by the amount of the nominal, but also by the value they perceive in return for the costs incurred (Rukmayanti & Fitriana, 2022). In an effort to achieve business goals, companies often set prices by assessing various elements, such as production costs, market conditions, competition strategies, and consumer purchasing power. The main objectives of pricing include optimizing profits, recovering investments, increasing market share, and strengthening the company's competitive position (Rukmayanti & Fitriana, 2022). Price is the monetary compensation that consumers pay to obtain the product or service they need (Jaya & Gumanti, 2023). Price is monetary compensation paid by consumers to obtain the products or services they need. Meanwhile, price can also be understood as the total value that must be exchanged for the product or service that will or has been used (Majid & Nugraha, 2021). Therefore, companies need to balance internal financial goals and consumer needs to create fair, attractive, and sustainable prices for both parties.

Facilities can be interpreted as real goods or services provided to support smooth transactions between service providers and consumers, through the availability of adequate services (Sirait & Sukma, 2023). Facilities also play an important role in providing convenience and comfort for customers when using the services offered (Nanang & Pasharibu, 2021). In the context of sports, the availability of complete and proper facilities is one of the determining factors for the success of sports activities, because each sport requires different facilities and infrastructure to achieve optimal results. In addition, facilities include not only the main facilities such as sports rooms or equipment, but also other supporting elements, such as efficient space layout, good ventilation and air circulation, to equipment and furniture that support user comfort. The arrangement of furniture, equipment, and interior and exterior design with the right circulation flow is key in creating a pleasant experience for customers (Tanuhardja & Tiara N, 2025). Thus, good facilities not only increase comfort, but can also affect the overall perception of service quality.

Service quality has an important role in creating customer satisfaction. Good service can meet or even exceed customer expectations, so the likelihood of them moving to another service provider is small. The operational success of a business or organization that focuses on customer satisfaction depends largely on the extent to which the services provided are able to meet the needs of users (Siregar & Sienny, 2025). Service quality standards themselves can be

interpreted as the extent to which the services provided meet or exceed customer expectations. Quality of service basically encompasses five main dimensions in the SERVQUAL model. First, tangibles refer to physical evidence such as cleanliness, facilities, and staff appearance. Second, reliability, which is the ability of service providers to provide services consistently and accurately. Third, responsiveness that shows agility in responding to customer requests and complaints. Fourth, assurance, which is the guarantee and competence of staff in providing a sense of security to customers. Finally, empathy that reflects attention and concern for the customer's individual needs (Parasuraman et al., 1985). In the context of the fitness industry, the quality of service is an important factor that affects the experience, satisfaction, and loyalty of members. Quality service can create a positive experience that improves customers' perception of the gym as a whole, increasing their likelihood of staying loyal and recommending the service to others.

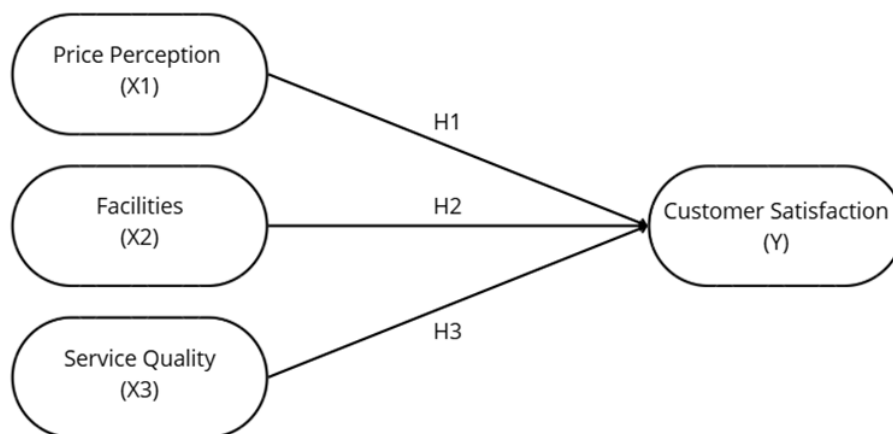
Customer satisfaction plays an important role in maintaining the sustainability of the service business. Satisfied customers are more likely to return to the same service in the future. Not only that, but satisfaction also encourages effective word-of-mouth promotion, which can expand market reach at no additional cost. Customer satisfaction can be defined as the positive feeling that arises after a consumer buys and uses a product or service, which indicates the fulfillment of their expectations (Septiana & Alie, 2023). In the context of a fitness center or gym, customer satisfaction is influenced by various important elements such as the quality of service, the availability of adequate facilities, and the perception of prices that are considered reasonable and commensurate with the benefits received. Customer satisfaction can also be understood as a form of response to a service that successfully meets their needs and expectations (Zai & Wibowo, 2025). When the service provided meets or even exceeds customer expectations, the level of satisfaction increases. Therefore, in gym operations, understanding this dimension of satisfaction is essential to retain members and increase their loyalty to the services provided.

The perception of prices that are considered commensurate with the benefits obtained by consumers has the potential to increase customer satisfaction. When customers judge that the cost of membership or the price of the services offered is fair, reasonable, and competitive compared to the facilities and quality of service received, their satisfaction tends to increase. Research shows that price perception has a positive and significant effect on customer satisfaction (Sumiyati & Soliha, 2020). These findings are reinforced by studies that state that price perceptions have a significant impact in driving increased consumer satisfaction with the services used (Muticara et al., 2024). Thus, a good price perception is not only a factor in a purchase decision, but also a determinant of the level of satisfaction after the use of the service.

The quality of facilities is a crucial factor that affects customer satisfaction, especially in service industries such as fitness centers. Facilities that are complete, comfortable, clean, and well-maintained are able to create a positive experience for customers, thereby increasing their perception of the quality of service. Facilities have a positive effect on customer satisfaction, which means that the better the quality of the facilities provided, the higher the level of satisfaction felt by customers (Kuniawan & Soliha, 2022). This is in line with the findings that facilities have a positive and significant influence on customer satisfaction (Alwi & Mulyono, 2023). Thus, optimal facility management is not only a supporting element, but also a strategic component in forming customer loyalty. In the context of a fitness center, the quality of the facility can be the main differentiator between one service provider and another, as well as being a reason for customers to keep subscribing or recommending to others.

Good service quality will create a positive experience for customers, which ultimately increases their satisfaction levels. The main factors that determine the quality of service include courtesy, respect, attention, and friendliness, adequate knowledge, discipline, empathy, honesty, and the ability to provide easy-to-understand information to potential customers. The quality of service that includes these elements is able to positively influence consumer buying interest (Rezaldi & Mariam, 2021). These findings are reinforced by studies that show that the quality of service has a positive and significant influence on customer satisfaction (Alwi & Mulyono, 2023). Thus, the higher the quality of service provided by the service provider, the greater the possibility of creating customer satisfaction and continued loyalty. In the context of the fitness industry, professional and responsive service is one of the keys to success in retaining members and improving the reputation of the gym.

### Research Model



- H1: Price perception has a positive and significant effect on member satisfaction in all Happy Gym Fitness Center branches  
 H2 : Facilities have a positive and significant effect on member satisfaction in all Happy Gym Fitness Center branches  
 H3 : Service quality has a positive and significant effect on member satisfaction in all Happy Gym Fitness Center branches

## 2. Research Methodology

This study applies a quantitative approach with a causal research type (explanatory research). This quantitative approach was chosen to measure the impact or relationship between variables using statistically analyzed numerical data. On the other hand, a causal approach is used to understand the causal relationship between independent variables (perception of price, facilities, and service quality) and dependent variables (customer satisfaction). This approach allows researchers to test hypotheses empirically and generalize the findings to a wider population. Thus, this study is explanatory because it seeks to describe the impact and relationship between variables both separately and simultaneously.

The population involved in this study is all active members of Happy Gym Fitness Center spread across six branches, namely two branches in Tulungagung, one in Jombang, two in Kediri, and one in Pare. Active members are individuals who at the time of data collection still have a valid membership status and have used the service for at least three months. This population was chosen because they were experienced enough to assess their perception of

price, facilities, quality of service, and their satisfaction with Happy Gym's services. Based on Happy Gym's internal report in June 2025, the number of active members in all branches was recorded at around 1,570 people. This data is taken from the membership database maintained by the management of Happy Gym Fitness Center.

Referring to the large population, the researcher applied the purposive sampling technique, which is to select respondents who meet certain criteria, in this case: active members of Happy Gym, who have joined for at least three months, and are willing to fill out a questionnaire. This technique is used to ensure the data obtained is more relevant and reflects the customer's real experience of the services provided. In determining the minimum number of respondents, the researchers used the Slovin formula, which is generally used for large populations with a certain level of precision. With a population (n) of 1,570 members and an error rate (e) of 5% or 0.05, the minimum sample number was around 319 people.

$$n = \frac{N}{1 + N(e)^2} = \frac{1.570}{1 + 3,925} = 319$$

This sample will be distributed proportionally across all branches to be representative of the population.

This research adopts two types of data sources, namely primary data and secondary data. Primary data was obtained directly from respondents through the distribution of questionnaires that measured their perception of prices, facilities, service quality, and the level of satisfaction felt by members. Secondary data is collected from Happy Gym's internal documents, such as operational reports in literature. In measuring the research variables, a Likert scale was used with a score range of 1 to 5, where 1 means strongly disagree and 5 means strongly agree. This scale was chosen because it is suitable for measuring respondents' perceptions, attitudes, and satisfaction with various statements in the questionnaire. With the Likert scale, it allows quantitative measurement of perceptual data that tends to be subjective.

The data analysis in this study was carried out with the help of SPSS software as a data processing tool. The analysis stage begins with a descriptive statistical test to provide an overview of the characteristics of the research data. Furthermore, validity and reliability tests are carried out to ensure that the research instruments used are able to measure variables accurately and consistently. After the instrument is declared valid and reliable, it is followed by classical assumption testing which includes normality tests to determine the distribution of data, multicollinearity tests to ensure that there is no too high relationship between independent variables, and heteroscedasticity tests to assess whether there are differences in residual variants in the regression model. The final stage is multiple linear regression analysis which includes an F test to test the influence of independent variables simultaneously on dependent variables, as well as a t-test to test the influence of each independent variable partially.

The use of purposive sampling was chosen to ensure that only respondents with sufficient experience using Happy Gym's services were included, improving the accuracy of their evaluations. In addition, the Slovin formula was applied to determine an appropriate minimum sample size for a large population, ensuring that the results remain statistically representative. The removal of two invalid items (FS1 and FS4) during the validity test was also done to maintain measurement accuracy, allowing only reliable indicators to be included in the final analysis.



### 3. Results and Discussion

#### 3.1. Results

**Table 1. Descriptive Test**

<b>Construct</b>	<b>Indikator</b>	<b>Frequency</b>	<b>(%)</b>
Age	>40 Years	18	5,6%
	17 – 29 Years	258	80,6
	30 – 39 Years	44	13,8%
Gender	Man	182	56,9%
	Woman	138	43,1%
Domicile	Jombang	52	16,3%
	Kediri	121	37,8%
	Pare	41	12,8%
	Tulungagung	106	33,1%
Work	Private Employees	113	35,5%
	College Students	62	19,4%
	Student	9	2,8%
	Personal Trainer	18	5,6%
	Entrepreneurial	118	36,9%
Member Duration	>6 Months	293	91,6%
	3 – 6 Months	27	8,4%
Gym Branches	Muning (Kediri 1)	54	16,9%
	Banjaran (Kediri 2)	55	17,2%
	Jombang	53	16,6%
	Pare	52	16,3%
	Ngemplak (Tulungagung 1)	53	16,6%
	Kepatihan (Tulungagung 2)	53	16,6%

Source: Data processed, 2025

The study involved 320 respondents consisting of 43.1% women and 56.9% men. Based on age, the majority of respondents were in the range of 17–29 years (80.6%), while the rest were over 30 years old. In terms of employment, most of the respondents were entrepreneurs (36.9%), followed by private employees (34.7%), as well as other smaller groups such as students, personal trainers, and cashiers. Judging from domicile, the majority of respondents live around Happy Gym branches, with a membership period of more than 6 months (91.6%), while the rest have a membership period of between 3 to 6 months. Respondents were spread relatively evenly across six Happy Gym branches, namely Pare (16.3%), Muning Kediri 1 (16.9%), Banjaran Kediri 2 (17.2%), Jombang (16.6%), Ngemplak Tulungagung 1 (16.6%), and Kepatihan Tulungagung 2 (16.6%).

**Table 2. Reliability Test**

<b>Variable</b>	<b>Cronbach's Alpha</b>	<b>Information</b>
Price Perception (X1)	0,742	Reliable
Facilities (X2)	0,737	Reliable
Quality of Service (X3)	0,811	Reliable
Customer Satisfaction (Y)	0,731	Reliable

Source: Data processed, 2025

**Table 3. Validity Test**

Variable	Indicators	Validation	
		Corrected Item-Total Correlation	Information
Customer Satisfaction (Y)	KP1	0,436	Valid
	KP2	0,482	Valid
	KP3	0,560	Valid
	KP4	0,575	Valid
Price Perception (X1)	PH1	0,386	Valid
	PH2	0,415	Valid
	PH3	0,408	Valid
Facilities (X2)	FS2	0,440	Valid
	FS3	0,356	Valid
	FS5	0,522	Valid
	FS6	0,403	Valid
	FS7	0,420	Valid
	FS8	0,478	Valid
	FS9	0,558	Valid
Quality of Service (X3)	PL1	0,466	Valid
	PL2	0,565	Valid
	PL3	0,575	Valid
	PL4	0,464	Valid
	PL5	0,386	Valid

Source: Data processed, 2025

Based on the results of the reliability test, the research instrument consisting of 21 items showed a Cronbach's Alpha value of 0.864. This value is above the recommended threshold of 0.7, so it can be concluded that the instrument has high reliability and consistency in measuring the research variables Hair et al. (2019). However, there were two items, FS1 (0.213) and FS4 (0.257), that fell below the validity threshold, indicating low correlation with the overall construct. Therefore, both FS1 and FS4 were removed from the final analysis to improve the overall validity and measurement accuracy of the facilities variable. This adjustment ensured that only valid indicators were retained for subsequent data analysis.

**Table 4. Normality test**

	Unstandardized Residual
N	100
Asymp. Sig. (2-tailed)	<0,001

Source: Data processed, 2025

The results of the normality test using Kolmogorov-Smirnov showed the value of Asymp. Sig. (2-tailed) is < 0.001. This means that the residual data in the study is not normally distributed because the significance value is smaller than 0.05. However, in studies with a fairly large sample count (N = 100), the assumption of residual normality is not much of a major obstacle because based on the Central Limit Theorem, a large sample distribution will tend to

be close to the normal distribution. Thus, even if the normality test shows abnormal results, the regression analysis can still be continued and the results can still be interpreted properly.

**Table 5. Multicollinearity Test**

Type	Collinearity Statistics		Information
	Tolerance	VIF	
Price Perception (X1)	0,823	1,215	Multicollinearity does not occur
Facilities (X2)	0,730	1,369	Multicollinearity does not occur
Quality of Service (X3)	0,835	1,198	Multicollinearity does not occur

Source: Data processed, 2025

The multicollinearity test was performed to ensure that there was no very strong relationship between independent variables in the regression model. The test results showed that all independent variables had a tolerance value greater than 0.1 and a VIF (Variance Inflation Factor) value of less than 10. Price perception (X1) has a tolerance of 0.823 with a VIF of 1.215, facilities (X2) have a tolerance of 0.730 with a VIF of 1.369, and service quality (X3) has a tolerance of 0.835 with a VIF of 1.198. These values indicate that there is no problem of multicollinearity in the regression model. Thus, each independent variable can be used together in regression analysis without distorting each other or causing estimation bias.

**Table 6. Heterokedasticity Test**

Type	Sig. (2-tailed)	Information
Price Perception (X1)	0,960	No heterokedasticity occurs
Facilities (X2)	0,967	No heterokedasticity occurs
Quality of Service (X3)	0,930	No heterokedasticity occurs

Source: Data processed, 2025

The heteroscedasticity test using the Spearman correlation method showed a significance value (Sig. 2-tailed) for the variable of price perception (X1) of 0.960, facilities (X2) of 0.967, and quality of service (X3) of 0.930. All of these significance values are much greater than 0.05, so it can be concluded that heteroscedasticity does not occur in the regression model. This means that the residual distribution in this study is random and does not have a specific pattern related to independent variables. Thus, the regression model used has met the assumption of homogeneity so that the results of regression estimates are reliable and not biased due to differences in residual variance.

**Table 7. Multiple Linear Regression Test**

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0,534	0,511		1,045	(Constant)
X1	0,081	0,088	0,080	0,922	X1
X2	0,437	0,119	0,339	3,670	X2
X3	0,344	0,079	0,377	4,360	X3

**Dependent Variable: KPTOTAL**

Source: Data processed, 2025



The results of the multiple linear regression test yielded the equation: Customer Satisfaction (Y) = 0.534 + 0.081 X1 + 0.437 X2 + 0.344 X3. A constant value of 0.534 indicates that customer satisfaction persists despite the constant independent variables. Price perception has a positive but small effect (0.081), while facilities (0.437) have the largest influence, followed by service quality (0.344). This confirms that customer satisfaction at Happy Gym is more influenced by facilities and service quality than price perception.

**Table 8. T test**

Type	Sig.	Information
Price Perception (X1)	0,359	H1 rejected
Facilities (X2)	<0.001	H2 accepted
Quality of Service (X3)	<0.001	H3 accepted

Source: Data processed, 2025

The t-test is used to determine the influence of each independent variable on the dependent variable partially. The results obtained show that the price perception variable (X1) has a significance value of 0.359 which is greater than 0.05, so it can be concluded that this variable does not have a significant effect on the dependent variable. On the other hand, the variables of facilities (X2) and quality of service (X3) showed a significance value of < 0.001 which was smaller than 0.05. This means that these two variables have a significant effect on the dependent variable. This shows that the improvement of facilities and service quality will have a real influence on the dependent variables in the study, while price perception does not have a significant influence.

**Table 9. F Test**

Type	F	Sig.
Regression	21,496	<0.001

Source: Data processed, 2025

The F test is used to see if all independent variables together have an effect on the dependent variables. The results showed an F value of 21.496 with a significance level of < 0.001. Since the significance value is less than 0.05, it can be concluded that the regression model used in this study is simultaneously significant. In other words, the variables of price perception (X1), facilities (X2), and service quality (X3) together are able to explain the variations that occur in the dependent variables. This proves that although not all independent variables have a partial effect, collectively they still have a significant influence on the dependent variables.

### **3.2. Discussion**

#### **The Influence of Price Perception (X1) on Customer Satisfaction (Y)**

The findings show that price perception does not significantly influence customer satisfaction (B = 0.081; p = 0.359). This means that price is not the main factor that determines the satisfaction level of Happy Gym Fitness Center members. Customers tend to judge that while price is an important aspect, other aspects such as facilities and quality of service determine their experience more. These findings support previous research indicating that customers value perceived benefits more than the price itself (Mutiaru et al., 2024). Recent research by Also shows that price perceptions can act as a catalyst in improving customer experience, although the impact is stronger when supported by good service quality (Amro et

al., 2025). Therefore, the price management strategy at Happy Gym should be focused on communicating the value and benefits obtained, not just on price competition.

#### **The Influence of Facilities (X2) on Customer Satisfaction (Y)**

Facilities are found to have the strongest effect on satisfaction ( $B = 0.437$ ;  $p < 0.001$ ). Modern, comfortable, and well-maintained equipment significantly enhances the fitness experience. These results support research that states that the quality of facilities is one of the main determining factors in improving positive customer experiences (Kuniawan & Soliha, 2022). Updated facilities also contribute to perceived safety and hygiene dimensions that have become increasingly important post-pandemic. Other research also confirms that facility quality is one of the service dimensions that most affect satisfaction in a fitness center (Barbosa, 2023). Thus, sustainable investment in facility improvement and innovation needs to be prioritized to maintain competitiveness.

#### **The Effect of Service Quality (X3) on Customer Satisfaction (Y)**

Service quality also significantly affects satisfaction. Friendly, credible, and responsive staff help create a memorable customer experience ( $B = 0.344$ ;  $p < 0.001$ ). This shows that friendly, fast, professional, and responsive service is able to improve the overall positive experience of members. These findings are consistent with the SERVQUAL model which emphasizes that the dimensions of tangibles, reliability, responsiveness, assurance, and empathy are important indicators in building satisfaction (Parasuraman et al., 1985). Other research also confirms that service quality has a significant influence on consumer loyalty (Alwi & Mulyono, 2023). A recent study at a fitness facility in Sleman, Yogyakarta, found a positive and significant correlation ( $r = 0.636$ ) between service quality and customer satisfaction, confirming that service quality is a key factor in building a memorable customer experience (Salsabila et al., 2024). These insights highlight the importance of continuous staff training and service personalization at Happy Gym.

#### **4. Conclusion**

This study concludes that facilities and service quality are the two most dominant factors influencing member satisfaction at Happy Gym Fitness Center, while price perception does not show a significant effect. These results emphasize that in the fitness industry, experiential and service-based attributes such as equipment quality, comfort, cleanliness, and staff professionalism carry greater weight than financial considerations alone. Members are more likely to feel satisfied when the environment supports a positive workout experience, regardless of moderate price variations.

From a managerial standpoint, these findings highlight the importance of continuous investment in facility modernization, environmental hygiene, and staff capability development. Ensuring that equipment remains updated, training rooms are comfortable, and staff provide responsive and empathetic service will help maintain customer satisfaction and strengthen member loyalty in the long term. In addition, integrating digital features such as online booking and automated membership systems may further enhance the overall service experience.

Although this study provides meaningful insights, several limitations should be acknowledged. The scope is restricted to six branches in East Java, which may limit generalizability to other regions or different gym formats. The use of perception-based questionnaires may also introduce respondent subjectivity. Future research is encouraged to

expand the geographic coverage, explore additional variables such as digital service quality, brand image, and exercise motivation, and adopt longitudinal or mixed-method approaches to gain a deeper understanding of changes in customer expectations over time.

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