



Examining the Determinants of Customer Loyalty in the Fitness Industry: The Mediating Effect of Satisfaction

Faris Wijaya^{1*}, Vidyarini Dwita¹

¹ Department of Management, Faculty of Economics and Business, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

This study aims to analyze the influence of service quality and customer perceived value on customer loyalty, with customer satisfaction as a mediating variable, at the Max Power Gym fitness center in Padang City. The population comprises 187 active members of Max Power Gym in Padang City, with a sample of 153 respondents. Data were collected through online questionnaires and analyzed using SmartPLS software. The findings reveal that: (1) Service Quality has a positive and significant effect on Customer Loyalty; (2) Customer Perceived Value has a positive and significant effect on Customer Loyalty; (3) Service Quality has a positive and significant effect on Customer Satisfaction; (4) Customer Perceived Value has a positive and significant effect on Customer Satisfaction; (5) Customer Satisfaction has a positive and significant effect on Customer Loyalty; (6) Customer Satisfaction mediates the positive and significant effect of Service Quality on Customer Loyalty; and (7) Customer Satisfaction mediates the positive and significant effect of Customer Perceived Value on Customer Loyalty..

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* Corresponding author: farisputrawijaya7@gmail.com

INTRODUCTION

Competition in the current era of global trade has expanded to Indonesia, presenting new challenges for all business sectors. Therefore, superior strategies that have been previously selected are often inadequate, and selecting and determining new strategies is needed to encourage companies to become more competitive (Farida & Setiawan, 2022). To survive, companies must continue to innovate, improve product and service quality, and build strong consumer satisfaction and loyalty (Yuliati et al., 2024). As business competition becomes increasingly fierce, one sector that shows significant development is business in the sports sector.

People's lifestyles continue to change along with various dynamics that occur, including the tendency to ignore healthy lifestyles due to very busy daily activities. Work demands, traffic jams and various social obligations often make it difficult for Indonesians to find time to exercise regularly. Since the national SDI measurements in 2004, 2005 and 2006 until the national SDI measurements in 2021 and 2022, there does not appear to be any significant development regarding sports participation in Indonesia. This phenomenon of decreasing sports participation further emphasizes the importance of efforts to encourage healthy and active lifestyles among the community, including the people of Padang

City. To overcome this challenge, many Padang City residents are now looking for practical and efficient solutions to maintain their health, one of which is exercising at a gym center. One of the Gym Centers that is developing in Padang City is Max Power Gym.

Max Power Gym is a fitness facility that provides a variety of sports equipment and services in one place. Designed to meet the fitness needs of various groups, Max Power Gym is equipped with modern training equipment such as treadmills, stationary bikes, free weights and various other exercise machines. Apart from that, Max Power Gym also offers various fitness classes such as yoga, pilates, aerobics and strength training guided by professional instructors. However, based on the data, it was found that the number of members at Max Power Gym has fluctuated. This movement up and down in the number of members shows weak consumer loyalty towards Max Power Gym. According to research conducted by Nguyen et al., (2021) consumer loyalty is influenced by customer satisfaction, service quality, and Customer Perceived Value.

According to Kotler & Keller (2016) Customer Loyalty is a deep commitment to repurchase or reuse a preferred product or service consistently in the future. Loyal consumers are more profitable because they are less sensitive to price and spread positive information through word of mouth. They also provide a steady stream of income to the Company. Customer loyalty is the result of a marketing strategy that focuses on customer satisfaction. Companies that are able to create and maintain high levels of satisfaction among their customers will enjoy strong loyalty, which in turn can increase business stability and growth in the long term.

According to Surahman et al., (2020) Service Quality is the extent of the difference between expectations and reality that customers perceive regarding the services they receive. Service quality is measured based on how well the service provided by the company meets or exceeds customer expectations. When the service provided meets or even exceeds customer expectations, customers tend to feel satisfied.

According to Paulose & Shakeel (2022), Customer Perceived value is an overall assessment of the value of a product or service based on perceptions of what is received (benefits) and what is given (costs). In other words, perceived value is the result of a relative evaluation of the benefits and costs associated with an offering. The relationship with consumer loyalty is very close because the value perceived by customers plays an important role in forming loyalty.

Customer Satisfaction (customer satisfaction) is a consumer's perception of happiness determined by a comparison between the performance of a product or service and consumer expectations (Kotler & Keller, 2016). Customer satisfaction is considered the core of success in today's highly competitive business environment (Dam & Dam, 2021). If the performance of a product or service meets or exceeds consumers' expectations, they will feel satisfied. Conversely, if the results are below expectations, consumers will feel dissatisfied.

Max Power Gym is a fitness center located in Padang City. Max Power Gym is designed to meet the sports and health needs of the local community. With complete facilities and quality services, Max Power Gym is the choice for people who want to improve their physical fitness and overall health. Max Power Gym is committed to creating a friendly and supportive environment, so that every individual can feel motivated to exercise and live a healthy lifestyle. Based on the background description, researchers will examine the factors that influence Customer Loyalty at Max Power Gym through service quality, Customer Perceived Value, and Customer Satisfaction.

LITERATURE REVIEW

Customer Loyalty

According to Kotler & Keller (2016) Customer Loyalty is a deep commitment to repurchase or reuse a preferred product or service consistently in the future. Loyal consumers are more profitable because they are less sensitive to price and spread positive information through word of mouth. They also provide a steady stream of income to the Company. Customer loyalty is the result of a marketing strategy that focuses on customer satisfaction. Companies that are able to create and maintain high

satisfaction among their customers will enjoy strong loyalty, which in turn can increase business stability and growth in the long term.

According to Griffin (2013) Customer Loyalty is influenced by several factors, namely:

1. Product Quality
2. Quality of Service
3. Consumer Satisfaction
4. Fulfillment of Consumer Needs (Customer Value)
5. Trust
6. Experience

According to Supriyanto et al., (2021) Customer Loyalty can be measured using several indicators, namely:

1. Cognitive Loyalty
2. Affective Loyalty
3. Conative Loyalty
4. Action Loyalty

Customer Satisfaction

Customer Satisfaction is a consumer's perception of happiness determined by a comparison between the performance of a product or service and consumer expectations (Kotler & Keller, 2016). Customer satisfaction is considered the core of success in today's highly competitive business environment (Dam & Dam, 2021). If the performance of a product or service meets or exceeds consumers' expectations, they will feel satisfied. Conversely, if the results are below expectations, consumers will feel dissatisfied. Customer satisfaction is a key element that determines the long-term success of a business, because satisfied customers tend to be loyal and recommend products or services to others (Kusumawati & Rahayu, 2020). According to Supriyanto et al., (2021) Customer Satisfaction can be measured using 3 indicators, namely:

1. Customer attitude
2. Customer happiness
3. Customer Satisfaction

Service Quality

According to Surahman et al., (2020) Service Quality is the extent of the difference between customers' expectations and reality regarding the services they receive. In other words, service quality is measured based on how well the services provided by the company meet or exceed customer expectations. When the service provided meets or exceeds expectations, customers tend to feel satisfied. Conversely, if the service does not meet expectations, customers will feel dissatisfied. If the service received is lower than expected, customers will feel disappointed and may end their relationship with the service company (Alma, 2018). According to Bhatta & Durgapal (2016) Service Quality is defined as the difference between customers' expectations of the service and their perception of the service provided. accepted. If customer expectations are higher than the performance they experience, then the perceived service quality will be less than satisfactory, thereby causing customer dissatisfaction. This dissatisfaction can lead to a loss of customer trust and loyalty, as well as a potential reduction in revenue for the company. Service quality according to Supriyanto et al., (2021) can be measured using several indicators, namely:

1. Tangibility
2. Reliability
3. Responsiveness
4. Assurance
5. Empathy

Customer Perceived Value

According to Paulose & Shakeel (2022) Customer Perceived value is an overall assessment of the value of a product or service based on perceptions of what is received and what is given. In other words, perceived value is the result of a relative evaluation of the benefits and costs associated with an offering. Customer Perceived Value (CPV) is an important element in a marketing strategy that focuses on meeting and exceeding customer expectations (Uzir et al., 2020). This concept is based on the premise that customers make purchasing decisions based on a comparison between the benefits they receive from a product or service and the costs they incur. Customer Perceived value according to Paulose & Shakeel (2022) can be measured using several indicators, namely:

1. Explore more
2. Worth the money
3. Fair pricing
4. Value for money

Conceptual Framework and Hypothesis

Service Quality and Customer Loyalty

The results of research conducted by Nguyen et al., (2021) show that Service Quality has a significant influence on Customer Loyalty, which means that good service quality will increase consumer loyalty towards Max Power Gym. The results of a similar study also conducted by Suttikun & Meeprom (2021) showed the same results as research conducted by Nguyen et al., (2021).

H1: Service Quality has a positive and significant effect on Customer Loyalty

Customer Perceived Value and Customer Loyalty

Customer Perceived value has a significant influence on Customer Loyalty. This is proven in research conducted by Nguyen et al., (2021), Suttikun & Meeprom (2021) which explains that the greater the value felt by customers (Customer Perceived Value), the greater the customer loyalty (Customer Loyalty). Looking at previous research, it can be assumed that the greater the value felt by customers, the greater the consumer loyalty to Max Power Gym.

H2: Customer Perceived value has a positive and significant effect on Customer Loyalty

Service Quality and Customer Satisfaction

Service Quality has a significant influence on Customer Satisfaction. This is proven in research conducted by Nguyen et al., (2021), Uzir et al., (2021) which explains that the better the Service Quality felt by customers, the greater the customer loyalty (Customer Satisfaction). Looking at previous research, it can be assumed that the higher the Service Quality felt by consumers, the more consumer satisfaction with Max Power Gym will increase.

H3: Service Quality has a positive and significant effect on Customer Satisfaction

Customer Perceived value and Customer Satisfaction

Customer Perceived value has a significant influence on Customer Satisfaction. This is proven in research conducted by Nguyen et al., (2021), Suttikun & Meeprom (2021), Uzir et al., (2021) which explains that the greater the value felt by customers (Customer Perceived Value), the greater the satisfaction. customers (Customer Satisfaction). Looking at previous research, it can be assumed that the greater the value felt by customers, the greater the consumer loyalty to Max Power Gym.

H4: Customer Perceived value has a positive and significant effect on Customer Satisfaction

Customer Satisfaction and Customer Loyalty variable

Research conducted by Supriyanto et al., (2021), Surahman et al., (2020), Nguyen et al., (2021), Uzir et al., (2021) shows that Customer Satisfaction has a positive effect on Customer Loyalty. This research shows that if you feel satisfaction (Customer Satisfaction) with a product/service, consumer loyalty towards that product/service will also simultaneously increase. Looking at previous research, it can be

assumed that the more satisfied Max Power Gym customers feel, the more consumer loyalty they feel towards Max Power Gym.

H5: Customer Satisfaction has a positive and significant effect on Customer Loyalty

Service Quality on Customer Loyalty is mediated by Customer Satisfaction

A study conducted by Supriyanto et al., (2021) shows that Customer Loyalty can mediate the influence of Service Quality on Customer Satisfaction. This research shows that good service quality will strengthen consumers' sense of satisfaction with products/services and increase consumer loyalty. A study conducted by Surahman et al., (2020) shows that service quality can lead consumers to feel satisfied with a product/service so that in the end it can lead to consumer loyalty.

H6: Service Quality has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction

Customer Perceived value on Customer Loyalty is mediated by Customer Satisfaction

A study conducted by Paulose & Shakeel (2022) shows that Customer Loyalty can mediate the influence of Customer Perceived value on Customer Satisfaction. This research shows that the higher the customer perceived value, the stronger the consumer's sense of satisfaction with the product/service and ultimately will increase consumer loyalty.

H6: Customer Perceived value has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction

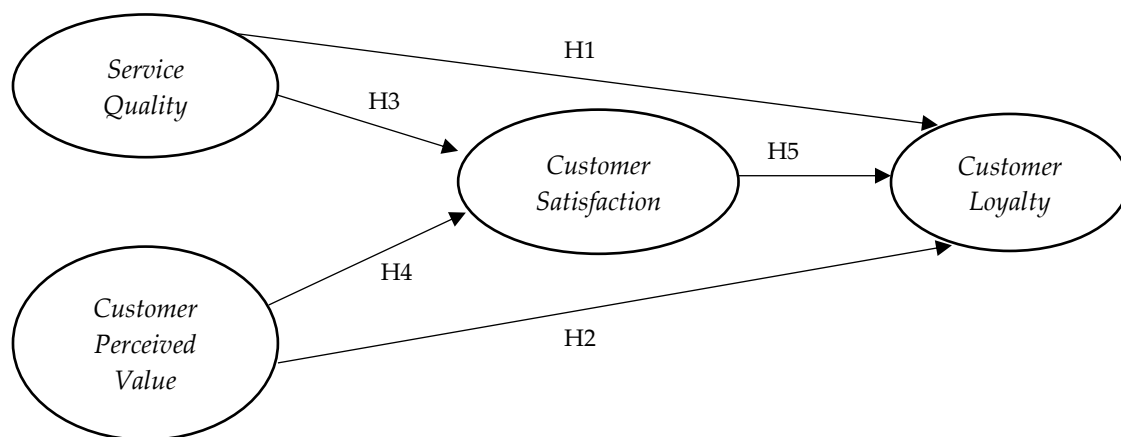


Figure 1. Conceptual Framework

METHOD

The type of research applied is quantitative research. Quantitative data is a data model that is measured or calculated directly with information as measured by numbers (Sugiyono, 2016). The primary data source in this study is data obtained from questionnaires filled out by research samples from predetermined populations. The total sample used in this study was 153 samples. This research uses non-probability sampling technique. The style of data collection used in this study was in the form of a questionnaire which was measured using a Likert Scale. Data analysis used in this research is SmartPLS 4.0 software.

The data that has been collected through the questionnaire will be analyzed using the Structural Equation Modeling (SEM) method with the Partial Least Square path modeling (PLS) type. Furthermore, the data will be analyzed using SmartPLS 3. PLS software which can simultaneously test the measurement model and variant-based testing model.

According to Ghozali and Latan (2015) in the book Hamid & Anwar (2019) the purpose of PLS-SEM is to develop theory or build theory (predictive orientation). PLS is used to explain whether there

is a relationship between latent variables (predictions). PLS is a powerful analytical method because it does not assume the data must be of a certain scale of measurement, the number of samples is small. The data analysis mode in this study is divided into two, namely descriptive analysis and inferential analysis.

RESULT AND DISCUSSION

This study employs multivariate analysis in conjunction with structural equation modeling (SEM). SEM is a technique used to analyze unobserved variables (variables that cannot be measured) and calculate measurement errors. The SEM approach is used in this study and is based on Partial Least Squares (SEM-PLS). This method is used with small sample sizes. The SEM-PLS method is a type of causal modeling that aims to maximize the criteria for the variation of the latent variable that can be explained by the predictor. The SmartPLS software was used for the analysis.

The validity and reliability of the instrument being tested were assessed during the test of the test measurement model (outer model). The validity test is performed to demonstrate the extent to which the measuring instrument is capable of measuring what is desired. The purpose of the validity test is to measure the quality of the instrument and demonstrate the instrument's validity, as well as how well a concept can be defined by the measure (Hair et al. 2018). The validity test is based on convergent validity, which requires that the factor loading be greater than 0.7 and the average extracted variance (AVE) be greater than 0.5. This study's validity test is the minimum value for construct validity test. Table 1 shows the results for the outer loading:

Table 1. Outer Loading

	<i>Customer Loyalty (Y)</i>	<i>Customer Perceived value (X2)</i>	<i>Customer Satisfaction (Z)</i>	<i>Service Quality (X1)</i>
CL_1	0.913			
CL_2	0.893			
CL_3	0.927			
CL_4	0.889			
CPV_1		0.903		
CPV_2		0.914		
CPV_3		0.926		
CPV_4		0.922		
CS_1			0.850	
CS_2			0.760	
CS_3			0.725	
CS_4			0.825	
CS_5			0.865	
CS_6			0.844	
CS_7			0.809	
CS_8			0.815	
SQ_1				0.808
SQ_10				0.833
SQ_11				0.824
SQ_12				0.795
SQ_13				0.795
SQ_14				0.730
SQ_2				0.764
SQ_3				0.834

SQ_4	0.876
SQ_5	0.830
SQ_6	0.755
SQ_7	0.790
SQ_8	0.729
SQ_9	0.765

Source: Primary Data 2024

According to Table 1, after removing indicators with values less than 0.7, the values of all indicators were greater than 0.7. Convergent validity value is correct.

Table 2. Output AVE

Average Variance Extracted (AVE)	
<i>Customer Loyalty (Y)</i>	0.820
<i>Customer Perceived value (X2)</i>	0.840
<i>Customer Satisfaction (Z)</i>	0.661
<i>Service Quality (X1)</i>	0.634

Source: Primary Data 2024

According to Table 2, if the AVE value of all variables is greater than 0.5, the convergent validity is said to be valid.

Table 3. Cross Loading Value

	<i>Customer Loyalty (Y)</i>	<i>Customer Perceived value (X2)</i>	<i>Customer Satisfaction (Z)</i>	<i>Service Quality (X1)</i>
CL_1	0.913	0.713	0.764	0.787
CL_2	0.893	0.689	0.741	0.758
CL_3	0.927	0.726	0.745	0.734
CL_4	0.889	0.802	0.826	0.777
SQ_1	0.695	0.692	0.730	0.808
SQ_10	0.629	0.657	0.742	0.833
SQ_11	0.640	0.666	0.732	0.824
SQ_12	0.579	0.613	0.696	0.795
SQ_13	0.594	0.664	0.774	0.795
SQ_14	0.527	0.643	0.682	0.730
SQ_2	0.610	0.590	0.634	0.764
SQ_3	0.716	0.695	0.756	0.834
SQ_4	0.772	0.693	0.792	0.876
SQ_5	0.761	0.677	0.743	0.830
SQ_6	0.666	0.593	0.667	0.755
SQ_7	0.733	0.579	0.687	0.790
SQ_8	0.703	0.509	0.665	0.729
SQ_9	0.740	0.570	0.658	0.765
CPV_1	0.710	0.903	0.765	0.708
CPV_2	0.760	0.914	0.785	0.746
CPV_3	0.749	0.926	0.766	0.694
CPV_4	0.751	0.922	0.834	0.760
CS_1	0.719	0.705	0.850	0.792

CS_2	0.789	0.678	0.793	0.677
CS_3	0.599	0.731	0.733	0.633
CS_4	0.627	0.697	0.825	0.736
CS_5	0.646	0.668	0.865	0.745
CS_6	0.639	0.709	0.844	0.725
CS_7	0.648	0.719	0.809	0.695
CS_8	0.827	0.689	0.830	0.796

Source: Primary Data 2024

Table 3 shows that the variable's score (correlation) to the indicator is higher than the variable's score (correlation) to other indicators. It can be concluded that all of the indicators tested in the study have discriminant validity.

Table 4. Cronbach Alpha dan Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
<i>Customer Loyalty (Y)</i>	0.927	0.928
<i>Customer Perceived value (X2)</i>	0.936	0.937
<i>Customer Satisfaction (Z)</i>	0.929	0.940
<i>Service Quality (X1)</i>	0.955	0.960

Source: Primary Data 2024

According to Table 4, the variable has good reliability or is capable of measuring its construct. A variable is said to be quite reliable if its Cronbach alpha value is greater than 0.6 and its composite reliability is greater than 0.7 (Wetrs et al. 1974, cited in (Sofyani & Umy, n.d.)).

Figure 5. R Square

	R Square	R Square Adjusted
<i>Customer Loyalty (Y)</i>	0.777	0.772
<i>Customer Satisfaction (Z)</i>	0.862	0.860

Source: Primary Data 2024

Based on Table 5, it can be seen that the R Square value of the Customer Loyalty variable is 0.777, this value states that the Customer Loyalty variable can be explained by the Service Quality, Customer Perception Value and Customer Satisfaction variables of 77.7% while the remaining 22.3% is explained by other variables that are not contained in this research. The R Square value of the Customer Satisfaction variable is 0.862, this value states that the Customer Satisfaction variable can be explained by the Service Quality variable, Customer Perception Value, amounting to 86.2% while the remaining 13.8% is explained by other variables not included in this research.

Figure 6. Path Coefficient

	Original Sample	T Statistics	P Values
SQ (X1) -> CL (Y)	0.385	3.572	0.000
CPV (X2) -> CL (Y)	0.267	2.963	0.003
SQ (X1) -> CS (Z)	0.574	10.248	0.000
CPV (X2) -> CS (Z)	0.404	7.091	0.000
CS (Z) -> CL (Y)	0.277	2.696	0.007

Source: Primary Data 2024

It is concluded from Table 7 and the results of statistical analysis using PLS that:

1. Service Quality has a positive and significant effect on Customer Loyalty
Based on Table 7, the results show that the Service Quality variable has a positive and significant effect on the Customer Loyalty variable. We can see this based on the original sample value of 0.385, T Statistics of 3.527 and P Values of 0.000. So, it can be concluded that the hypothesis is accepted.
2. Customer Perceived value has a positive and significant effect on Customer Loyalty
Based on Table 7, the results show that the Customer Perceived value variable has a positive and significant effect on the Customer Loyalty variable. We can see this based on the original sample value of 0.267, T Statistics of 2.963 and P Values of 0.003. So it can be concluded that the hypothesis is accepted.
3. Service Quality berpengaruh positif dan signifikan terhadap Customer Satisfaction
Based on Table 7, the results show that the Service Quality variable has a positive and significant effect on the Customer Satisfaction variable. We can see this based on the original sample value of 0.574, T Statistics of 10.248 and P Values of 0.000. So it can be concluded that the hypothesis is accepted
4. Customer Perceived value has a positive and significant effect on Customer Satisfaction
Based on Table 7, the results show that the Customer Perceived value variable has a positive and significant effect on the Customer Satisfaction variable. We can see this based on the original sample value of 0.404, T Statistics of 7.091 and P Values of 0.000. So it can be concluded that the hypothesis is accepted
5. Customer Satisfaction has a positive and significant effect on the Customer Loyalty variable
Based on Table 7, the results show that the Customer Satisfaction variable has a positive and significant effect on the Customer Loyalty variable. We can see this based on the original sample value of 0.277, T Statistics of 2.696 and P Values of 0.007. So it can be concluded that the hypothesis is accepted

Table 7. Indirect Effect

	Original Sample	T Statistics	P Values
SQ (X1) -> CS (Z) -> CL (Y)	0.159	2.667	0.008
CPV (X2) -> CS (Z) -> CL (Y)	0.112	2.430	0.015

Source: Primary Data 2024

It is concluded from Table 8 and the results of statistical analysis using PLS that:

1. Service Quality has a positive and significant effect on Customer Loyalty
Based on Table 8, the results show that the Service Quality variable has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction. We can see this based on the original sample value of 0.159, T Statistics of 2.636 and P Values of 0.009. So, it can be concluded that the hypothesis is accepted
2. Customer Perceived value has a positive and significant effect on Customer Loyalty
Based on Table 8, the results show that the Customer Perceived value variable has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction. We can see this based on the original sample value of 0.112, T Statistics of 2.439 and P Values of 0.015. So, it can be concluded that the hypothesis is accepted.

DISCUSSION

After analyzing the data with the PLS-SEM analysis technique, the following statistical processing results are obtained to test the research hypothesis:

1. The Influence of Service Quality on Customer Loyalty.

The research results show that the Service Quality variable has a positive and significant effect on Customer Loyalty. Service Quality is a crucial factor that influences the level of customer satisfaction and loyalty to a company. The better the quality of service provided, the more likely customers are to remain loyal and make repeat purchases. In this context, customers tend to feel more satisfied and have high loyalty when they receive services that match their expectations and needs.

In today's era of intense business competition, companies that are able to provide high-quality services can create strong relationships with their customers. Superior service quality not only increases customer satisfaction but also builds long-term loyalty. Customers who feel appreciated and treated well are more likely to return and recommend the company to others, thereby creating a positive effect that can improve the company's reputation and competitiveness.

The results of this research are supported by research conducted by Nguyen et al., (2021) showing that Service Quality has a significant influence on Customer Loyalty, which means that good service quality will increase consumer loyalty towards Max Power Gym. The results of a similar study also conducted by Suttikun & Meeprom (2021) showed the same results as research conducted by Nguyen et al., (2021).

2. The Influence of Customer Perceived Value on Customer Loyalty

The research results show that Customer Perceived value has a positive and significant effect on Customer Loyalty. Customers' perceived value reflects how much benefit and profit they receive compared to the costs or effort they expend to obtain a product or service. The higher the value perceived by customers, the more likely they are to remain loyal and make repeat purchases.

In this context, high perceived value usually results from an effective combination of product or service quality, competitive pricing, and overall customer experience. When customers feel that the product or service they receive exceeds what they paid for, or when their experience with the company consistently meets or even exceeds their expectations, they tend to develop deeper loyalty. Companies that are able to create a pleasant customer experience and provide added value such as responsive customer service, ease of access, and attention to detail will be more successful in building customer loyalty. Customers who feel high satisfaction from the value they receive are more likely to become loyal customers, make repeat purchases, and recommend the company to others, which can ultimately improve the company's overall reputation and profits.

The results of this research are supported by research conducted by Nguyen et al., (2021), Suttikun & Meeprom (2021) which explains that the greater the value felt by customers (Customer Perceived Value), the greater the customer loyalty (Customer Loyalty).

3. The Influence of Service Quality on Customer Satisfaction.

The research results show that the Service Quality variable has a positive and significant effect on Customer Satisfaction. Service quality includes various aspects that influence the customer experience, such as the physical appearance of the service (tangibility), consistency in service (reliability), the ability to respond to customer needs (responsiveness), guaranteed trust from staff (assurance), and attention to individual customer needs (empathy). When a company is able to provide services that meet or even exceed customer expectations in these aspects, customers will generally experience a high level of satisfaction.

High service quality directly contributes to customer satisfaction because customers feel that they are getting value commensurate with their expectations and costs. Quality service creates

a positive experience that can strengthen the relationship between customers and the company. When customers feel they are treated well and that their needs are met efficiently and effectively, their satisfaction levels will increase, which in turn can strengthen their loyalty to the company. Consistent and reliable service and genuine attention to customer satisfaction play an important role in building high customer satisfaction. Companies that are able to provide services consistently according to the standards expected by customers will be more likely to achieve high levels of customer satisfaction.

The results of this research are supported by research conducted by Nguyen et al., (2021), Uzir et al., (2021) which explains that the better the Service Quality felt by customers, the greater the customer loyalty (Customer Satisfaction).

4. The Influence of Customer Perceived Value on Customer Satisfaction

The research results show that the Customer Perceived Value variable has a positive and significant effect on Customer Satisfaction. Customers' perceived value reflects the extent to which the benefits and advantages they receive are compared to the costs or effort they expend to obtain a product or service. When customers feel that the value they receive exceeds their expectations and is worth the cost, they are more likely to be satisfied with their experience.

Customer satisfaction increases when perceived value is high, because customers feel that the product or service they choose provides optimal benefits. If a company is able to provide products or services that provide more benefits than expected or at competitive prices, customers will experience greater satisfaction. Perceived value depends not only on the quality of the product or service, but also on how the overall experience meets customer expectations. When companies succeed in creating high value through a combination of quality, price, and customer experience, customer satisfaction levels tend to increase significantly.

The results of this research are supported by research conducted by Nguyen et al., (2021), Suttikun & Meeprom (2021), Uzir et al., (2021) which explains that the greater the value felt by customers (Customer Perceived Value), the greater the Customer satisfaction (Customer Satisfaction).

5. The influence of Customer Satisfaction on the Customer Loyalty variable

The research results show that the Customer Satisfaction variable has a positive and significant effect on Customer Loyalty. Customer satisfaction reflects the extent to which customer expectations are met or exceeded by the products or services they receive. When customers are satisfied with their experience, they are more likely to remain loyal and make repeat purchases. High levels of satisfaction strengthen the relationship between customers and the company, which in turn increases customer loyalty. Satisfied customers are more likely to provide positive recommendations to others and return to do business with the same company in the future. Customer satisfaction also minimizes the possibility of customers switching to competitors. Customer satisfaction is not only related to the quality of the product or service, but also to the overall experience, including interactions with staff, ease of use of the product, and responsive customer support. When all of these aspects work in harmony to meet or exceed customer expectations, their satisfaction levels will increase, ultimately contributing to stronger loyalty to the company.

The results of this research are supported by research conducted by Supriyanto et al., (2021), Surahman et al., (2020), Nguyen et al., (2021), Uzir et al., (2021) show that Customer Satisfaction has a positive effect on Customer Loyalty. This research shows that if you feel satisfaction (Customer Satisfaction) with a product/service, consumer loyalty towards that product/service will also simultaneously increase.

6. The influence of Service Quality on Customer Loyalty is mediated by Customer Satisfaction

The research results show that the Service Quality variable has a positive and significant effect on Customer Loyalty which is mediated by Customer Satisfaction. Service quality includes various aspects that influence the customer experience, such as the physical appearance of the service (tangibility), consistency in service (reliability), the ability to respond to customer needs

(responsiveness), guaranteed trust from staff (assurance), and attention to individual customer needs (empathy).

When companies are able to provide services that meet or exceed customer expectations in these aspects, customers tend to experience high levels of satisfaction. This customer satisfaction, in turn, plays an important role in strengthening customer loyalty. In other words, good service quality increases customer satisfaction, which then increases customer loyalty. Customer satisfaction acts as a mediator in the relationship between service quality and customer loyalty. This means that high service quality will first increase customer satisfaction, and this satisfaction will encourage customers to remain loyal to the company. Satisfied customers are not only more likely to make repeat purchases but are also more likely to recommend the company to others, further strengthening their loyalty.

The results of this research are supported by research conducted by Supriyanto et al., (2021) showing that Customer Loyalty can mediate the influence of Service Quality on Customer Satisfaction. This research shows that good service quality will strengthen consumers' sense of satisfaction with products/services and increase consumer loyalty. Research conducted by Surahman et al., (2020) Service Quality can direct consumers to feel satisfied with a product/service so that in the end it can lead to consumer loyalty

7. The influence of Customer Perceived value on Customer Loyalty is mediated by Customer Satisfaction

The research results show that the Customer Perceived Value variable has a positive and significant effect on Customer Loyalty which is mediated by Customer Satisfaction. Customers' perceived value reflects the extent to which the benefits and advantages they receive are compared to the costs or effort they expend to obtain a product or service. When customers feel that the value they receive exceeds their expectations and is worth the cost, they are more likely to be satisfied with their experience.

High customer satisfaction then contributes to increased customer loyalty. In other words, the value perceived by customers will increase their satisfaction, which ultimately increases their loyalty to the company. Customers who are satisfied with the value they receive are more likely to remain loyal and make repeat purchases. Customer satisfaction acts as a mediator in the relationship between perceived value and customer loyalty. This means that the high value perceived by customers will first increase their satisfaction, and this satisfaction will encourage them to remain loyal to the company. Customers who are satisfied with the value they receive are not only more likely to make repeat purchases but are also more likely to recommend the company to others, further strengthening their loyalty.

The results of this research are supported by research conducted by Paulose & Shakeel (2022) showing that Customer Loyalty can mediate the influence of Customer Perceived value on Customer Satisfaction. This research shows that the higher the customer perceived value, the stronger the consumer's sense of satisfaction with the product/service and ultimately will increase consumer loyalty.

CONCLUSION

Based on the results of research and discussions that have been carried out regarding the influence of service quality and customer perceived value on customer loyalty with customer satisfaction as a mediating variable at the Max Power Gym fitness center in Padang City, it can be concluded as follows:

1. Service Quality has a positive and significant effect on Customer Loyalty. This shows that the better the quality-of-service consumers receive at Max Power Gym, the greater consumer loyalty to the gym will be.

2. Customer Perceived value has a positive and significant effect on Customer Loyalty. This shows that the higher the value felt by consumers towards Max Power Gym services, the higher consumer loyalty will be.
3. Service Quality has a positive and significant effect on Customer Satisfaction. This shows that the better the quality of service consumers receive at Max Power Gym, the greater consumer satisfaction with the gym.
4. Customer Perceived value has a positive and significant effect on Customer Satisfaction. This shows that the higher the value felt by consumers towards Max Power Gym services, the greater the consumer satisfaction.
5. Customer Satisfaction has a positive and significant effect on the Customer Loyalty variable. This shows that the higher the level of consumer satisfaction at Max Power Gym, the greater the consumer loyalty to the gym.
6. Service Quality has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction. This shows that good service quality at Max Power Gym increases consumer satisfaction, which in turn increases consumer loyalty to the gym.
7. Customer Perceived value has a positive and significant effect on Customer Loyalty, mediated by Customer Satisfaction. This shows that the value perceived by consumers towards Max Power Gym services increases consumer satisfaction, which ultimately increases consumer loyalty towards the gym.

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