



The Influence of Service Quality on Customer Satisfaction and Loyalty at Central Fitness Harapan Indah Bekasi

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ABSTRACT

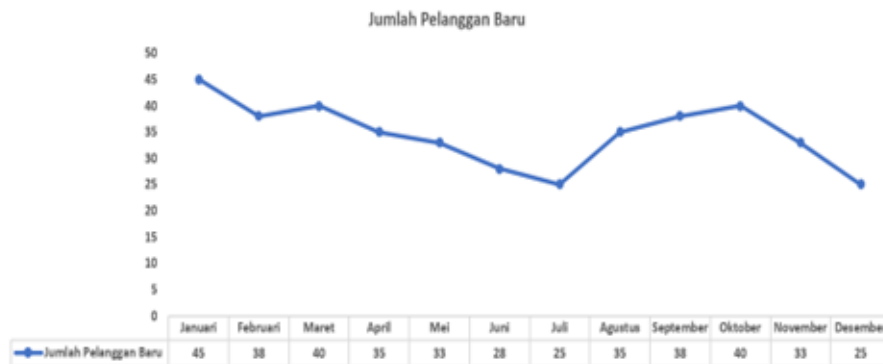
This study aims to analyze the effect of service quality on customer satisfaction and loyalty at Central Fitness Harapan Indah Bekasi. The background of this study is based on the increasingly fierce competition in the fitness industry, which requires every fitness center to improve service quality to be able to retain customers. This study used a quantitative method with a survey approach, where data were obtained by distributing questionnaires to 81 respondents who are active members of Central Fitness Harapan Indah Bekasi. Data analysis was conducted using Structural Equation Modeling (SEM) with the help of SmartPLS 4.0, which includes validity, reliability, outer model, and inner model tests. The results of the study indicate that service quality has a positive and significant effect on customer satisfaction. In addition, service quality also has a positive and significant effect on customer loyalty, both directly and indirectly through customer satisfaction as a mediating variable. These findings confirm that service quality is an important factor that not only increases satisfaction but also contributes to the formation of customer loyalty in the fitness center industry. The implications of this study are expected to provide input for the management of Central Fitness Harapan Indah to continue improving service quality in all its dimensions, so that member satisfaction and loyalty can be maintained sustainably

INTRODUCTION

In the present period, the fitness services sector is expanding quickly due to rising public awareness of the value of leading a healthy lifestyle. As a result, there is now more intense competition among fitness facilities, necessitating that businesses offer the highest caliber of service to encourage client loyalty and contentment. Ratminto Atmawati (2007) asserts that in order to keep clients, businesses must comprehend their wants and offer better service than rivals.

Central workout Harapan Indah is a well-known workout facility in Bekasi. A cardio section, a functional area, lockers, a prayer room, free Wi-Fi, personal trainer services, and training courses like yoga, Zumba, and Muay Thai are just a few of the amenities available at this fitness center. In addition to providing sufficient facilities, Central Fitness works to enhance the quality of its services by being approachable, accommodating, and attentive to the demands of its patrons.

Figure 1. Central Fitness Harapan Indah Customer Data Graph for 2025



New customer data from 2025, however, reveals varying membership numbers. January had the most clients (45), while July and December had the fewest (25). This suggests that a variety of factors, including incentives, the quality of the facility, the ambiance, and the services offered, have an impact on customers' decisions to join. As a result, preserving member loyalty and fostering consumer happiness depend heavily on service quality.

In the service sector, dependability, certainty, responsiveness, empathy, and tangibles are typically used to gauge service quality. Positive client opinions of fitness center services are mostly shaped by complete amenities, comfortable facilities, cleanliness, and skilled staff. Customer contentment, according to Efit Usvela (2019), is a mindset that develops when customers utilize a good or service. Additionally, a welcoming atmosphere and high-quality service can boost client satisfaction and loyalty, according to research by Haykal et al. (2023). Customer loyalty to a service provider may also be increased by sustained customer satisfaction.

According to the preceding explanation, this study was carried out at Central Fitness Harapan Indah to ascertain the impact of service quality on customer satisfaction, the impact of service quality on customer loyalty, and the impact of service quality on customer loyalty through customer satisfaction.

LITERATURE REVIEW

Marketing

Businesses use marketing, a social and management process, to create and trade value in order to satisfy the demands and aspirations of their customers. Philip Kotler and Kevin Lane Keller claim that marketing seeks to create value and satisfy customers in order to establish enduring relationships with them (Suma et al., 2021). Additionally, distribution, pricing, promotion, and consumer delivery of goods and services are all included in marketing (Tjiptono & Diana, 2020). Because it can boost client happiness and loyalty, service quality is an important component of service marketing (Solikha & Suprpta, 2020). Therefore, in the face of more intense business competition, businesses need a marketing plan to compete and keep clients (Perdana et al., 2024).

Marketing Management

The process of organizing, carrying out, and overseeing marketing initiatives to add value for clients is known as marketing management. In Herman et al. (2022), Philip Kotler and Kevin Lane Keller state that marketing management seeks to identify target markets and retain clients using suitable tactics. Needs, wants, demands, market segmentation, positioning, branding, value, and customer satisfaction are fundamental ideas in marketing management. To develop successful plans, businesses must also comprehend the marketing landscape and degree of competition. Businesses can enhance customer interactions and maximize corporate objectives with effective marketing management.

Service Quality

The degree of service excellence that a business offers to satisfy client expectations is known as service quality. Customer happiness and service quality are intimately linked, according to Fandy Tjiptono and Gregorius Chandra (2011), because excellent service can make customers' experiences enjoyable. The five primary elements of service quality are tangibles, assurance, responsiveness, empathy, and dependability. In addition to concentrating on customer contacts, optimal service also includes the business's capacity to offer solutions and reliably satisfy client needs (Ridwan et al., 2024). As a result, providing excellent customer service is essential to fostering client loyalty.

Customer Satisfaction

When customers compare their expectations with the level of service they receive, they may feel satisfied or disappointed (Hartanto & Andreani, 2019). Customers will be happy and inclined to use the service again if it meets or beyond their expectations. Meeting expectations, repurchase intentions, and desire to refer a product or service to others are all indicators of customer satisfaction, according to Fandy Tjiptono (2015). Customer satisfaction in the fitness facility sector is heavily impacted by service quality, which includes things like cozy facilities, quick service, and customer care (Martono et al., 2022). In addition to boosting loyalty, high levels of satisfaction can fortify enduring bonds between businesses and their clients.

Customer Loyalty

The commitment of a customer to use a product or service consistently over an extended period of time is known as customer loyalty. Philip Kotler and Kevin Lane Keller (2012) claim that recurrent business and a reluctance to switch to competitors are signs of consumer loyalty. Additionally, loyal clients have a high level of trust in the business and frequently refer others to it (Husanah & Sitohang, 2018). Jill Griffin (2013) states that repeat business, referrals, and confidence in a company's offerings are signs of client loyalty. Because it can improve corporate sustainability and provide indirect promotions through customers, client loyalty is an essential asset for a firm.

The Influence of Service Quality on Customer Satisfaction

One of the key elements affecting consumer happiness in the service sector, which includes fitness centers, is service quality. Fandy Tjiptono and Gregorius Chandra (2011) define service quality as an organization's capacity to deliver services that satisfy client expectations in the areas of tangibles, dependability, responsiveness, assurance, and empathy. Customer satisfaction will be attained if the service meets or above the expectations of the client.

When customers compare their expectations with the level of service they receive, they may feel satisfied or disappointed (Hartanto & Andreani, 2019). Customer satisfaction in fitness centers is influenced by a number of factors, including the caliber of the facilities, the venue's comfort, the instructors' professionalism, and the timeliness of service.

Customer satisfaction at fitness centers is positively and significantly impacted by service quality, according to research by Martono et al. (2022). The study's findings show that improved customer satisfaction is correlated with better service. In a related study, Pradeep et al. (2020) discovered that aspects of service quality play a major role in raising customer satisfaction with fitness services.

Other research, however, has produced contradictory findings. According to research by Novia et al. (2020), clients valued price and location over service, hence a number of service quality parameters had no discernible effect on customer satisfaction. It is clear from earlier theory and research that improving customer satisfaction at Central Fitness Harapan Indah is largely dependent on the quality of the services provided.

H1: Service Quality has a positive impact on Customer Satisfaction

The Influence of Service Quality on Customer Loyalty

A consumer's dedication to consistently using a product or service over an extended period of time is known as customer loyalty. Customer loyalty, according to Philip Kotler and Kevin Lane Keller (2012), is demonstrated by a customer's propensity to make repeat purchases, their desire to refer a product to others, and their ability to withstand competition.

One element that might boost client loyalty is service quality. By making clients feel at ease and encouraging them to keep using the business's services, good service can build enduring relationships between businesses and their clients. Customer loyalty in the fitness center sector can be fostered by having sufficient facilities, welcoming employees, and the capacity to satisfy client demands.

Customer loyalty is positively and significantly impacted by service quality, according to research by Solikha and Suprpta (2020). Customers will be more devoted to the business if they obtain higher-quality service. Research by Hassan et al. (2017), which claims that service quality can consistently boost customer loyalty and trust, supports this study.

On the other hand, Gultom et al. (2020) discovered that customer loyalty is not always directly impacted by service quality. Customers may be more swayed by price, promotions, or a company's reputation in particular circumstances. Therefore, in order to keep customers loyal to Central Fitness Harapan Indah, businesses must continuously improve the quality of their services.

H2: Service Quality Has a Positive Influence on Customer Loyalty

The Influence of Service Quality on Customer Loyalty through Customer Satisfaction

Customer happiness is frequently thought of as a mediating factor between customer loyalty and service excellence. Satisfied customers are more inclined to suggest the service to others and make additional purchases. Fandy Tjiptono (2015) asserts that long-term connections that promote customer loyalty can be cultivated through customer satisfaction.

Customer satisfaction in the fitness center sector can be raised by providing high-quality services, such as comprehensive facilities, qualified instructors, and prompt, courteous service. Customers are subsequently discouraged from moving to competitors and encouraged to stay members as a result of this contentment. Customer happiness can favorably and considerably moderate the impact of service quality on customer loyalty, according to research by Haeruddin and Haeruddin (2020). According to research by Cardia et al. (2019), happy consumers are more likely to be devoted to the business and to refer it to others, which supports these conclusions.

However, Waluyo's (2025) study demonstrates that customer happiness is not always the best mediator of the relationship between customer loyalty and service quality, particularly when customers take into account outside variables like pricing and promotions from competitors. At Central Fitness Harapan Indah, service quality affects customer loyalty both directly and indirectly through customer satisfaction, according to theory and prior research.

H3: Service Quality has a positive effect on Customer Loyalty through Customer Satisfaction

Hypothesis

An assumption or provisional response developed on the basis of a previously established theoretical foundation and framework is called a hypothesis. The links between study variables, both directly and through intermediary variables, are tested in research using hypotheses. According to the theoretical principles employed, hypotheses are developed under the presumption that changes in the independent variable will have an impact on the dependent variable. Augusty Ferdinand (2014) asserts that a hypothesis functions as a preliminary guidance in the process of doing research testing in order to empirically demonstrate the relationship between variables.

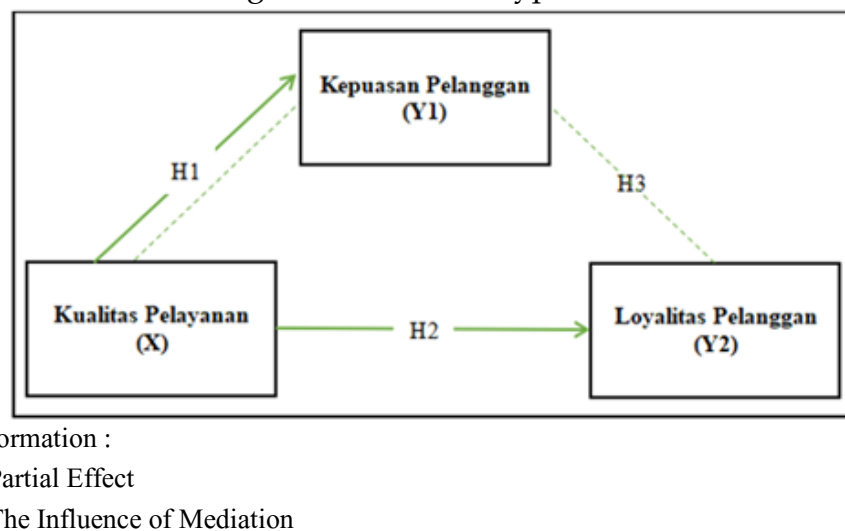
Additionally, according to Joseph F. Hair et al. (2021), theories and prior research findings are used to construct hypotheses, which are then examined using statistical analytic techniques to ascertain the degree of influence between the variables under investigation.

In this study, the proposed hypotheses are formulated as follows:

- 1) H1: Service Quality has a positive effect on Customer Satisfaction
- 2) H2: Service Quality has a positive effect on Customer Loyalty
- 3) H3: Service Quality has a positive effect on Customer Loyalty through Customer Satisfaction

Based on the formulated hypotheses, the research model used in this study can be described as follows:

Figure 2. Research Hypothesis



METHODOLOGY

In order to objectively test hypotheses, this study used a quantitative approach, a research methodology that focuses on gathering and evaluating numerical data. The positivist paradigm, which uses statistical analysis to describe the relationships between variables, is the foundation of the quantitative method (Creswell & Creswell, 2023). Customers of Central Fitness Harapan Indah Bekasi were given questionnaires to complete in order to collect data for this study. To bolster the theoretical underpinnings of the research, secondary data from books, scholarly journals, and other supporting documents were used in addition to primary data.

Population

According to Machali (2021), a population is the full object or subject of research that has specific features in line with the goals of the study. The 415 clients of Central Fitness Harapan Indah Bekasi who actively used fitness services during the previous year made up the study's population.

Sample

A sample is a subset of the population chosen to reflect the population's general features (Machali, 2021). 81 respondents made up the sample size, which was calculated using the Slovin algorithm with a 10% error rate. This figure is thought to be sufficiently representative of the population under consideration.

Sampling Technique

This study employed purposive sampling or judgment sampling as a non-probability sampling method. Because respondents were selected based on particular factors that correspond with the needs of the study, this method was selected (Sugiyono, 2019). Additionally, a method known as accidental sampling was employed, in which respondents were chosen depending on who they personally encountered and who fit the study's requirements. The respondent requirements included being at least 17 years old, having used the fitness service personally, and being an active member of Central Fitness for at least three months.

Operational Research Variables

Each research variable's measurement indicators are explained by operational variables. Customer satisfaction (Y1) and customer loyalty (Y2) are the dependent variables in this study, whereas service quality (X) is the independent variable. The aspects of tangibles, dependability, certainty, responsiveness, and empathy are used to gauge the quality of services (Tjiptono, 2011). Measures of customer satisfaction include meeting expectations, intention to return, and willingness to suggest (Indrasari, 2019). Repeat business, referrals to others, and resistance to rivals are indicators of customer loyalty (Griffin, 2013). A Likert scale was used to measure each variable.

Data Collection Method

Both primary and secondary data were used in the data collection process. Customers of Central Fitness Harapan Indah Bekasi were given questionnaires to complete in order to directly collect primary data. To gauge respondents' degree of agreement with the research statements, the questionnaire was designed using a Likert scale with a score range of 1 to 5 (Sugiyono, 2018). In the meantime, secondary data was gathered from books, scientific journals, and earlier studies that were pertinent to the subject of the study.

Data Analysis Method

With the aid of the SmartPLS 4 program, this study employed the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method. Ghazali (2014) states that the associations between latent variables evaluated by certain indicators are examined using SEM-PLS. There are two phases to the analysis: inner model evaluation and exterior model evaluation (Hair et al., 2013).

Measurement Model (Outer Model)

The research instrument's validity and dependability are tested using the outer model. Average Variance Extracted (AVE) and factor loadings are used to evaluate convergent validity, whereas cross-loadings are used to examine discriminant validity. Composite dependability and Cronbach's Alpha are used to quantify instrument dependability, with a minimum threshold of 0.70 (Hair et al., 2013).

Structural Model (Inner Model)

Path coefficients, p-values, R-squared, and effect sizes are utilized in the inner model to analyze the relationships between study variables. If the p-value is less than 0.05, the association between the variables is deemed significant. Additionally, the degree to which the independent variable may explain the dependent variable is ascertained using the R-square value (Hair et al., 2013).

RESULTS AND DISCUSSION

Central Fitness Harapan Indah participants were given digital questionnaires via Google Forms in order to collect data based on the study's findings. 100% of the 81 respondents who received the questionnaires returned them, making it possible to use all of the data for the research analysis procedure. Because it made it simpler for respondents to finish the questionnaires without interfering with their exercise routines, the online distribution strategy was judged to be effective.

Descriptive Test Results

According to a descriptive analysis of the responses, 48 members, or 59.3% of the total, were men, and 33 members, or 40.7% of the total, were women. This suggests that while female involvement is also rather strong, male interest in fitness activities at the fitness center still predominates. Age-wise, 50.6% of respondents were between the ages of 17 and 24, and 32.1% were between the ages of 25 and 31. According to this research, the majority of Central Fitness Harapan Indah's clients are young and very aware of their physical appearance, fitness, and overall health.

Partial Least Squares (PLS) analysis methods with Smart-PLS version 4.0 were employed in this study's hypothesis testing. The outer and inner models evaluated in Smart-PLS version 4.0 utilizing information from 81 respondents are shown schematically below.

Measurement (Outer Model)

This study will conduct validity and reliability tests on each latent variable indicator, namely service quality, satisfaction, and loyalty, using Smart-PLS version 4.0 software. The results of the outer model test are analyzed through convergent validity and internal consistency reliability.

Validity Test

Convergent Validity

A test called convergent validity is used to assess how well an indicator captures the hidden variable being evaluated. The outer loading or loading factor values for each indicator are used to perform this test. If an indicator's loading factor value is greater than 0.70, which denotes a significant correlation with its construct, it is deemed legitimate. However, if the research construct satisfies overall reliability requirements, a loading value between 0.50 and 0.70 is still acceptable (Hair et al., 2013). The indicator's ability to explain the observed latent variable increases with the outer loading value. The SmartPLS version 4.0 program was used to process the data for this investigation.

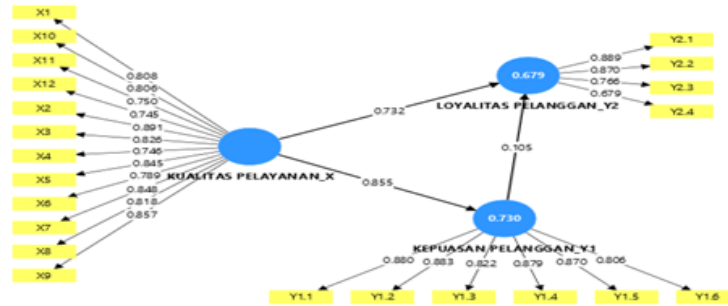


Figure 3. Initial Outer Model

Table 1. Result Outer Model (Loading Factor)

| Item | Loading Factor (Tahap 1) | Loading Factor (Tahap 2) | Keterangan |
|---------------------------------|--------------------------|--------------------------|------------|
| Kualitas Pelayanan (X) | | | |
| X.1 | 0.808 | 0.808 | Valid |
| X.2 | 0.891 | 0.890 | Valid |
| X.3 | 0.826 | 0.828 | Valid |
| X.4 | 0.746 | 0.743 | Valid |
| X.5 | 0.845 | 0.844 | Valid |
| X.6 | 0.789 | 0.789 | Valid |
| X.7 | 0.848 | 0.847 | Valid |
| X.8 | 0.818 | 0.819 | Valid |
| X.9 | 0.857 | 0.859 | Valid |
| X.10 | 0.806 | 0.807 | Valid |
| X.11 | 0.750 | 0.749 | Valid |
| X.12 | 0.745 | 0.747 | Valid |
| Kepuasan Pelanggan (Y1) | | | |
| Y1.1 | 0.880 | 0.880 | Valid |
| Y1.2 | 0.883 | 0.884 | Valid |
| Y1.3 | 0.822 | 0.823 | Valid |
| Y1.4 | 0.879 | 0.880 | Valid |
| Y1.5 | 0.870 | 0.870 | Valid |
| Y1.6 | 0.806 | 0.803 | Valid |
| Loyalitas Pelanggan (Y2) | | | |
| Y2.1 | 0.889 | 0.931 | Valid |
| Y2.2 | 0.870 | 0.878 | Valid |
| Y2.3 | 0.766 | 0.787 | Valid |
| Y2.4 | 0.679 | | Dihapus |

According to the above table, the Y2.4 indication was eliminated since it could not be used for data analysis in this study because the loading factor value was less than 0.70 (assuming the lowest loading factor value used was 0.70, even if the factor value limit was 0.50 to 0.60). In order to enhance the study's outcomes, the researcher had to exclude the variable indicator value that was less than 0.7. The outer loading stage 2 that has been removed is as follows.

Figure 4. Final Outer Model

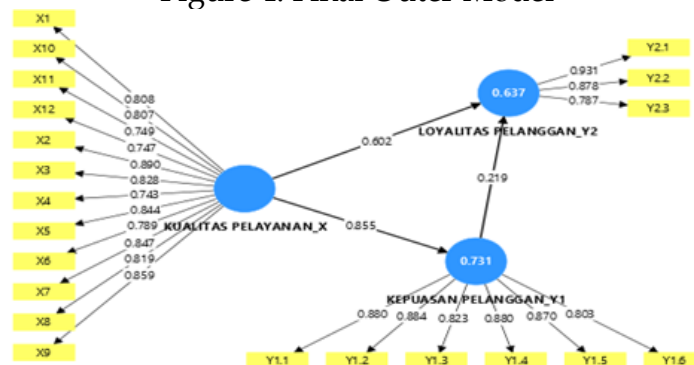


Table 2. Result Outer Model Tahap 2

| | Kualitas Pelayanan_X | Kepuasan Pelanggan_Y1 | Loyalitas Pelanggan_Y2 |
|------|----------------------|-----------------------|------------------------|
| X.1 | 0.808 | | |
| X.2 | 0.890 | | |
| X.3 | 0.828 | | |
| X.4 | 0.743 | | |
| X.5 | 0.844 | | |
| X.6 | 0.789 | | |
| X.7 | 0.847 | | |
| X.8 | 0.819 | | |
| X.9 | 0.859 | | |
| X.10 | 0.807 | | |
| X.11 | 0.749 | | |
| X.12 | 0.747 | | |
| Y1.1 | | 0.880 | |
| Y1.2 | | 0.884 | |
| Y1.3 | | 0.823 | |
| Y1.4 | | 0.880 | |
| Y1.5 | | 0.870 | |
| Y1.6 | | 0.803 | |
| Y2.1 | | | 0.931 |
| Y2.2 | | | 0.878 |
| Y2.3 | | | 0.787 |

The table above shows that the outer loading value for each indicator of Service Quality, Customer Satisfaction, and Customer Loyalty has a loading factor value above 0.7, thus meeting the minimum threshold. This indicates that all indicators in this test are valid.

Average Variance Extracted (AVE)

The Average Variance Extracted (AVE) results are assessed. If the Average Variance Extracted (AVE) is >0.50, it is considered acceptable or valid.

Table 3. Average Variance Extracted (AVE)

| Variabel | Average Variance Extracted (AVE) | Keterangan |
|--------------------------|----------------------------------|------------|
| Kualitas Pelayanan (X) | 0.659 | Valid |
| Kepuasan Pelanggan (Y1) | 0.735 | Valid |
| Loyalitas Pelanggan (Y2) | 0.753 | Valid |

The variables Service Quality, Customer Satisfaction, and Customer Loyalty have values over 0.50, according to the AVE value data table. This shows that each variable's measurements have passed the convergent validity test and satisfied the requirements for a satisfactory AVE.

Discriminant Validity

The cross-loading value between the indicator and its concept can be used to assess each indicator's discriminant validity. The latent construct may predict indicators in its own block more accurately than it can predict indicators in other blocks if an indicator's correlation with its construct is greater than its correlation with other constructs. The cross-loading data that the author processed with the Smart-PLS 4.0 program is shown in the following.

Table 4. Cross Loadings Discriminant Validity

| | X | Y1 | Y2 |
|------|----------|-----------|-----------|
| X.1 | 0.808 | 0.750 | 0.658 |
| X.2 | 0.890 | 0.808 | 0.611 |
| X.3 | 0.828 | 0.700 | 0.638 |
| X.4 | 0.743 | 0.616 | 0.519 |
| X.5 | 0.844 | 0.679 | 0.700 |
| X.6 | 0.789 | 0.699 | 0.538 |
| X.7 | 0.847 | 0.743 | 0.612 |
| X.8 | 0.819 | 0.631 | 0.621 |
| X.9 | 0.859 | 0.759 | 0.680 |
| X.10 | 0.807 | 0.684 | 0.758 |
| X.11 | 0.749 | 0.630 | 0.653 |
| X.12 | 0.747 | 0.602 | 0.680 |
| Y1.1 | 0.828 | 0.880 | 0.736 |
| Y1.2 | 0.732 | 0.884 | 0.520 |
| Y1.3 | 0.690 | 0.823 | 0.639 |
| Y1.4 | 0.772 | 0.880 | 0.660 |
| Y1.5 | 0.702 | 0.870 | 0.631 |
| Y1.6 | 0.650 | 0.803 | 0.561 |
| Y2.1 | 0.730 | 0.657 | 0.931 |
| Y2.2 | 0.684 | 0.586 | 0.878 |
| Y2.3 | 0.637 | 0.667 | 0.787 |

Each indicator has a stronger correlation value with its construct than with other constructs, according to the cross-loading table data. For instance, compared to the customer satisfaction and loyalty variables, the service quality variable has a larger cross-loading value. This also holds true for all customer happiness, customer loyalty, and service quality indicators that can accurately reflect their respective constructs, making this test discriminant valid.

Reliability Test

A reliability test was carried out in the next phase to guarantee the research instrument's consistency. The test evaluated the accuracy of the instrument in measuring the research variables using Cronbach's Alpha and Composite Reliability. If a construct's Composite Reliability and Cronbach's Alpha scores are greater than 0.70, it is deemed dependable. Good dependability is indicated by Composite dependability values between 0.70 and 0.90, while very high reliability is indicated by values above 0.90.

Table 5. Composite Realibility & Cronbach Alpha

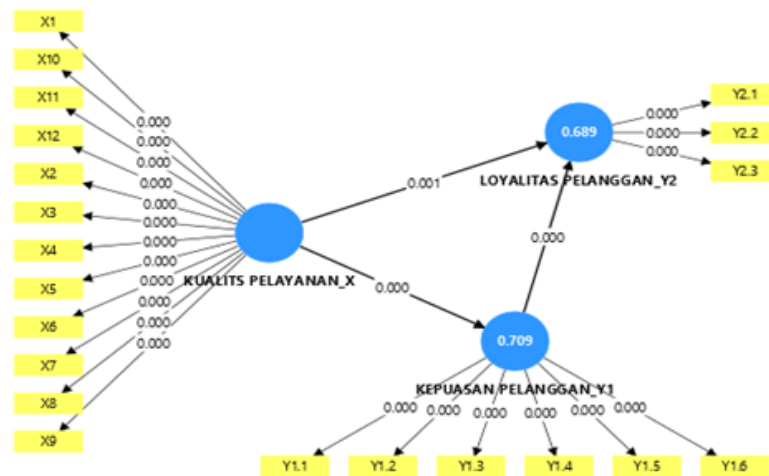
| Variabel | Cronbach's Alpha | Composite Reliability (rho_C) | Keterangan |
|--------------------------|-------------------------|--------------------------------------|-------------------|
| Kualitas Pelayanan (X) | 0.953 | 0.959 | Reliabel |
| Kepuasan Pelanggan (Y1) | 0.928 | 0.943 | Reliabel |
| Loyalitas Pelanggan (Y2) | 0.833 | 0.901 | Reliabel |

The service quality variable (X) has a Composite Reliability value of 0.959 and a Cronbach's Alpha of 0.953, according to the preceding table. Cronbach's Alpha was 0.928 and Composite Reliability was 0.943 for the customer satisfaction variable (Y1). In the meantime, the customer loyalty variable (Y2) obtained a Cronbach's Alpha of 0.833 and a Composite Reliability of 0.901. As a result, all variables were deemed reliable since they satisfied the requirements of Cronbach's Alpha > 0.7 and Composite Reliability > 0.7. As a result, the questionnaire satisfied the criteria for moving on to the structural model (inner model) assessment and generated stable and consistent measurements.

Structural Model Testing (Inner Model)

To investigate the connections between latent variables and ascertain the impact of the study's constructs, structural model analysis (inner model) was carried out. This test uses the bootstrapping approach to determine the significance of the path coefficient based on the t-test and p-value, as well as the R2 f2 Q2 values to determine whether the hypothesis is accepted or rejected. Conclusions about the impact of the independent factors on the dependent variable are derived from the analysis's findings.

Picture 5. Inner Model



R-Square (R2) Test

The first step in evaluating the structural model is to look at the dependent variable's R-Square (R²) value. The R2 score shows how well the independent variables in the research model explain the dependent variable. The predictive power of the model increases with the R2 value. A model is considered strong if its R2 value is 0.75, moderate if it is 0.50, and weak if it is 0.25. The following table displays the R2 test results for each dependent variable:

Table 6. Results R-Square

| Variabel | R-Square |
|--------------------------|----------|
| Kepuasan Pelanggan (Y1) | 0.709 |
| Loyalitas Pelanggan (Y2) | 0.689 |

The R² test results show that the customer satisfaction variable has a value of 0.709, meaning that 70.9% of customer satisfaction can be explained by service quality, while 29.1% is influenced by other factors outside the study. This value indicates a moderate model category because it is above 0.50. Meanwhile, the customer loyalty variable has an R² value of 0.689, meaning that 68.9% of customer loyalty can be explained by service quality, while 31.1% is influenced by other variables outside the study. This value also indicates that the model is in the moderate category.

Path Coefficient

Path coefficient and hypothesis testing were conducted through inner model analysis by examining the R-square value, parameter coefficients, T-statistics, and P-values. The hypothesis is accepted if the T-statistic value is >1.96 and the p-value is <0.05. The higher the coefficient value, the stronger the influence between the variables in the study.

Direct Effect

Table 7. Result Path Coefficient (Koefisien Jalur)

| Variabel | Sampel Asli (0) | Standar Deviasi (STDEV) | T-Statistik (0/STDEV) | Nilai P (P values) | Keterangan |
|--|-----------------|-------------------------|-------------------------|--------------------|------------|
| Kualitas Pelayanan > Kepuasan Pelanggan | 0.842 | 0.054 | 15.727 | 0.000 | Signifikan |
| Kualitas Pelayanan > Loyalitas Pelanggan | 0.399 | 0.120 | 3.329 | 0.001 | Signifikan |

Based on Table 4.13, the results of the hypothesis testing indicate that all variables in the study have a significant influence.

Hypothesis 1 (H1) indicates that service quality has a significant effect on customer satisfaction, with a T-statistic of 15.727 (> 1.96) and a P-value of 0.000 (< 0.05). This means that better service quality increases customer satisfaction.

Hypothesis 2 (H2) also indicates that service quality has a significant effect on customer loyalty, with a T-statistic of 3.329 (> 1.96) and a P-value of 0.001 (< 0.05). This indicates that quality service can increase customer loyalty.

Indirect Effect

Table 8. Result Mediasi (Specific Indirect Effect)

| Variabel | Sampel Asli (0) | Standar Deviasi (STDEV) | T-Statistik (0/STDEV) | Nilai P (P values) | Keterangan |
|---|-----------------|-------------------------|-------------------------|--------------------|------------|
| Kualitas Pelayanan > Kepuasan Pelanggan > Loyalitas Pelanggan | 0.392 | 0.108 | 3.638 | 0.000 | Signifikan |

Hypothesis 3 (H3) indicates that customer satisfaction acts as a significant mediating variable in the relationship between service quality and customer loyalty. This is evidenced by a T-statistic of 3.638 (> 1.96) and a p-value of 0.000

(< 0.05), indicating a significant indirect effect. Thus, customer satisfaction fully mediates the effect of service quality on customer loyalty.

This section discusses the research results to answer the research questions based on hypothesis testing using the PLS method with the help of SmartPLS, including path coefficients and their significance.

The Effect of Service Quality on Customer Satisfaction (H1)

The findings show that customer satisfaction is positively and significantly impacted by service quality. Good service should boost customer happiness, repeat business, and referrals because, in theory, consumer evaluations determine service quality. Numerous earlier research demonstrating a favorable correlation between customer satisfaction and service quality corroborate this conclusion. It has been demonstrated that providing excellent service raises customer satisfaction in the context of Central Fitness Harapan Indah.

The Influence of Customer Satisfaction on Customer Loyalty (H2)

The study's findings show that customer loyalty is positively and significantly impacted by customer satisfaction. This implies that customers are more likely to use and promote Central Fitness Harapan Indah services if they are satisfied. This result is consistent with earlier studies that show customer loyalty is significantly influenced by satisfaction.

The Influence of Service Quality on Loyalty through Customer Satisfaction (H3)

Customer happiness is an important intermediary variable in the link between service quality and customer loyalty, according to the mediation test results. In other words, customer happiness has both a direct and an indirect impact on service quality. These findings are consistent with a number of earlier studies that support the notion that customer pleasure is a major mediator in boosting customer loyalty.

CONCLUSIONS AND RECOMMENDATIONS

This study aims to analyze the effect of service quality on customer satisfaction and loyalty, as well as the role of satisfaction as a mediating variable among Central Fitness Harapan Indah members using SmartPLS. The results show that:

1. Service quality has a positive and significant effect on customer satisfaction, meaning that better service results in higher customer satisfaction.
2. Service quality also has a positive and significant effect on customer loyalty, meaning that good service can increase trust and encourage customers to continue using and recommend the service.
3. Customer satisfaction acts as a significant mediating variable, meaning that service quality can increase customer loyalty by first creating satisfaction.

FURTHER STUDY

For Future Researchers

It is recommended to add other variables such as price, brand image, and promotion to broaden the study of customer loyalty.

For the Company

Central Fitness Harapan Indah needs to continuously improve service quality, maintain the cleanliness and completeness of its facilities, and enhance staff competency through regular training. Furthermore, developing loyalty programs such as member rewards, discounts, and personalized services is also important to increase customer satisfaction and maintain loyalty.

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