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THE EFFECT OF SERVICE QUALITY ON FITNESS CUSTOMER SATISFACTION

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ABSTRACT

The research aims to examine the effect of partial service quality on member satisfaction of fitness and simultaneous service quality on member satisfaction. The design of the research based on its purpose is to include explanatory research. The research population was members, and a total sample of 50 respondents was taken. Data analysis techniques using multiple regression analysis with SPSS version 17. Hypothesis testing is done partially and simultaneously. The results showed that partially tangible, reliability, responsiveness, assurance, and empathy significantly influence member satisfaction. Therefore, simultaneously tangible, reliability, responsiveness, assurance, and empathy significantly influence member satisfaction. The coefficient of determination (R square) of 87.2% means the service quality variable is able to explain its effect on changes in the satisfaction variable and the remaining 12.8% is explained by other variables. Thus, service quality has a significant effect on member satisfaction or fitness customers

INTRODUCTION

Lifestyle development, the current community groups have a penchant for always services in accordance with a brand that is booming. One example of a lifestyle that is booming now is the presence of a Fitness center (Juwono & Szabo, 2010; Pelana et al., 2019). In short, gym is a forum for those who want to refresh the body by doing sports, which can stretch the body and tighten muscles (Angoorani et al., 2019; Brooks et al., 2018). The increasingly fierce business competition, one of which is the fitness center service business, gradually the gym has begun to become a trend in our country. However, what encouragement actually makes someone diligent in exercising a gym at a fitness center? Want to have a good body ideal, want to get health benefits.

Not only lifestyle, the need to be fit is felt necessary along with the emergence of various diseases that arise from the result of someone lazy to exercise. The development of the phenomenon of fitness has begun to shift which was once only interested by the middle and upper economic circles, now that has begun to change. If in the past only star hotels provided fitness facilities, now shopping centers have also begun to provide fitness facilities. Market segmentation has begun to change from the past for the wealthy middle and upper economic circles, now it has changed into the middle class (Al-Awamleh, 2020; Lin et al., 2019). Being an organization that focuses on consumers is a strategic choice for the business world to be able to survive in the midst of an economic environment that shows the tendency of steep fluctuations in change for change, high competition, and increasingly sophisticated quality of life. One way is to create customer satisfaction through improving quality, because customers are the main focus when we reveal about satisfaction and service quality (Namin, 2017; Putranta & Wilujeng, 2019; Tsafarakis, Kokotas, & Pantouvakis, 2018). Customers of a fitness center generally want a fitness center with complete facilities and satisfying services from fitness center service providers.

In terms of maintaining loyalty, a service company must pay attention to the quality of service they provide to customers so that the level of loyalty is maintained. Service quality is an important aspect in the service industry in shaping the satisfaction of customers who use it. The nature of service quality is dynamic, i.e. it changes according to what the customer needs for a service (Akter, Wamba, & D'Ambra, 2019; Kanasova et al., 2019; Putranta & Supahar, 2019). This is a challenge for service provider companies to continue to maintain the quality of the services they provide at different times. Good service quality will form a satisfaction for customers who consume it so that customers are expected to be loyal by making repeated purchases in the future. Meanwhile, the consistency of the quality of a service for the three quality orientations namely consumer perception, services can contribute to the success of a company in terms of customer satisfaction, employee satisfaction, and organizational profitability (Wang et al., 2017). This is when further analyzed the relationship between quality and long-term benefits can be seen in two ways, namely the factor of external benefits derived from customer satisfaction and internal benefits derived from improvements in product efficiency. Meanwhile, the intended external profit can be implied in the production process of service, i.e. where the quality of the service provided by the company can create a positive perception of the customer towards the company and produce a customer satisfaction (Wang et al., 2017). Meanwhile, the intended internal benefits appear at the same time as external benefits are obtained, where the company's focus on quality can bring a positive internal company value in the process of improvement (Wang et al., 2017; Yean, Balaraman, & Swaminathan, 2020). Success in competition will be fulfilled if the company can retain customers (Guo, Chen, & Tsai, 2017). Therefore, to achieve these objectives the company requires a variety of efforts so that the planned objectives are achieved.

The dimensions of service quality in this research refer to the opinions of expert namely tangible reliability, responsiveness, assurance, and empathy, is a service business

engaged in the field of sports, namely fitness (Moro et al., 2019). This business has been established for about 8 years in Kepatihan, Tulungagung Regency, East Java, Indonesia with the number of members around 50 people and the rest non-permanent members, the members consist of various groups, ages, and genders. Standing in the midst of the people who live on the edge of the Tulungagung but they have many interests According to culture is the most basic source of desires and behaviors, according to culture is the most basic source of desires and behavior someone (Kasiri et al., 2017).

Culture is a variable that influences consumer behavior that is reflected in the way of life, habits, and traditions in the demand for services offered (Putranta & Jumadi, 2019). Marketing executives must always be on the lookout for changes in these cultural patterns so that they can adjust their marketing plans in tune with time. One example of cultural change that can affect marketing is increased free time. With an increase in leisure time and changing lifestyles, this trend has resulted in the growth of markets one of which is in the fields of sports and physical fitness, and sports fans are increasing rapidly (Al-Mashhadi, 2020; Avazpour, Fazell Kalkhoran, & Mohseni, 2020; Mandel et al., 2017). The culture of healthy living at this time has become a need that is highly considered by rural communities. Seeing the opportunities that arise from the problem of health and fitness needs by the community, this business stands based on these reasons. Gym sports are usually much in demand by city people who have modern lifestyles, but because of the changing times and demands for the gym, sports are now much in demand by people who live in villages (Van Biesen & Pineda, 2019).

The increasingly fierce competition requires gym entrepreneurs in Tulungagung to be able to manage, maintain, take responsibility for every service provided and know the wishes of the members especially Prisma Fitness. In addition, the fitness equipment also greatly affects the comfort of the gym members because the equipment is of good quality so it can be used comfortably and according to the customer's desired needs. Fitness equipment Prisma Fitness branded Muscle from Malang. However, Prisma Fitness has several shortcomings including a less extensive place, incomplete and less extensive tools for members. This situation can affect customer satisfaction at Prisma Fitness so it needs to be investigated. This article aims to analyze the effect of service quality partially on member satisfaction of Prisma Fitness and the effect of service quality simultaneously on member satisfaction of Prisma Fitness.

LITERATURE REVIEW

Service quality

Service quality is centered on efforts to meet the needs and desires of customers and the accuracy of delivery to balance customer expectations. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires (Han & Yun, 2020; Wulansari & Parwanto, 2020). Quality is the starting point in seizing market share so that the level of satisfaction not only needs to be maintained but must also be increased to face increasing competition (Song, Ruan, & Park, 2019; Su, 2018). Therefore the company is required to be able to move, organize and coordinate the activities of various groups of professional, semi-professional staff so that they can achieve the planned goals.

Customer satisfaction will be the basis for developing various models of buyer behavior (Ardani et al., 2019). In addition, customer satisfaction is a guideline to direct the entire organization towards meeting customer needs so that it becomes a source of sustainable competitive advantage. Consumer satisfaction for the services provided by the company will be known when making a measurement of consumers. Service is considered satisfactory if the service can meet the needs of consumers (Drid et al., 2019). Measuring customer satisfaction is an important element in service providing better. The use of

service quality dimensions as a measure expected by a company to determine the level of customer satisfaction.

By knowing the measurement results of consumer satisfaction the company can prepare strategies that will be applied in order to create customer loyalty. In fact, customer satisfaction is not given good attention by every individual in the organization. From a consumer perspective many complaints often arise regarding product quality, overly high prices, inadequate after-sale guarantees (Dabestani et al., 2017). At present and in the future in line with developments, the level of public education increases, the way of thinking becomes more modern, followed by awareness of the importance of quality service. There are four determinants of the quality of service that includes direct evidence of equipment, staff, price and the program (Abenzoza, Cats, & Susilo, 2017; Branquinho et al., 2020). The variables mentioned above greatly affect customer satisfaction with the quality of services provided by the company and have an impact on efforts to create customer loyalty, variations in shape, quality and type depending on who, when and where the service is produced. In this case the service provider can carry out three stages in quality control: investing, selecting and training good personnel, standardizing the service implementation process, monitoring user satisfaction through a suggestion system, customer surveys so that poor service can be corrected as soon as possible (Alshurideh et al., 2019; Branquinho et al., 2020).

Customer satisfaction

Satisfaction has a very relative understanding, because the satisfaction of consumers is very dependent on each individual who feels it. Consumer satisfaction is basically closely related to meeting the needs of consumers themselves. Satisfaction is defined as a post-consumption evaluation that an alternative chosen at least meets expectations (Alvarez-Milán et al., 2018). In short, these alternatives work at least as well as expected. Dissatisfaction is, of course, the result of negatively affirmed expectations. In general, satisfaction is someone's pleasure that comes from a comparison between their impressions of the performance of a product and its expectations (Burzynski et al., 2018; San Martín, Herrero, & García de los Salmones, 2019). Consumers are people who accept the work of a person, so only they can determine the quality of what, and only those who can convey what and how their needs (Nwachukwu & Žufan, 2017).

Meanwhile, Spence and Velasco (2018); Steenis et al. (2017) stated there are several important elements in the quality set by consumers, namely consumers must be the top priority of the organization because the survival of the organization depends on consumers, reliable consumers are the most important consumers. Reliable consumers are consumers who make repeat purchases from the same organization, consumers who are satisfied with the services purchased from an organization become important consumers. Customer satisfaction is guaranteed by producing high quality products. Satisfaction has implications for continuous improvement so that quality must be updated at all times. Consumers must be satisfied, because if they are not satisfied they will leave the company and become competitors, this will cause a decrease in sales and in turn will cause a decrease in sales and will reduce profits (Daneshjo et al., 2018; Yim & Park, 2019).

METHODS

General background

This research belongs to the type of survey research that is research that doesn't make changes or there is no special treatment of the variables studied (non-experimental). The research design based on the purpose is explanatory research and prediction where explanatory research is a type of research that explains the causal relationship between one variable with another variable through hypothesis testing which is shown in Table 1

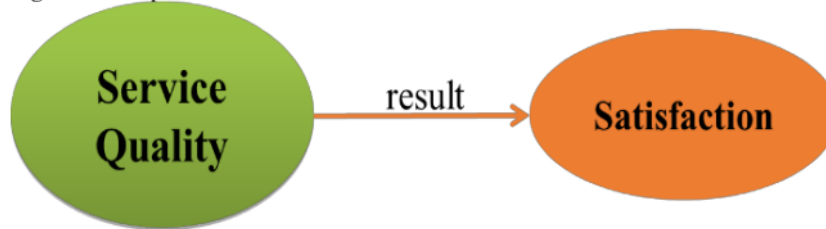
below. By its nature, this research is exploratory because further testing of a research is needed, so the research is exploratory.

Table 1: Relation between variables.

Variable	Operational Definition	Indicator
Service Quality (X1)	Services (X1) The quality of service in this research is service excellence that is expected to meet the wishes of the trainers in fitness Prisma Fitness.	Reliability: The speed with which officers provide training services, effective and efficient equipment. A training program that allows the user's readiness ...
User Satisfaction (Y1)	Feelings of satisfaction felt by fitness equipment users.	Comfort felt. Satisfaction with the services provided. Desire to provide input on service. Have a higher level of emotional satisfaction. Relatively cheap with good service quality.

The framework of thought is a set of concepts of the relationship between independent and dependent variables formulated by researchers. So to be able to solve the problems faced and provide a broader picture, it is necessary to put forward a picture in the form of a framework of thought. The research model and hypothesis in this research can be described and explained as shown in Figure 1.

Figure 1: Simple framework of relation between variables.



Participants

Types and sources of data used in research are primary data and secondary data. Primary data is data collected and processed by the researcher directly from the respondent (Reilly & Jones III, 2017). Primary data in this research are in the form of answers to questionnaires on questions that have been made by researchers. Secondary data is data obtained in the form of ready-made, which has been processed and presented by other parties. The collection technique is done by documentation (Reilly & Jones III, 2017). Secondary data in this research is in the form of a complete profile of the research object. The population in this research were all members of Prisma Fitness. The method of determining the sample size used is saturated sample where all members of the population are used as research samples. The number of samples in this research were 50 respondents.

Statistical analysis

Data analysis used in this research is multiple linear regression analysis. According to multiple regression is the development of simple linear regression, which is an analysis

tool that aims to determine the effect of one or more independent variables on one dependent variable (Lloyd-Jones et al., 2019; Singh, 2017). After multiple linear regression analysis is performed then a hypothesis testing is used to determine whether there is an influence and how much influence the independent variable has on the dependent variable either partially.

The regression coefficient test (t test) aims to test the hypothesis about the effect of the independent variable on the dependent variable (Doucouliagos et al., 2019). Meanwhile, F test (simultaneous test) is carried out to find out whether all the independent variables together (simultaneously) can affect the dependent variable (Doucouliagos et al., 2019). In addition to the two tests, the third test is the coefficient of determination (R²). The coefficient of determination (R²) shows the amount of variation in the value of the dependent variable that can be explained by all independent variables.

This number is often also used as a measure of the magnitude of influence (in percent) of all the independent variables together on the value of the dependent variable. The magnitude of the percentage of the effect of all independent variables on the value of the dependent variable can be seen from the magnitude of the coefficient of determination (R²) of the estimated regression equation. The magnitude of the coefficient of determination from 0 (zero) to 1 (one). The closer to zero the magnitude of the coefficient of determination of an estimated regression equation shows that the smaller the influence (ability to explain) all independent variables on the value of the dependent variable. Conversely, the closer the one coefficient of determination to an estimation regression equation shows the greater the influence (ability to explain) all independent variables on the dependent variable (Doucouliagos et al., 2019).

RESULTS

Descriptive statistics of research variables

Description of research variables is useful to support the results of data analysis. The results of the distribution of respondents to the answers of each indicator of the research variable (questionnaire) can be shown in Table 2.

Table 2: Frequency distribution of respondents' answers to tangible

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
X1.1	14	35.0	18	45.0	8	20.0	0	0.0	0	0.0	50
X1.2	14	35.0	21	52.5	5	12.5	0	0.0	0	0.0	50
X1.3	8	20.0	24	60.0	8	20.0	0	0.0	0	0.0	50
X1.4	13	32.5	23	57.5	4	10.0	0	0.0	0	0.0	50
X1.5	17	42.5	17	42.5	6	15.0	0	0.0	0	0.0	50

Based on Table 2 can be explained relating to the tangible as measured by five indicators, it can be seen that the majority of respondents gave an answer with a score of 4, which means Tangible at the Tulungagung Prisma Fitness is well perceived. The good Tangible can be seen from the space for Prisma Fitness training to be adequate and comfortable, the waiting room provided by Prisma Fitness is adequate, the cleanliness of the Prisma Fitness room is guaranteed, the cleanliness of the Prisma Fitness toilet is guaranteed, and the spacious Prisma Fitness parking lot.

Table 3: Frequency distribution of respondents' answers to the reliability

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
X2.1	17	42.5	16	50.0	6	15.0	1	2.5	0	0.0	50
X2.2	12	30.0	18	45.0	7	17.5	3	7.5	0	0.0	50
X2.3	15	37.5	16	50.0	6	15.0	3	7.5	0	0.0	50

Based on Table 3, it can be explained in relation to the reliability measured by three indicators, it can be seen that the majority of respondents gave an answer with a score of 4, which means Reliability in the Tulungagung Fitness Exercise is perceived well. The good reliability can be seen from the opening and closing time of Prisma Fitness on time, Prisma Fitness always provides clear information to members, and Prisma Fitness provides complete supplements.

Table 4: Frequency distribution of respondents' answers to the responsiveness

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
X3.1	14	35.0	20	50.0	4	10.0	2	5.0	0	0.0	50
X3.2	18	45.0	17	42.5	4	10.0	1	2.5	0	0.0	50
X3.3	13	32.5	22	55.0	4	10.0	1	2.5	0	0.0	50

Based on Table 4, it can be explained that in relation to the responsiveness measured by three indicators, it can be seen that the majority of respondents gave an answer with a score of 4, which means the Responsiveness on the Tulungagung Prisma Fitness is perceived well. The good responsiveness can be seen from the structure of Prisma Fitness always helping members in training, Prisma Fitness Instructors are always friendly and polite in serving members, and Prisma Fitness always supports members when a competition.

Table 5: Frequency distribution of respondents' answers to assurance

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
X4.1	8	20.0	12	30.0	11	27.5	9	22.5	0	0.0	50
X4.2	9	22.5	12	30.0	14	35.0	5	12.5	0	0.0	50
X4.3	9	22.5	15	37.5	11	27.5	5	12.5	0	0.0	50
X4.4	11	27.5	12	30.0	11	27.5	6	15.0	0	0.0	50

Based on Table 5, it can be explained that with regard to the assurance measured by four indicators, it can be seen that the majority of respondents gave an answer with a score of 4, which means that Assurance on Prisma Fitness is perceived well. The good assurance can be seen from the fitness equipment Prisma Fitness guaranteed security and comfort, Prisma Fitness guarantees the safety of members during training, Prisma Fitness guarantees the safety of vehicles brought by members, and Prisma Fitness has a good ability to respond to suggestions and complaints member.

Table 6: Frequency distribution of respondents' answers to the empathy

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
X5.1	8	20.0	10	25.0	14	35.0	8	20.0	0	0.0	50
X5.2	11	27.5	15	37.5	8	20.0	5	12.5	1	2.5	50

Based on Table 6 it can be explained that related to the empathy as measured by two indicators it can be seen that most respondents gave answers with a score of 3 which means Emphaty on the Tulungagung Prisma Fitness was perceived quite well. Quite good

Empathy can be seen from Prisma Fitness sometimes giving bonuses every beginning/end of the year and Prisma Fitness provides a fairly cheap price for members.

Table 7: Frequency distribution of respondents' responses to satisfaction

Item	Frequency of Respondents' Answers										Total
	5	%	4	%	3	%	2	%	1	%	
Y1	15	37.5	16	50.0	8	20.0	1	2.5	0	0.0	50
Y2	15	37.5	20	50.0	3	7.5	2	5.0	0	0.0	50
Y3	11	27.5	17	42.5	10	25.0	2	5.0	0	0.0	50
Y4	14	35.0	19	47.5	7	17.5	0	0.0	0	0.0	50

Based on Table 7 it can be explained that with regard to the satisfaction measured by five indicators it can be seen that the majority of respondents gave an answer with a score of 4 which means that Satisfaction at Prisma Fitness is perceived well. Good satisfaction can be seen from the members feel happy for the quality of services provided by Prisma Fitness, members feel satisfied with the quality of services provided by Prisma Fitness, members feel the decision to fitness at Prisma Fitness as the right and wise decision, and members feel that the overall quality of the services provided by Prisma Fitness is good.

Validity and reliability test

Based on Table 8 it can be seen that each indicator used both in the independent variable (Tangible, Reliability, Responsiveness, Assurance, Empathy) and the dependent variable (Satisfaction) has a significance value that smaller than 0.05. This means that the indicators used in this research variable are feasible to be used as data collectors.

Table 8: Recapitulation of validity test

Variable	Indicator	r count it	Sig.	Information
Tangible	X1.1	0.762	0.000	Valid
	X1.2	0.722	0.000	Valid
	X1.3	0.724	0.000	Valid
	X1.4	0.661	0.000	Valid
	X1.5	0.577	0.000	Valid
Reliability	X2.1	0.917	0.000	Valid
	X2.2	0.927	0.000	Valid
	X2.3	0.947	0.000	Valid
Responsiveness	X3.1	0.833	0.000	Valid
	X3.2	0.850	0.000	Valid
	X3.3	0.812	0.000	Valid
	X4.1	0.902	0.000	Valid
Assurance	X4.2	0.915	0.000	Valid
	X4.3	0.916	0.000	Valid
	X4.4	0.902	0.000	Valid
Empathy	X5.1	0.950	0.000	Valid
	X5.2	0.954	0.000	Valid
	Y1	0.785	0.000	Valid
	Y2	0.786	0.000	Valid
Satisfaction	Y3	0.750	0.000	Valid
	Y4	0.733	0.000	Valid
	Y5	0.762	0.000	Valid

Based on Table 9 it can be concluded that all variables used in this research are reliable, because they have a Cronbach Alpha (α) value greater than 0.60 that a construct is said to be reliable if the Cronbach Alpha value is more than 0.50 [(Doucouliagos et al., 2019).

Table 9: Recapitulation of reliability test

Variable	A	Information
Tangible	0.721	Reliabel $\alpha > 0.60$
Reliability	0.921	
Responsiveness	0.776	
Assurance	0.929	
Emphaty	0.896	
Satisfaction	0.772	

Classic Assumption Test

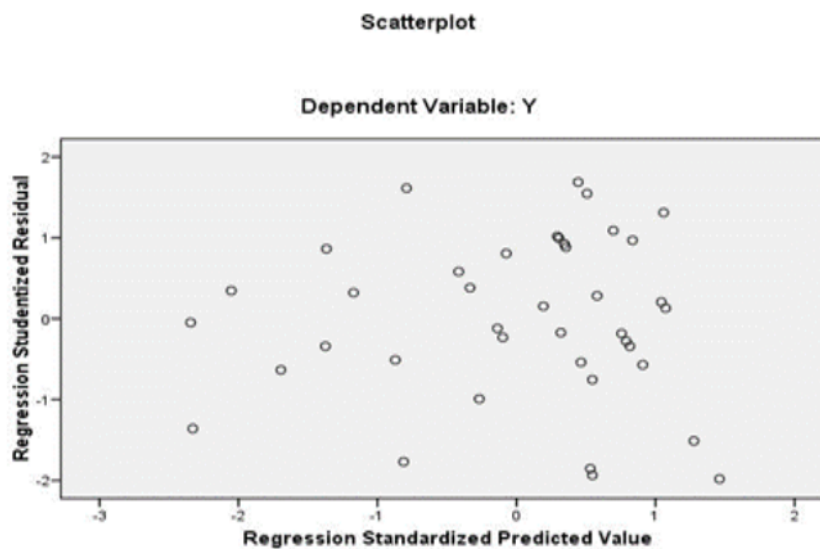
Based on the results of the Collinearity Statistics analysis, it is known that there is no multi collinearity in the model. This can be seen in Table 10 where the VIF value of each variable is less than 10.

Table 10: Collinearity statistic

Variable	VIF	Information
Tangible	1.795	VIF < 10
Reliability	1.760	
Responsiveness	1.685	There is no multi collinearity
Assurance	2.047	
Emphaty	2.454	

The results of the analysis of the scatterplots graph in Figure 2 seen the points spread randomly, do not form a certain clear pattern, and are spread both above and below the number 0 on the Y axis. This means there is no heteroscedasticity in the regression model.

Figure 2: Heteroscedasticity test results by linear regression test.



Multiple

Based on the data collected, the estimated regression models are presented in Table 11.

Table 11: Multiple linear regression calculations

Variable	Regression Coef.	T count	Sig.	Information
Constant	-0.365	-0.216	0.830	-
X1	0.215	2.478	0.018	Significant
X2	0.334	4.061	0.000	Significant
X3	0.296	2.858	0.007	Significant
X4	0.138	2.356	0.024	Significant
X5	0.342	2.926	0.006	Significant

Partial test (t Test)

Based on the table above, it can be seen the effect of each independent variable on the dependent variable. Effect of tangible (X1) on satisfaction (Y). Based on Table 11 it can be seen that the t count is 2.478 and the significance α is 0.018 <0.05. Because t count > t table and the probability level is smaller than 5%, then H_0 is rejected, meaning that partially the Tangible variable (X1) has a significant effect on Satisfaction on Tulungagung Prisma Fitness (Y). Thus, the hypothesis that states tangible has a partially significant effect on the satisfaction of members of Prisma Fitness is proven to be true (H_1 accepted). Effect of Reliability variable (X2) on Satisfaction (Y). Based on Table 10 it can be seen that the t count is 4,061 and the significance α is 0,000 <0.05. Because t count > t table and the probability level is smaller than 5%, then H_0 is rejected, meaning partially the Reliability variable (X2) has a significant influence on Satisfaction on Prisma Fitness (Y). Thus, the hypothesis that Reliability has a partially significant effect on the satisfaction of members of Prisma Fitness is proven to be true (H_1 accepted). Effect of responsiveness (X3) on satisfaction (Y).

Based on Table 11 it can be seen that the t count is 2.858 and the significance α is 0.007 <0.05. Because t count > t table and the probability level is smaller than 5%, then H_0 is rejected, meaning that partially on the responsiveness (X3) has a significant influence on Satisfaction on Prisma Fitness (Y). Thus, the hypothesis stating responsiveness has a partially significant effect on the satisfaction of members of Prisma Fitness is proven to be true (H_1 accepted). Effect of assurance (X4) on Satisfaction (Y). Based on Table 11 it can be seen that the t count is 2.356 and the significance α is 0.024 <0.05. Because t count > t table and the probability level is smaller than 5%, then H_0 is rejected, meaning partially the assurance (X4) has a significant effect on Satisfaction on Prisma Fitness (Y). Thus, the hypothesis which states that the insurance has a partially significant effect on the satisfaction of the members of Prisma Fitness is proven to be true (H_1 accepted). Effect of Emphaty (X5) on Satisfaction (Y). Based on Table 11 it can be seen that the t count is 2.858 and the significance α is 0.007 <0.05. Because t count > t table and the probability level is smaller than 5%, then H_0 is rejected, meaning that partially the Emphaty (X5) has a significant influence on Satisfaction on Prisma Fitness (Y). Thus, the hypothesis that emphaty has a partially significant effect on member satisfaction of Prisma Fitness is proven to be true (H_1 accepted).

Simultaneous test (Test F)

Based on Table 12 it can be seen that the calculated F value is greater than F table (46,528 > 2.45) then Tangible, Reliability, Responsiveness, Assurance, and Emphaty simultaneously influence positive and significant towards satisfaction at a significant level of 5%. Thus, the hypothesis that service quality consisting of tangible, reliability, responsiveness, assurance, and emphaty have a significant effect simultaneously on the satisfaction of members of Prisma Fitness is proven correct or H_2 is accepted.

Table 12: Test calculation results F.

Dependent Variable	Independent Variable	R Square	F Count	Sig.
Y	X1, X2, X3, X4, X5	0.872	46.528	0.000

Multiple determination coefficient (R2)

Based on the results of the analysis that can be seen in Table 12 the results obtained by the coefficient of multiple determination (R2) of 0.872, this means that 87.2% changes in Satisfaction are influenced by tangible, reliability, responsiveness, assurance, and empathy while the remaining 12.8% is caused by other factors not included in the regression equation created, such as price, promotion, customer relationship marketing, and others.

DISCUSSION

Regression test results showed tangible had a positive and significant effect on satisfaction with a coefficient of 0.215. This means that Tangible factors measured through the space for Prisma Fitness training are adequate and comfortable, the waiting room provided by Prisma Fitness is adequate, Prisma Fitness's room cleanliness is guaranteed, Prisma Fitness's toilet cleanliness is guaranteed, and Prisma Fitness's spacious parking lot is a factors that determine member satisfaction Prisma Fitness Tulungagung. Tangible namely the ability of a company to demonstrate its existence to external parties. This includes physical facilities (warehouses), equipment and equipment used (technology), and the appearance of employees. The main factor determining customer satisfaction is customer perception of service quality (Ali & Raza, 2017; Liu, Lee, & Hung, 2017). In addition to maximum service quality for members, Prisma Fitness also provides tangible elements to meet the needs of members so that they are more comfortable in sports. By providing physical evidence such as space for training, waiting room, cleanliness of the room, cleanliness of the toilet and a large parking area, will give satisfaction.

The results of this research are consistent with research conducted which states that tangibles have a significant effect on customer satisfaction (Farooq et al., 2018; Meesala & Paul, 2018). Meanwhile, regression test results show that the reliability has a positive and significant effect on Satisfaction with a coefficient of 0.334. This means that the Reliability factor is measured through the opening and closing time of Prisma Fitness on time, Prisma Fitness always provides clear information to members, and Prisma Fitness provides complete supplements is a factor that determines the satisfaction of Prisma Fitness members Tulungagung. Reliability namely the company's ability to provide services in accordance with what was promised accurately and reliably. Customers need service personnel who are committed to service time. With the proven performance of front line staff influencing the formation of service quality, efforts that lead to performance modification need to be the next concern (Elmadağ & Ellinger, 2018; Grönroos, 2019).

Businesses in the service sector must prioritize maximum service quality by providing services that are in accordance with what the company promises. All of these services must be consistent from time to time, because if there is a slight change the company can lose customers. The reliability provided by Dewa Rucy Gym includes open and close fitness on time, always providing clear information and providing complete supplements according to the needs of the members. All reliability is intended so that members are satisfied with the services provided.

The results of this research are consistent with research conducted which states that reliability has a significant effect on customer satisfaction (Gong & Yi, 2018). Regression test results showed the responsiveness had a positive and significant effect on satisfaction with a coefficient of 0.296. This means that the Responsiveness factor measured through

the Prisma Fitness instructor always helps members in training, the Prisma Fitness Instructor is always friendly and polite in serving members, and Prisma Fitness always supports members when members of a competition are a factors that determine member satisfaction Prisma Fitness Tulungagung. Friendly in effective communication if the customer can understand what is delivered by front-line staff in a professional and competent manner and has a reputation credibility in creating customer trust, the security of the customer will feel safe if the company is honest in serving (Aboobucker & Bao, 2018; Hamidi & Moradi, 2017).

Responsiveness, which is a policy to help and responsive and appropriate services to customers, by delivering clear information. Leaving customers waiting creates a negative perception of service quality, which can lead to dissatisfied customers. Prisma Fitness is always fast and responsive in serving members, for example, Prisma Fitness instructors always help members in training, are friendly and polite in serving members, and Prisma Fitness always supports members when members of a competition. The services provided by Prisma Fitness don't only rely on employees such as instructors, but fitness business owners also work directly in providing services to their customers. So that this will create closeness between the business owner and the customer, and the business owner will also better understand what the customer wants. The results of this research are consistent with research conducted which states that responsiveness has a significant effect on customer satisfaction (Ye, Dong, & Lee, 2017).

The regression test results showed that the assurance had a positive and significant effect on satisfaction with a coefficient of 0.138. This means that the Assurance factor as measured through the fitness equipment Prisma Fitness is guaranteed security and comfort, Prisma Fitness guarantees the safety of members during training, Prisma Fitness guarantees the safety of vehicles carried by members, and Prisma Fitness has good ability in responding to members' suggestions and complaints is a factor that determines the satisfaction of members of Prisma Fitness Tulungagung.

Assurance namely knowledge, politeness, and the ability of company employees to grow the trust of customers to the company. This includes several components including communication, credibility, security, competence, and courtesy. The security and safety of visitors, customers, guests and clients is the responsibility of the company. Anticipation and supervision is needed to protect from irresponsible parties who intend evil such as thieves and also safe means while being used and during visitors (Wang et al., 2019). Consumers also have the need for security and comfort in sports and the need for freedom to submit complaints, for this reason Prisma Fitness always guarantees the safety of members while exercising, and the vehicles they carry are also guaranteed safety. In addition, open communication between the owner and the members is always well maintained, this is proven by accepting any criticism given to the members. These things aim to give satisfaction to the customers.

The results of the research differed from studies conducted stated that guarantees had no effect on customer satisfaction. However, the results of this research are consistent with research conducted which states that assurance has a significant effect on customer satisfaction (Martínez-Ferrero & García-Sánchez, 2018; Pham & Ahammad, 2017).

Regression test results showed that the empathy had a positive and significant effect on satisfaction with a coefficient of 0.138. This means that the Empathy factor measured through Prisma Fitness sometimes gives a bonus or gift at the beginning/end of the year and Prisma Fitness provides a fairly cheap price for members is a factor that determines the satisfaction of members of Prisma Fitness Tulungagung. Rapid and responsive service is also influenced by staff front-line attitudes. One of them is readiness and sincerity in answering questions and the ability to empathize (Davis et al., 2017). Empathy which gives sincere and individual attention given to customers by trying to understand their desires. This expects that a company has understanding and knowledge about customers, understands customer needs specifically, and has a comfortable operating time for

customers. In order to establish good relationships with long-term customers, every business must develop a special strategy to retain its customers. Prisma Fitness in giving satisfaction and maintaining its members, every year gives a gift to its members. With this strategy, the members will feel cared for and happy. The results of this research are consistent with research conducted which states that empathy has a significant effect on customer satisfaction. However, the results of this research are different from the research conducted which states that empathy has no significant effect on customer satisfaction (Iglesias, Markovic, & Rialp, 2019; Kajonius & Björkman, 2020).

This discussion is related to the results of testing of the second hypothesis which states that service quality consisting of tangible, reliability, responsiveness, assurance, and empathy have a significant simultaneous effect on member satisfaction of Prisma Fitness. The results showed that the tangible, reliability, responsiveness, assurance, and empathy had a significant effect simultaneously on the satisfaction of Prisma Fitness members. Together, satisfaction is influenced by Tangible, Reliability, Responsiveness, Assurance, and Empathy effects by 87.2% while the remaining 12.8% is due to factors others that are not included in the regression equation created, such as price, promotion, and customer relationship marketing. In evaluating customer satisfaction with a company's services, the determinants used can be a combination of determinants of satisfaction with services. Generally what is often used by companies to determine customer satisfaction is the aspect of service and the quality services purchased (Koklic, Kukar-Kinney, & Vegelj, 2017; Nisar & Prabhakar, 2017). The results of this research are consistent with research conducted which states that the five dimensions of service quality significantly affect customer satisfaction (Huang, Lee, & Chen, 2019; Pakurár et al., 2019; Putranta & Kuswanto, 2018).

CONCLUSIONS

Based on the analysis that has been done in this research, it can be concluded that: service quality consisting of tangible, reliability, responsiveness, assurance, and empathy have a partially significant effect on member satisfaction and service quality consisting of tangible, reliability, responsiveness, assurance, and empathy have a significant effect simultaneously on the satisfaction of Prisma Fitness members. Furthermore, for further researchers, researchers provide suggestions for further expanding in terms of variables such as product quality, emotions, and prices. Because there are various variables other than service quality that can affect customer satisfaction in creating customer loyalty. For business owners, it is expected that it can be an evaluation for the future in taking steps, giving consideration that by improving the quality of service, customers will easily get satisfaction. Meanwhile, to increase loyalty, customers need to feel very satisfied, not just satisfied.

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