EFFECT OF SERVICE QUALITY, PRICE ON SATISFACTION AND LOYALTY CUSTOMER

(Study on Born Fit Thamrin, Central Jakarta)

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Abstract

This study aims to determine the effect of the dimensions of service quality, price on customer satisfaction and loyalty at Born Fit Thamrin, central Jakarta. Customer satisfaction and price are the dependent variable, while satisfaction and customer loyalty are the independent variables. This research uses a quantitative approach that is analyzed using Partial Least Square (PLS) with WarpPLS 6.0 software. The population of this study are all Born Fit members who have registered in 2019. The sample is determined based on the purposive sampling method, with the consideration that the respondent has been a Born Fit member for at least 1 (one) month in 2019. The number of samples given the questionnaire for observation is 98 respondents. The results of this study indicate that service quality has a significant effect on customer satisfaction,

Keywords: Service quality, Price, Customer satisfaction, Customer loyalty

I.   PRELIMINARY

The workload in the metropolitan era such as Jakarta is now getting bigger, so the time to exercise is decreasing. However, providing sports facilities in the office can be one of Nitish's solutions (2017). This has prompted several companies to provide complete, comfortable and sports facilities *fancy*
in accordance with the demands of developments in the metropolitan era. In addition, the increasing interest in sports, especially among urban workers, adds to the potential for companies to benefit, as stated by Irawan Amanko, (2019) at the event. *IFBC Expo National Roadshow* 2019 mentions that the fitness industry or *fitness center* will be even more promising in the midst of a fairly positive development trend. Demographic factors and the high level of public awareness for healthy living have recently been the triggers.

In Jakarta currently there are several *fitness* and gyms of particular interest to workers from *fitness* which not many people know, until *fitness* who already have big names like *Fitness First, Gold Gym, Celebrity Fitness* including *Born Fit.* Born Fit is a place *fitness* which is located at the Gedung Menara Merdeka Jl. Budi glory 1 no.2 Thamrin Central Jakarta, Born Fit has been operating since January 2, 2014 and offers competitive prices with the upper middle segment. Born Fit, which has the slogan "Born To Be Fit", provides complete facilities such as area *fitness* with *naturalist design,* swimming pool, sauna room, comfortable dressing room and so on *activity class* as *Bootcamp, Crossfit, Zumba,* and *Yoga class* which members can follow every day.

The sharp decline in turnover occurred from January to February, after February until now Born Fit did not get a significant increase in turnover. The manager has taken several actions with the aim of retaining customers and adding new customers, including paying more attention to service and price evaluation in order

to meet customer satisfaction and loyalty, with the hope of being able to meet customer needs and desires.

The quality of service according to Lupiyoadi (2013: 7) is how far the difference is between reality and customer expectations for the services they receive, which means that if the reality exceeds what is expected, the service can be said of quality and vice versa.

Another thing to consider is price, where according to Kotler (2012: 410) price is one of the new elements of marketing that generates revenue, other elements generate costs. Price is the easiest element in any marketing program to customize, product features, channels, and even communication take a lot of time.

The aspects of consumer satisfaction according to Tjiptono (2014: 355) evaluation of after-purchase between perceptions of the performance of the alternative product or service chosen meet or exceed expectations. If perceptions of performance do not meet expectations, what will happen is dissatisfaction.

If the perception of performance can be fulfilled, then what happens is customer satisfaction, which can become customer loyalty. As Kotler (2012: 138) states, loyalty is a deeply held commitment to buy or support a preferred product or service back in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch.

II.   LITERATURE REVIEW

2.1   Research Review

Yadi (2015) conducted research on *Family Fitness* in Samarinda, eJournal of Business Administration Science, 2015, 3 (1): 217-230, ISSN: 2355-5408, this study aims to determine the effect of service quality on customer satisfaction at *family fitness* in Samarinda, this research was conducted by distributing questionnaires to 67 respondents with *simple random sampling* as a research sampling technique. The results of this research show a significance test on

This study found that empathy (X 4) significantly influence customer satisfaction with the results t count> t table (4.771> 2,000), in addition to empathyfound the result that physical evidence (X 5) significantly influence customer satisfaction with theresults t count> t table (2.603> 2,000). As for the test resultsSimultaneously in this study shows the results that reliability (X 1), responsiveness (X 2), guarantee (X 3), empathy (X 4), and physical evidence (X 5) jointly on customer satisfaction with the results F count> F table

(19.396> 2.366). Based on the results of research conducted by Yadi on *Family Fitness* in Samarinda, that service quality has a significant effect on customer satisfaction and therefore the researcher wants to do a similar research but at the location *fitness* different Born Fit Thamrin, Central Jakarta.

Syarifuddin & Sari (2015) conducted research at the Galby Gym *Muscle Building And Fitness Club,* e-Proceeding of Management: Vol.2, No.3 December 2015, ISSN: 2355-9357, this study aims to determine the effect of service quality on customer satisfaction in building customer loyalty at Galby Gym. *Muscle Building And Fitness Club.* Data collection was carried out by interview and questionnaire to 103 respondents, *Non probability sampling* used as a sampling technique. The results of this study indicate that the correlation test between variables of service quality on customer satisfaction is known that the value of r = 0.857 means the relationship between variables service quality with satisfaction variables The customer has a very strong and unidirectional relationship because it is positive, the correlation between the variables of customer satisfaction and customer loyalty is known that r = 0.951, which means that the relationship between service quality variables and customer loyalty variables has a very strong and unidirectional relationship because it is positive. Based on the results of research conducted by Syafrudin at Galby Gym *Muscle Building And Fitness Club,* that the relationship between service quality variables and customer satisfaction variables has a very strong and unidirectional

relationship, and the relationship between service quality variables and customer loyalty variables has a very strong and unidirectional relationship because it is positive. Based on research conducted by Syafrudin, the researcher wants to do a similar research but at the location *fitness* which is different, namely Born Fit Thamrin, Central Jakarta.

Wiratama (2015) conducted research on active members of Helios *Fitness* Metro Indah Mall, e-Proceeding of Management: Vol.2, No.3 December 2015, ISSN: 2355-9357. This study aims to determine the effect of service quality on Helios customer satisfaction *fitness* metro indah mall (study on active member helios *fitness* metro beautiful mall). Data collection is done in a quantitative way, *Purposive Sampling* used as a sampling technique on 216 respondents. The results of this study indicate the t test on service quality that significantly affects customer satisfaction is tangibles (X 5) (significance 0.000 <0.05), assurance (X 3) (significance 0.000 <0.05), and responsiveness (X 2) (significance 0.007 <0.05) and tcount> 1.963, respectively 7,258, 4,269, and 2,712. It is proven, simultaneously with a significance value (0.000) <0.05 and F count (111.596)> 2.249, then the five dimensions of service quality significantly affect Helios customer satisfaction. *fitness* metro beautiful mall. From these results it is known that the relationship between service quality has a positive effect on customer satisfaction. Based on research conducted by Wiratama, the researcher wishes to carry out a similar research but at the location *fitness* which is different, namely Born Fit Thamrin, Central Jakarta.

National & Robustin (2016) conducted a research on Dewa Ruci Gym in Jember Regency, Rebranding Competitive Advantage Based on Local Wisdom, ISSN: 978-602-60569-2-4. This study aims to determine the effect of service quality on the satisfaction of members of the gym ruci in Jember district, collecting data in this study using a questionnaire with techniques. *Simple Ramdom Sample* on 40 respondents. The results showed the t test on the variables tangible (Physical Evidence) (X 1) on satisfaction (Y) has a significant effect with t count of 2.478 and a significance of <α, namely 0.018 <0.05. Variable reliability (reliability) (X 2) on satisfaction (Y) has a significant effect with t count of 4.061 and significance <α, namely 0.000 <0.05. Responsiveness variable (power responsive) (X 3) on satisfaction (Y) has a significant effect with t count of 2,858 and the significance <α is 0.007 <0.05. Variable assurance (assurance) (X 4) on satisfaction (Y) has a significant effect with t count of 2.356 and significance <α, namely 0.024 <0.05. The variable empathy (empathy) (X5) to satisfaction (Y) with the result of t count of 2.858 and a significance of <α, namely 0.007 <0.05. The results of the multiple coefficient of determination (R 2) equal to 0.872, this means that 87.2% change in satisfaction is influenced by tangible variables (physical evidence), reliability (reliability), responsiveness. (responsiveness), assurance (assurance), and empathy (empathy) while the rest is equal to 12.8% was caused by other factors that were not included in the regression equation, such as price, promotion, customer relationship marketing, and others. From these results it is known that the relationship between service quality and satisfaction has a significant effect. Based on research conducted by National & Robustin, the researcher wishes to carry out a similar research but at the location *fitness* which is different, namely Born Fit Thamrin, Central Jakarta.

Yao-Shun Hsueh, (2013) conducted research on *Fitness Center In* Southern Taiwan, Life Science Journal 2013; 10 (4), ISSN: 1097-8235. This study aims to determine the relationship between service quality and customer satisfaction *fitness center* Taiwan, data collection in this study using a questionnaire with respondents as many as 712 respondents and *Simple Ramdom Sampling* as a sampling technique. The results of this study found that service quality and satisfaction levels have a positive correlation (r> 0.3), with the reliability variable being the most dominant correlation with a correlation value of 0.35. From the results of research conducted by Yao-Shun Hsueh, it is known that service quality has a positive effect on customer satisfaction so that it makes researchers interested in carrying out the same research but at the location. *fitness* which is different, namely Born Fit Thamrin, Central Jakarta.

Gocłowska & Piątkowska (2017) conducted research on Warsaw *Fitness Center,* EJSM Vol. 22, 2/2017, ISSN: 2450-8535. This study aims to determine service satisfaction and sports consumption in the Warsaw fitness center. This study uses questionnaires to 76 respondents, *Sample Random Sampling* used as a sampling technique. The results of this study indicate that the correlation test between the variables of service quality on customer satisfaction has a value ($r = 0.36$; $p <0.05$), which means that the relationship between service quality variables and customer satisfaction variables has a very strong and unidirectional influence because it is positive. From the results of research conducted by Gocłowska & Piątkowska, it is known that there is a very strong and unidirectional relationship between service quality variables and customer satisfaction variables and researchers are interested in conducting similar research but in different locations, namely in Born Fit Thamrin, Central Jakarta.

Andika (2019) conducted research on *muscle gym* in Samarinda, ejournal of business administration, 2019, 7 (3): 863-876, ISSN: 2355-5408. This study aims to determine the effect of price, location and service quality on election decisions *fitness center* as a place to train body fitness at *muscel* gym in Samarinda. This study uses questionnaires and *Purposive Sampling* As a sampling technique, the number of respondents in this study were 81 respondents. The results of this study indicate the significance test in this study at find that service quality (X 3) significantly influence the selection decision partially with the results t count> t table (3.671> 1.991), from research conducted by Andika shows that service quality has a significant effect on election decisions and this makes the authors interested in conducting similar research but in a different location, namely in Born Fit, Central Jakarta.

Atmojo & Nurnida (2016) conducted research on Helios *Fitness* Metro Indah Mall, e-Proceeding of Management: Vol. 3, No.3 December 2016, ISSN: 2355-9357. This study aims to determine the effect of price and service quality on the service selection decision process *fitness center,* This study uses questionnaires and techniques *Sample Random Sampling* For sampling, the number of respondents in this study were 85 respondents. The results of this study found F test = 29.131 which means that it has a positive effect on the purchasing decision process. The results of the t test> t table (3.758> 1.988) where the price variable (X 1) positive and significant effect on the decision process purchase (Y), t test is also carried out on service quality where t count> t table (2,430> 1,988) which means the service quality variable (X 2) positive and significant effect on the purchase decision process (Y). From the results of the t-test performed atmojo, it is known that there is a significant influence on price variables on the selection decision and service quality on the election decision. From research conducted by Atmojo & Nurnida from t count it is known that service quality and price have a significant effect on election decisions, which makes researchers interested in conducting similar research but in a different location, namely in Born Fit Thamrin, Central Jakarta.

Ouyang, Hungenberg, & Gray (2019) conducted their research at schools in the Springfield area, journal of global sport management 2018, ISSN: 24704075 (Online). This study aims to determine the effect of price on customer satisfaction. This study uses questionnaires with 255 respondents. *Simple Random Sampling* used as a research sampling technique. The results of this study found that price has a positive effect on customer satisfaction where the t test = (2.561> 1.991). From research conducted by Atmojo, it is known that in any part of the country customer satisfaction has a positive effect on prices. This makes researchers interested in conducting the same research but in a different location, namely Born Fit Thamrin, Central Jakarta.

Munandar (2016) conducted his research at Gardenia *Fitness Center* In Semarang. The purpose of this study was to determine the effect of service quality, price and promotion on customer satisfaction which has an impact on gardenia consumer loyalty *fitness center* in Semarang, this study used a questionnaire and

techniques *Porposive Sampling* for sampling and the number of respondents was 100 respondents. The results of this study indicate that service quality has a positive effect on customer service satisfaction where the t test is 2.161, the price on customer loyalty has a positive effect where the t test results are 2.068, customer satisfaction on customer loyalty has a positive effect where the t test is 5.891. The path analysis test conducted by researchers found that the effect of service quality on customer satisfaction was 0.369, and the effect of customer satisfaction on customer loyalty was 0.517, thus the indirect effect of service on customer loyalty through customer satisfaction was 0.369 x 0.517 = 0.191, the effect of price to customer satisfaction of 0, 333 and the effect of customer satisfaction on customer loyalty is 0.517, thus the indirect effect of price on customer loyalty through customer satisfaction is 0.333 x 0.517 = 0.172. From the results of this study, it is known that the t test results show that service quality has a positive effect on customer satisfaction, price on consumer loyalty has a positive effect, customer satisfaction on customer loyalty also has a positive effect, and path analysis test can be interpreted as variable service quality to customer loyalty through customer satisfaction has a coefficient greater than the direct effect of service on customer loyalty, so that customer satisfaction becomes an intervening variable between service to customer loyalty and price variable on customer loyalty through customer satisfaction has a greater coefficient than the direct effect of price on consumer loyalty, so that customer satisfaction becomes an intervening variable between price and customer loyalty. From the research conducted by Munandar, the researchers felt interested in doing the same thing but at the location *fitness* which is different, namely Born Fit Thamrin, Central Jakarta.

2.2 Definition of Service Quality
Lupiyoadi (2013: 216) states that service quality is the difference between reality and customer expectations for the service they receive. Another definition from Wijaya (2011: 52) states that service quality is a measure of how well the level of service provided is able to match
customer expectations. Based on some of the above definitions, service quality is everything that a company provides to consumers so that the company can meet consumer needs and desires. In providing services, companies must be able to provide services in accordance with customer expectations and increase the excellence of the services provided.

2.2.1 Service Quality Indicators
Lupiyoadi (2013: 216-217) states that in providing good service to customers, there are 5 criteria as a determinant of service quality, including:
1. Reliability, is the company's ability to provide services as promised, precisely and reliably. Performance must be up to expectations which means punctuality, the same service to all customers without errors, a sympathetic attitude and with high accuracy.
2. Responsiveness, is a willingness to help customers and provide fast and precise service to customers by delivering clear information.
3. Confidence, is the belief and courtesy of employees and the ability of company employees to foster customer trust in the company.
4. Empathy, is giving sincere and individual or personal attention given to customers by trying to understand customer desires. It consists of several other components, namely: communication, credibility, security, competence, and courtesy.
5. Tangible, is the appearance, the appearance of physical facilities, the equipment used to provide services to customers.

2.3 Understanding of Price

Price is one new element of marketing that generates revenue, another element generates costs. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time Kotler (2012: 410).

2.3.1 Price Perception

Price perception is a new marketing unit that is flexible in nature which can change at any time according to time and place. Prices are not just numbers on the label of a package or store shelf, but prices take many forms and perform many functions. Kotler (2012: 67)

2.3.2 Price Indicators

Kotler (2012: 314) explains that there are four measures that characterize prices, namely: price affordability, price compatibility with quality, price compatibility with benefits, and price according to ability or purchasing power. Below is an explanation of four price measures, namely:

1. Affordability of prices

   Consumers can reach the price set by the company. There are usually several types of products in one brand and the prices also differ from cheapest to most expensive. With the price set, many consumers buy the product.

2. Prices are according to ability or price competitiveness

   Consumers often compare the price of a product with other products. In this case, the high price of a product is considered by consumers when buying the product.

3. Price compatibility with product quality.

   Price is often used as an indicator of quality for consumers, people often choose a higher price between two goods because they see a difference in quality. When the price is higher, people tend to think that the quality is better.

4. Price match with benefits

   Consumers decide to buy a product if the benefits felt are greater or equal to what has been spent to get it. If consumers feel the benefits of the product are less than the money spent, consumers will think that the product is expensive and consumers will think twice about making repeat purchases.

2.4 Customer Satisfaction

Tjiptono (2014: 355) states that consumer satisfaction is an evaluation of after-purchases between perceptions of the alternative performance of the chosen product or service that meets or exceeds expectations. If perceptions of performance do not meet expectations, what will happen is dissatisfaction.

2.4.1 Factors Affecting Customer Satisfaction

Lupiyoadi (2013: 58) states that there are seven factors that can affect customer satisfaction, namely:

1. Product (Product)

   That is, what kind of product is being offered. What is very important here is the quality of the product itself. Consumers not only buy the physical product but also the benefits and value of the product.

2. Price

   The price used for a product, this is very significant in providing value to consumers and affects the image (image) of the product and consumer satisfaction to buy. The pricing strategy deals with consumer income and influences supply.

3. Place (Location)

Namely how the delivery system will be implemented, this is a combination of location and decisions on distribution channels (how to deliver it to consumers and where is the strategic location).

4. Promotion

Namely how the promotion should be done (the promotion mix selection process). A good promotion will certainly have an impact on customer satisfaction.

5. People

Namely regarding the quality of people involved in providing services, related to selection, training, motivation and human resource management. To achieve the best quality, employees must be trained to realize that the most important thing is to give satisfaction to consumers.

6. Process (Porses)

Namely how the process in the service operation is a combination of all activities which generally consist of processes, work schedules, mechanisms, activities and routine matters, where services are generated and delivered to consumers.

7. Physical Evidence

Namely the appearance of physical facilities, equipment, personnel, and means of communication.

2.4.2 Consumer Satisfaction Indicators

Tjiptono (2014: 101) states that the indicators of consumer satisfaction consist of:

1. Conformity Expectations

Is the level of conformity between service performance expected by consumers and perceived by consumers.

2. Interest in Returning

Is the willingness of consumers to visit again or reuse related services.

3. Willingness to Recommend

Is the willingness of consumers to recommend services that have been felt to friends or family.

2.5   Understanding Customer Loyalty

Kotler (2012: 138) states that loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch.

2.5.1 Factors Affecting Customer Loyalty

Hasan (2014: 6) states that there are several factors that affect customer loyalty, namely:

1. Customer satisfaction (Customer satisfaction).

Customer satisfaction is considered as a strong predictor of customer loyalty including positive recommendations, repurchase intention and others.

2. Product or service quality (Service quality)

Product or service quality has a strong relationship with customer loyalty. Quality increases sales and increases market share, and directs or leads consumers towards loyalty.

3. Brand Image

Brand image appears to be a determining factor for customer loyalty that participates in raising / building a more positive corporate image.

4. Perceived value.

Perceived value is a comparison of the perceived benefits and costs incurred by the customer and is treated as a determining factor for customer loyalty.

5. Trust

   Trust is defined as the perception of trust in the firm's reliability which is determined by systematic confirmation of the expectations of the firm's bid.

6. Customer relationship

   Customer relation is defined as the customer perception of the proportionality of the cost and benefit ratio, the ratio of costs and benefits in a continuous and reciprocal relationship.

7. Switching costs

   In relation to customers, this switching cost becomes a restraining or controlling factor from moving suppliers or product distributors and possibly because of this the customer becomes loyal.

8. Dependability (Reliability)

   Not only is it limited to its ability to create superior value for customers, but also includes all aspects of organizational performance related to public appreciation of the company which directly impacts customer loyalty.

2.5.2 Customer Loyalty Indicators

Customer loyalty according to Kotler (2012: 57) is divided into three, namely:

1. *Repeat Purchase*

   This indicator shows the loyalty of repeat purchases or periodic purchases of a product. Repeated purchases made by customers indicate an attachment and can measure the value of customer satisfaction with the company's products.

2. *Retention*

   The resistance of customer loyalty to negative influences regarding the company. Customers whose loyalty is like this is not affected by the existence of other products that can be said to be much cheaper, with more features.

3. *Referells*

   Totally referencing the company's existence. Customers in this situation are able and willing to recommend the company's products to the closest people around their environment.

2.6   Relationship between Research Variables

Lupiyoadi (2013: 216-217) states that in providing good service to customers, there are 5 criteria as determinants of service quality, including: reliability, responsiveness, confidence, empathy, and tangibility. As for customer satisfaction, according to Tjiptono (2014: 353) states that consumer satisfaction is a post-purchase evaluation of perceptions of the performance of the chosen alternative product or service that meets or exceeds expectations, if the perception of performance cannot meet expectations, what happens is dissatisfaction. In research conducted by Munandar (2016), it implies that service quality is proven to have a positive and significant effect on customer satisfaction. As for the research conducted by Yadi (2015), the results show that the independent variable (service quality) has a significant effect on customer satisfaction. As for customer loyalty, according to Kotler (2012: 138), loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of the situation and marketing efforts has the potential to cause customers to switch. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time Kotler (2012: 410). 138) states that loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Price is the easiest element in a marketing program to customize, product features, channels, and even communication take a lot of time Kotler (2012: 410). 138) states that loyalty is a deeply held commitment to buy or support a preferred product or service in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch. Price is the easiest element in a marketing program to customize, product features,

channels, and even communication take a lot of time Kotler (2012: 410).

III. RESEARCH METHODS

The research strategy used in this research is associative research, where the researcher uses this strategy to determine the relationship between the variables contained in this study. According to Sugiyono (2018: 51) associative research is research that aims to determine the relationship between two or more variables looking for roles, influences and causal relationships, namely between independent variables and related variables. This research also uses quantitative methods where the quantitative research method according to Sugiyono (2018: 15) can be interpreted as a research method based on the positivist philosophy, used to research on certain populations or samples, data collection using research instruments, quantitative or statistical data analysis, with the aim to describe and test the hypotheses that have been set. The population in this study is the customer who becomes members at Born Fit Thamrin, Central Jakarta from January 2019 to December 2019 were 129 customers.

According to Sugiyono (2018: 131) the sample in a study is part of the number and characteristics possessed by the population, if the population is large, and the researcher does not allow studying everything in that population. The total population in this study were all Born Fit members who were active from January 2019 to December 2019, totaling 129 customers. The technique of calculating this research sample uses the formula (Yamane), where the Yemene formula according to Sugiyono (2018: 143)

$$n = \frac{N}{1 + Ne^2}$$

Information:
n: Sample size or number of respondents N:
Population size
e: Percentage of error rate
The population (N) in this study were 129 people, assuming the error rate (e) was 5%, the number of samples (n) was:

$$n = \frac{129}{1 + 129(0,05)^2}$$

n = 97.54 respondents, rounded to 98 respondents.

The sampling technique used in this study is *Purposive Sampling. Side Purposive* is a data source sampling technique with certain considerations. The consideration used in this study is that the respondent has been a member of Born Fit Thamrin, Central Jakarta for at least 1 (one) month, so that they have experienced the services and facilities provided by Born Fit Thamrin, Central Jakarta.

In this research the authors use a questionnaire technique, where when a customer comes to exercise he is asked his willingness to fill out the questionnaire sheet and is given information that the confidentiality of the customer's personal data is guaranteed. If the customer agrees and wants to fill out the questionnaire, then the writer will provide a questionnaire sheet for the customer to fill in.

IV. RESEARCH RESULTS AND DISCUSSION
4.1 Description of Research Object

The object of this study were respondents who did the exercises at Born Fit Thamrin, Central Jakarta and had registered as permanent members at Born Fit. Respondents who have been given questionnaires are members who have been

permanent members for at least one month, the questionnaire was given to respondents from November to December 2019.

Respondents were divided and classified based on their characteristics such as age, gender, occupation. The following is the data of respondents who are permanent members at Born Fit Thamrin Jakarta.

Table 4.1 Descriptions of Respondents by Gender, Age and Profession

Information	Total	Percentage
Number of Samples	98	98%
Gender :		
Male	63	63%
Women	35	35%
amount	98	98%
Age :		
19-26 years	31	31%
27-34 years	45	45%
35-42 years	16	16%
43-50 years	5	5%
51-59 years	1	1%
amount	98	98%
Status:		
College student	4	4%
Employees / Employees	93	93%
Entrepreneur	1	1%
Others	0	0%
amount	98	98%

Source: processed primary data, 2019.

4.2 Measurement Medel (*Outer Model)*

The measurement model or outer model with reflective indicators is evaluated through three criteria, namely: *loading* factor, *discriminant validity* and *composite reliablibity* for the indicator block. The following are the results of data processing in this study:

Reflective Indicator

1. *Loading* factor

The results of factor loading using the reliability test on WARPPLS 6.0 are as follows:

Table 4.11 Score *Loading* Reflective Variable

Indicator	Score *Loading*	P- *value*	Information
KP2	0.673	<0.001	Valid
KP3	0.783	<0.001	Valid
KP4	0.611	<0.001	Valid
H1	0.795	<0.001	Valid
H2	0.874	<0.001	Valid
H3	0.639	<0.001	Valid
KK1	0.539	<0.001	Valid
KK2	0.765	<0.001	Valid
KK3	0.789	<0.001	Valid
LP1	0.761	<0.001	Valid
LP2	0.617	<0.001	Valid

Processed WarpPls Output Source, 2019.

The description of table 4.11 can be seen that there are valid variables which means, if the value *loading* factors on latent variables with indicators> 0.05 then the data is declared valid, on the contrary if <0.50 the data is declared invalid Ghozali (2014: 56).

2. *Composite realibility*

   Results of *composite realibility* by using the reliability test on WARPPLS 6.0 as follows:

Table 4.12 Score *Composite Realibility*

Service	Price	Fast	Loyal
0.684	0.779	0.744	0.79

Processed WarpPls Output Source, 2019.

The basis of value decisions *composite reliability* namely with *internal consistency*> 0.60. Based on the table 4.12 values *composite reliability* construct> 0.60 which means the construct *reabilible.*

3. *Discriminant validity*

   Results of *discriminant validity* by using the validity test on the WARPPLS 6.0 as follows:

Table 4.13 *Correlation Among Latent Variabels and errors*

	Service	Price	Fast	Loyal
Service	**0.573**			
Price	0.107	**0.698**		
Fast	0.267	0.258	**0.706**	
Loyal	0.101	0.365	0.353	**0.749**

Processed WarpPls Output Source, 2019.

Table description 4.13 *Correlations among latent variables and erros* is to process the reflective indicator, where the reflective indicator is on the test *correlations among latent variables and errors* including service, price, satisfaction and loyalty variables in this table it can be seen that the constructs of satisfaction and loyalty show a greater value than other variables (**thick construct)** if the construct correlation with the measurement is greater than the other construct measures, then the latent predicts the indicator better than the other in order to test whether the latent variables differ from one another.

4.3 Inner Model Analysis

Evaluating the model structure includes testing the fit of the model (Model Fit), *path coefficient* and R 2. Model fit testing is used to test whether a model has clarity with data which we can see through 3 *index* testing ie *Average Path Cofficient* (APC), *Average R-squer* (ARS), *Average Variance Inflation Factor* (AVIV) on the other hand, the APC and ARS criteria are conditionally accepted *p-value* < 0.50 and AVI <5 Ghozali (2014: 104), and to validate the overall model can be used *Goodness Of Fit* (GOF).

Table 4.14 Model *Fit Index*

	Index	P-value
APC	0.210	<0.001
ARS	0.165	<0.001
AARS	0.143	<0.001
AVIV	1,189 (*Acceptable if <= 5, Ideally <= 3.3)*	
GOF	0.278	

Processed WarpPls Output Source, 2019.

Based on table 4.14, it can be seen that the APC has *index* amounting to 0.210 with *p-value* < 0.001, while ARS has *index* equal to 0.165 with *pvalue* < 0.001, for the AVIV value also has *index* below 5, which is equal to 0.0143, and the GOF value of 0.278 with the criteria *Small>*
= 0.1, *Medium>* = 0.25, *Large>* =
0.36. So overall it can be concluded that the model is *fit* with data.

Inner model (*structural model)* describe the relationship between latent variables based on the substantive theory. The structural model is evaluated using the coefficient of determination (*R-square)* for the dependent construct, *stone geitser Q-square test* to *predictive relevance,* the three of them can be seen in Figure 4.1

Analysis of the structural model testing of the structural model can be done by testing the coefficient of determination (R 2). From the model, it can be done by testing the coefficient of determination between service quality and satisfaction, the result is 0.065. This figure shows that service quality affects customer satisfaction by 6.5 percent. The coefficient of determination between prices on customer satisfaction is 0.06. This figure shows that price affects consumer satisfaction by 6 percent. The contribution of each variable to customer loyalty is that service quality does not have a contribution to loyalty because 0 percent, price has an influence of 10.7 percent and customer satisfaction is 9.8 percent as can be seen in the following table (Table 4.15)

Table 4.15 *R Squared*
Contribution

	Service	Price	Fast	Loyal	Total
Fast	0.065	0.06			0.125
Loyal	0	0.107	0.098		0.205

Processed WarpPls Output Source, 2019.

The structural model can also be evaluated using Q 2 where is the quantity Q 2 lies between zero and one ($0 \leq Q\,2 \leq 1$). The closer to 1, the better the model. Q value 2> 0 indicates
that the model has *predictive relevance* and vice versa if Q 2 < 0 indicates that the model lacks *predictive relevance.* By using Q 2 (Chin, 1998: 43) can calculate the value of the prediction relevance as
follows:

$$Q^2 = 1-\{(1-R_1^2)\,\{(1-R_2^2)\}$$

$$= 1- (1-0.12)\,(1-0.20)$$

$$= 1- (0.88)\,(0.8)$$

$$= 0.70$$

$$= 70\%$$

Based on the results of the above calculation shows that 70% can be explained by the model, while the remaining 30% can be explained by other variables including *error.*

V. CONCLUSIONS AND SUGGESTIONS

5.1 Conclusion

Based on the results of the study which aims to analyze the dimensions of the influence of service quality and price on members of Born Fit Thamrin, Central Jakarta, the following conclusions can be drawn:

1. The results of the first hypothesis test show that service quality has an effect on Customer satisfaction, which means that Born fit has been able to provide services as promised quickly and reliably in accordance with member expectations.

2. The results of the second hypothesis test show that service quality has no effect on Customer loyalty, which means that Born Fit has not been able to properly understand the desires of members such as communication, credibility and security in accordance with member expectations.

3. The results of the third hypothesis test show that the price has an effect on Customer satisfaction, which means that the price set by Born Fit is in accordance with the quality of the product it owns.

4. The results of the fourth hypothesis test show that the price has an effect on Customer loyalty, which means that the price set by Born Fit is in accordance with the abilities and benefits felt by the members.

5. The results of the fifth hypothesis test show that customer satisfaction has no effect on customer loyalty, which means that Born Fit has matched expectations for members and makes members willing to extend membership.

6. The results of the sixth hypothesis test show that there is no influence between service quality on customer loyalty through customer satisfaction. The results of the hypotheses test show that there

7. is no mediating effect between price and customer loyalty through customer satisfaction.

5.2 Suggestions

Based on the results and discussion, the following suggestions are given:

1. Born Fit Thamrin Jakarta Puast must further improve the quality of service, especially in finding a coach that suits the needs of the members, in order to get satisfaction and loyalty from every member who does training at Born Fit Thamrin, Central Jakarta.

2. Based on the results of this study, it was found that price has an effect, where Born Fit Thamrin Central Jakarta needs to pay attention to the price set, because if the membership price can be cheaper than what has been set, it is likely that many new members will come.

3. The results also found that service quality has an effect on satisfaction, where Born Fit needs to improve the facilities that have been provided, such as the installation of air conditioning and cleanliness of each gym equipment, in order to get satisfaction and loyalty from each member.

4. Born Fit Thamrin Jakarta Puast also needs to increase the value of customer loyalty where each member must have the type of sport they like, such as swimming, in this case Born Fit needs to improve existing swimming pool facilities such as pool guards in order to get more satisfaction and loyalty values.

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