THE EFFECT OF SERVICE QUALITY, FACILITIES, AND PROMOTION ON ROCKSTAR GYM CUSTOMER SATISFACTION
(STUDI KASUS CABANG LIPPO MALL PURI-JAKARTA BARAT)

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Abstract
This study aims to determine the effect of Service Quality, Facilities, and Promotion on Rockstar Gym Consumer Satisfaction (Case Study at Lippo Mall Puri - West Jakarta). The research conducted using a survey method for Rockstar Gym consumers at the Lippo Mall Puri in West Jakarta and based on predetermined criteria, a sample of 100 respondents was obtained. Data collection tools used in accordance with the objectives of the study were to use a questionnaire and then tabulated the scores of each variable studied. The method of analysis in using data using Smart PLS 3.0. The results of the study concluded that: (1) Service Quality has significant influence on customer satisfaction (2) Facilities have significant and significant influence on customer satisfaction (3) Promotion has significant influence on customer satisfaction (4) Service quality, facilities, and promotion have influence and significant on consumer satisfaction.

Keywords: Service Quality, Facilities, Promotion and Customer Satisfaction

I.   INTRODUCTION

1.1. Research Background

In an increasingly modern business world, various companies are looking for ways and openings to be able to enter the era of globalization to suit the wants and needs of today's consumers, some general things that are considered normal, can also be important things that people are actually looking for because of their personal needs and interests. For example sports, many people consider that sports are very common and can be done anytime anywhere as long as the sports room supports. However, there are also those who need it not only for sports, but also to hone their skills in order to gain competition even though they do not register themselves as athletes.

Like sports venues in several locations around the house or in shopping centers (malls), there are several sports venues that have big and widespread names, such as:

There is something unique about Rockstar Gym, namely one stop Physical Education for Children & Youth. Established in Indonesia in 2011, now operates in 13 locations with more than 10,000 children and teenagers, to be able to register at RockStar Gym which is a sport at Rockstar gym ranging from 6 months to 18 years with different genres. Rockstar Gym, works to provide Physical Education to its students and to improve their self-confidence, social skills and physical fitness.

To fulfill Rockstar Gym's achievements in the field of sports education, of course, requires the trust of potential consumers and consumers to be able and remain a part of Rockstar Gym and make children feel comfortable in Rockstar Gym. One important factor is the quality of service.

According to Tjiptono (2013: 59), service quality is the level of excellence expected and control over that level of excellence is to meet consumer desires. This is very important for companies like Rockstar Gym, where both consumers and employees need good service and both need each other.

A very important supporting factor in sports is the facility, where it is very much needed and very reliable in terms of sports and sports fields of different genres, automatically the facilities also vary.

According to Tjiptono (2014: 317). Facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is important in a service business, therefore existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly. Perceptions obtained from consumer interactions with service facilities affect the quality of these services in the eyes of consumers.

One of the most important things in companies in a sophisticated era like today is promotion, promotion is useful for introducing the company to potential customers so that the company can open branches throughout Indonesia and even abroad. According to Kotler and Armstrong (2014: 77) Promotion is an activity that communicates product superiority and persuade customers to buy that product.

This definition can say that by holding promotional activities, companies can convey various information to consumers. Promotion can also help introduce consumers to something that is introduced to potential consumers to be able to choose which one they want through messages that persuade, remind, inform, and

encourage consumers to buy or use the products or services offered. In carrying out promotional activities, there are various promotional tools designed to encourage an increase in sales volume.

Quality of Service, Facilities and Promotion are closely related to Rockstar Gym so that the company can survive and expand its branches and have greater opportunities because currently the sports provider for children and adolescents in shopping centers and branches that are already quite a lot in the capital are Rockstar Gym.

1.2. Formulation of the problem

Based on the research problems above, the research problems are formulated as follows:

a. Does Quality of Service Affect Customer Satisfaction at Rockstar Gym Lippo Mall Puri Branch?
b. Do Sports Facilities or Facilities Affect the Satisfaction of Rockstar Gym at Lippo Mall Puri Branch?
c. Does the promotion Affect Rockstar Gym Customer Satisfaction at Lippo Mall Puri Branch?
d. Does Quality of Service, Facilities and Promotion Affect Customer Satisfaction of Rockstar Gym Lippo Mall Puri Branch?

1.3. Research purposes

a. To determine the effect of service quality on customer satisfaction Rockstar Gym Lippo Mall Puri Jakarta?
b. To find out the effect of sports facilities or facilities on customer satisfaction at Rockstar Gym Lippo Mall Puri Jakarta?
c. To find out the effect of promotion on customer satisfaction at Rockstar Gym Lippo Mall Puri Jakarta?
d. To determine the effect of service quality, sports facilities or facilities, and promotions on customer satisfaction at Rockstar Gym Lippo Mall Puri Jakarta?

1.4. Benefits of Research

1. For Science

Contributing in the form of understanding the influence of service quality, sports facilities or facilities, and promotional media on consumer satisfaction.

2. For the Company

This research is useful for other companies as input in developing customer satisfaction in the future.

3. For Researchers

This study provides benefits to researchers because they better know what are the important factors that influence and must be improved by the company and how to overcome them.

II.   Literature Review

2.1. Previous Research Review

1. The research was conducted by Peni Ardiawan with the title "The Effect of Service Quality, Facilities and Location on Customer Satisfaction at the Mareno 2 Ngunut Tulungagung Futsal Field in 2017". Management Study Program. Faculty of Economics. Nusantara University PGRI Kediri. Simki Journal of Economics. The purpose of this study was to determine the significant effect of service quality, facilities, and location on customer satisfaction at the Futsal Mareno 2 Ngunut Tulungagung field in 2017 either partially or simultaneously. This study uses a quantitative approach with causality techniques.

2. The research was conducted by Bagus Handoko. With the title "The Influence of Promotion, Price, and Service Quality on Customer Satisfaction at JNE Medan Express Transfer". Management Study Program. STIE Harapan Medan. Management Scientific Journal. The purpose of this study was to determine whether there is an effect of Promotion, Price and Service Quality on Customer Satisfaction at PT. Maxim Housewares Indonesia Medan.

3. The research was conducted by Sartika Moha and Sjendry Loindong. With the title "Analysis of Service Quality and Facilities on Customer Satisfaction at Hotel Yuta in Manado City". Faculty of Economics and Business, Department of Management. Sam Ratulangi University Manado. The purpose of this study was to analyze the effect of service quality and facilities on customer satisfaction at Hotel Yuta in Manado city.

4. The research was conducted by Stivani Yanti Atmanegara, Dwi Cahyono, Nurul Qomariah, and Abadi Santoso. With the title "The Effect of Service Quality, Company Image, and Location on Customer Satisfaction at Ijen View Bondowoso Hotel". Management and Business Study Program. Muhammadiyah University of Jember. This study aims to test and analyze the effect of service quality, company image and location on customer satisfaction at Hotel Ijen View Bondowoso.

5. Research conducted by Mexano Hans Gery. With the title "The Influence of Service Quality, Location and Promotion on Customer Satisfaction The Aliga Hotel Padang :. Management Studies. Faculty of Economics, University Putra Indonesia "YPTK" Padang. This study aims to determine how much the influence of service quality, location and promotion on customer satisfaction at The Aliga Hotel Padang. This data collection method is to distribute questionnaires with a sample of 100.

6. The research was conducted by Ahmad Adnan. Al-tit. With the title "The Effect of Service and Food Quality on Customer Satisfaction and Hence Customer Rretention". Business Administration Department. College of Business and Economics (CBE). Qassim University. Kingdom of Saudi Arabia. The aim of this study was to investigate the relationship between service quality, food quality, customer satisfaction and customer retention in limited service restaurants in Jordan.

7. The seventh research was conducted by Latif Abdul Ridha. With the title "Impact of service quality on customer satisfaction". This study aims to understand the importance and impact of service quality on customer

satisfaction in selected retail stores in 3 cities in India using the service quality of SERVQUAL and GAP service. This study also looked at various models of service quality and tried to assess their relative importance in successfully measuring service quality influencing weighted average customer satisfaction and analysis of variance was applied in relevant places to critically examine customer perceptions of service quality. will provide information for the growth of the performance of organized retail outlets.

8. The research was conducted by Tran Van Quyet, Nguyen Quang Vinh and Taikoo Chang. Thai Nguyen University of Econmic and Business Administration, Tan Thinh Ward, Thai Nguyen City, Vietnam. With the title "Service Quality Effects on Customer Satisfaction in Banking Industry". International Journal of Science and Technology. This study contributes to the literature by considering a model for testing the service quality of deposits in the banking industry. The results which show support for the hypothesis indicate that the five SERQUAL factors can be used to test banking services based on the whole system. This has shown that satisfied customers are not sufficient to retain them because even customers, and service quality has a great effect on customer satisfaction at a high level.

2.2. Theoretical basis
2.2.1. Definition of Service Quality
According to Tjiptono (2016: 59), service quality is the level of excellence expected and control over that level of excellence is to fulfill customer desires.

Service Quality Indicators
According to Kotler and Keller (2016: 284), suggest that there are five indicators of service quality, including:
1. Reliability (Reliability)
Reliability is the company's ability to provide services as promised, reliable, accurate and consistent.
2. Responsiveness
Responsiveness is the ability to provide service to customers quickly and hear and resolve customer complaints.
3. Assurance
Guarantees are measuring the ability and politeness of the employee as well as the trustworthiness that the employee has.
4. Empathy (Empathy)
Empathy is giving sincere and individual or personal attention to consumers by trying to understand consumer desires.
5. Intangibles (Tangibles)
Tangible is the appearance of physical facilities, good equipment used to provide services to consumers.

2.2.2. Definition of Facility

Facilities according to Tjiptono (2014; 317) are physical resources that must exist before a service is offered to consumers.

Facility Indicators

According to Tjiptono (2014: 184) there are 3 Facility indicators, namely:

a. Consideration / Aspect Spatial Planning

such as proportion, comfort, etc. are considered, combined and developed to provoke intellectual and emotional responses.

b. Room Planning

These elements include the interior and architecture, such as the placement of furniture and fixtures in sports rooms, design and circulation flow and others.

c. Fittings and Furnishings

serves as a means of providing comfort, as a display or as a supporting infrastructure for service users

d. Other Supporting Elements,

such as: toilets, wifi, places to eat and drink and so on.

2.2.3. Definition of Promotion

According to Kotler, Philip Bowen, and Makes (2016: 74) that promotion is an activity that communicates the benefits of a product and persuades consumers to buy it. Saladin (2014: 18) states that promotion is one of the elements in the company's marketing mix that is used to provide, persuade, and remember company products.

Promotion Indicator

According to Kotler and Keller (2016: 272) promotional indicators include:

1. Promotional messages

Is a measure of how well a promotional message is carried out and conveyed to the market.

2. Media Promotion

Is the media used by companies to carry out promotions.

3. Time of Promotion

Is the length of promotion carried out by the company.

4. Promotion Frequency

Is the number of sales promotions carried out at one time through sales promotion media.

2.2.4. Understanding Customer Satisfaction

A company can be said to be successful when its customers are satisfied, so that the company can innovate and develop in accordance with the era of globalization by always following the wishes and satisfaction of its consumers in order to match expectations that create consumer satisfaction.

According to Kotler in Sunyoto's book (2013: 35) Consumer Satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations.

According to Lovelock, Christopher and Wright Lauren (2014: 74) Satisfaction is an attitude that is decided based on the experience gained. Research is needed to

prove whether or not previous expectations are the most important part of satisfaction.

So according to some of these definitions, it can be concluded that satisfaction is a result of the comparison between expectations and performance obtained, therefore research is needed to determine consumer expectations so that the company can meet these expectations.

Costumer Satisfaction Indicators

According to Tjiptono (2014: 101) the indicators of consumer satisfaction consist of:

a. Expectation Conformity

Is the level of conformity between service performance expected by

consumers with what consumers feel.

b. Returning Interest It is the willingness of consumers to visit again or reuse related services.

c. Willingness to Recommend It is the willingness of consumers to recommend services that have been felt to friends or family.

2.3. Kerangka Penelitian

2.1. Gambar Kerangka Penelitian
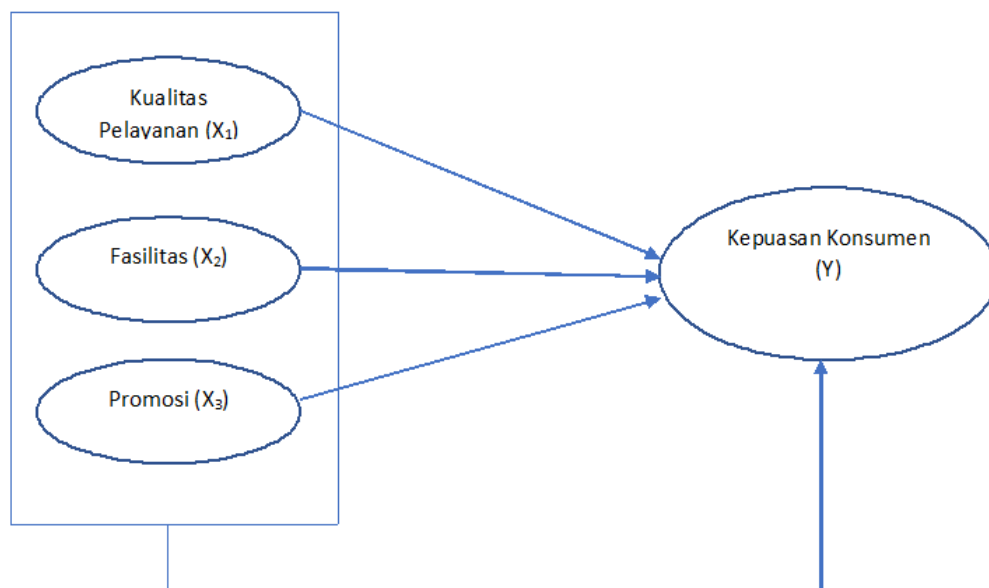
Quality of Service (X1)
According to Tjiptono, (2014: 268) Service quality focuses on efforts to meet the needs and desires of consumers and the accuracy of their delivery to balance consumers.

Facilities (X2)
According to Tjiptono, (2014: 317) facilities are physical resources that must exist before a service is offered to consumers. Facilities are something that is important in a service business, therefore existing facilities, namely the condition of the facilities, interior and exterior design and cleanliness must be considered, especially those that are closely related to what consumers feel directly.

Promotion (X3)
According to Kotler, Philip, Bowen, and Makes (2016: 74) that promotion is an activity that communicates the benefits of a product and persuades consumers to buy it

Customer Satisfaction (Y)

According to Kotler in Sunyoto's book (2013: 35) Consumer Satisfaction is the level of a person's feelings after comparing (performance or results) that is felt compared to expectations.

III. Research methods
3.1. Method of collecting data

1. Secondary Data

According to Sugiyono (2014: 200) is a data source that does not directly provide data to data collectors, for example through other people or through documents. This secondary data supports the primary data in this study.

2. Primary Data

Primary data is data that is obtained directly from the object under study. According to Sugiyono (2014: 200) which states that the primary source is a data source that directly provides primary data directly from consumer respondents or subscription members or trial members of Rockstar Gym, Lippo Mall Puri branch. This research was conducted in the area of Lippo Mall Puri - West Jakarta.

3.2. Data Analyst Method
1. Evaluation of the measurement model (outer model)

According to Hartono and Abdillah (2015: 58) testing the outer model serves to test construct validity and instrument reliability. Outer model is used to see how each indicator relates to its latent variable. To find out whether what has been formulated is valid and reliable, here is an explanation of the validity and reliability test:

1. Instrument Validity Test

According to Sugiyono (2013: 133), the validity test is a measuring tool that is considered valid if the level of accuracy and accuracy of measurement is reliable and is used to determine the extent to which the measuring device (questionnaire) measures what is desired. The instrument is determined by collecting the value obtained on each statement item or total score. The total score is the sum of all statement scores. Thus, the validity of the research made in the form of a statement to distribute to customers at the Bebek Kaleyo Restaurant, Cempaka Putih Branch as the research sample. The data obtained were tabulated and factor analysis was carried out with the construct validity method using the simple correlation method. The research instrument is said to be valid (accurate) for research if the correlation coefficient value is greater or equal to 0.30 and vice versa if the correlation coefficient value is smaller than 0.30 then the research instrument is said to be invalid.

2. Instrument reliability test

According to Sugiyono (2016: 136), the instrument reliability test is carried out on valid statement items. Instrument reliability testing is intended to ensure that the instrument has consistency as a measuring tool so that the level of reliability can show consistent results. The reliability test in this study used internal consistency, which is testing the instrument only once and then measured using the Cronbach alpha coefficient, if the alpha coefficient is greater than 0.60 it is stated that the instrument used in this research is reliable. Reliability testing is done by using internal consistency with split half technique, which is analyzed using the Spearman Brown formula.

Hypothesis testing is used to explain the direction of the relationship between the independent variable and the dependent variable. This test is carried out by means of path analysis of the models that have been made.

To see the results of hypothesis testing simultaneously or together, we can see the path coefficient and p-values in the total effects as a result of processing variable data simultaneously. (Ghozali, 2014: 40).

Partial Hypothesis Testing
a. Test the effect of X1 on Y
H0: ßYX1 = 0: There is no direct effect of service quality on customer satisfaction
Ha: ßYX1 ≠ 0 There is a direct effect of service quality on customer satisfaction
b. Test the effect of X2 on Y
H0: ßYX2 = 0: There is no direct effect of facilities on customer satisfaction
Ha: ßYX2 ≠ 0 There is a direct effect of facilities on customer satisfaction
c. Test the effect of X3 on Y
H0: ßYX3 = 0: There is no direct effect of promotion on customer satisfaction.
Ha: ßYX3 ≠ 0 There is a direct effect of promotion on consumer satisfaction.

A hypothesis is accepted or rejected statistically can be calculated through the level of significance. The level of significance can be used in this study at 5%. If

the level of significance is 5%, then the level of significance or confidence level is 0.05 to reject a hypothesis.

In this study there is a 5% chance of making a wrong decision and a 95% probability of making a big decision. The following is used as a basis for decision making, namely:

p-value> 0.50: then the hypothesis is accepted
p-value <0.50: then the hypothesis is rejected.

The p-value is a probability value which shows the chance of a data being generalized in the population, namely 5% wrong decisions and 95% correct decisions.

Simultaneous Hypothesis Testing
Ho: p1, p2, p3 = 0 (simultaneously there is no influence between service quality, facilities and promotions on customer satisfaction).
Ha: p1, p2, p3 ≠ 0 (simultaneously there is an influence between service quality, facilities and promotion on customer satisfaction).

To test the effect of changing the dependent variable simultaneously, seen from the significant value, f is compared with the real level (a) which is used (5% = 0.05) to determine the critical area. Criteria:

Ho is rejected, if significant f <0.05
Ho is accepted, if significant f ≤ 0.0

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Ho is accepted, if significant f ≤ 0.0

IV. RESEARCH RESULTS AND DISCUSSION
4.1. Respondent Data

Table 4.1 Gender

	Frequency	Persentase
Male	45	45%
Female	55	55%
Total	100	100%

Table 4.2 Berdasarkan Age

	Frequency	Persentase
< 20 Years	22	22%
20 - 30 Years	37	37%
31 - 40 Years	25	25%
> 40 Years	16	16%
Total	100	100%

Table 4.3 Berdasarkan Occupancy

	Frequency	Persentase
Student	0	0%
College Student	0	0%
Employee	35	35%
Enterpreneur	60	60%
Other	5	5%
Total	100	100%

Table 4.4 Berdasarkan Sport Genre

	Frequency	Persentase
Gymnastic	32	32%
Parkor	26	26%
Basket	30	30%
Taekwondo	12	12%
Total	100	100%

4.2. Data Description

Convergent Validity

Convergent Validity is the loading factor used to test the convergent validity of each indicator> 0.70. (Ghozali, 2016: 39), which can be explained in the following figure and table:

Table 4.5 Convergent Validity

Indicator Correlation With Variables	Loading Factor	Information
X1.1	0.778	Valid
X1.2	0.787	Valid
X1.3	0.748	Valid
X1.4	0.763	Valid
X1.5	0.765	Valid
X1.6	0.771	Valid
X1.7	0.761	Valid
X1.8	0.780	Valid
X1.9	0.807	Valid
X1.10	0.763	Valid
X1.11	0.755	Valid
X1.12	0.771	Valid
X2.1	0.779	Valid
X2.2	0.773	Valid
X2.3	0.795	Valid
X2.4	0.729	Valid
X2.5	0.760	Valid
X2.6	0.727	Valid
X2.7	0.779	Valid
X2.8	0.799	Valid
X2.9	0.770	Valid
X2.10	0.756	Valid
X2.11	0.735	Valid
X3.1	0.819	Valid
X3.2	0.819	Valid
X3.3	0.826	Valid
X3.4	0.829	Valid
X3.5	0.820	Valid
Y1.1	0.841	Valid
Y1.2	0.907	Valid
Y1.3	0.881	Valid

In table 4.5. It can be concluded that the loading factor value on each variable with the indicators having a loading factor value> 0.70 which can be said

	Service Quality	Facilities	Promotion	Customer Satisfaction

to be ideal, so it can be concluded that all indicators on each variable are said to be valid, which means that these indicators can be used to measure what should be measured.

Discriminant Validity

Discriminant Validity is to compare the value of cross loadings for each construct with the correlation between the construct and other constructs in the model (Ghozali, 2016: 55), which can be explained in the following table

KP1	0.778	0.229	0.281	0.452
KP2	0.787	0.297	0.410	0.495
KP3	0.748	0.215	0.322	0.322
KP4	0.763	0.251	0.355	0.443
KP5	0.765	0.225	0.325	0.366
KP6	0.771	0.181	0.255	0.359
KP7	0.761	0.284	0.294	0.372
KP8	0.780	0.261	0.258	0.259
KP9	0.807	0.269	0.273	0.554
KP10	0.763	0.244	0.445	0.452
KP11	0.755	0.238	0.193	0.358
KP12	0.771	0.252	0.275	0.404
FA1	0.232	0.779	0.300	0.523
FA2	0.410	0.773	0.325	0.589
FA3	0.294	0.795	0.321	0.497
FA4	0.170	0.729	0.160	0.365
FA5	0.291	0.760	0.253	0.453
FA6	0.130	0.727	0.244	0.432
FA7	0.223	0.779	0.360	0.517
FA8	0.307	0.799	0.380	0.620
FA9	0.135	0.770	0.347	0.538
FA10	0.145	0.756	0.107	0.372
FA11	0.287	0.735	0.178	0.370
P01	0.306	0.359	0.819	0.523
P02	0.361	0.314	0.819	0.497
P03	0.389	0.262	0.826	0.470
P04	0.325	0.337	0.829	0.555
P05	0.284	0.238	0.820	0.453
KK01	0.488	0.505	0.553	0.841
KK02	0.491	0.641	0.526	0.907
KK03	0.443	0.544	0.528	0.881

Tabel 4.6. Cross Loading

Based on Table 4.6. It can be seen that the acquisition of discriminant validity for the Service Quality variable is 0.771, the facility variable is 0.764, the promotion variable is 0.823, and the customer satisfaction variable is 0.877. Thus, it shows that the acquisition of discriminant validity between the indicator and the construct has met the criteria, namely> 0.5, so it can be concluded that there is a correlation between research variables.

Averange Variance Extracted (AVE)
The next test is to look at the average variance extracted (AVE) acquisition of each construct, the model is declared to have met the required

convergent validity if each construct has an AVE value above 0.5 (Ghozali, 2016: 68).

Table Error! No text of specified style in document.**.1 Average Variance Extraced (AVE)**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Service Quality	0.938	0.945	0.946	0.594
Facilities	0.929	0.936	0.939	0.584
Promotion	0.881	0.884	0.913	0.677
Customer Satisfaction	0.849	0.853	0.909	0.769

Sumber : Data Diolah (2020)

Composite Reliability (CR)

After testing the construct validity, the next test is the construct reliability test which is measured by the Composite Reliability (CR) of the indicator block which measures if the CR construct is used to display good reliability. A construct is declared reliable if the composite value is reliable> 0.7 (Ghozali, 2016: 69), this can be explained as follows:

Table Error! No text of specified style in document.**.2 Composite Reliability (CR)**

	Composite Reliability	Ketentuan
Service Quality	0.946	0,7
Facilities	0.939	0,7
Promotion	0.913	0,7
Customer Satisfaction	0.909	0,7

Sumber : Data Diolah (2020)

Based on Table 4.8, the reliability test in this study shows that the results of the composite reliability (CR) test have 0.7, which means that the data used in this study have high reliability.

Cronbach Alpha

The next step is to test with Cronbach Alpha. That is, a construct is declared reliable if the Cronbach alpha value is> 0.7, this is explained as follows:

Tabel Error! No text of specified style in document.**.3 Cronbach Alpa (CA)**

	Cronbach's Alpha	Ketentuan	Keterangan
Service Quality	**0.938**	0,7	Reliability
Facilities	**0.929**	0,7	Reliability
Promotion	**0.881**	0,7	Reliability
Customer Satisfaction	**0.849**	0,7	Reliability

Sumber : Data diolah (2020)

Based on Table 4.9. It can be concluded that the Cronbach alpha (CA) test results have a value of> 0.7, which means that the data used in the study have high reliability. Thus the data can be used for further statistical tests.

Coefficient of Determination (R^2)

Inner Model aims to predict the relationship between latent variables. The inner model is evaluated by looking at the percentage of variation, namely looking at the R-Square value of the endogenous latent construct. The higher the R2 value, the greater the ability of the exogenous variable to explain endogenous variables. The Inner Model measurement results can be seen in the image below:

Tabel Error! No text of specified style in document.**-4 R-Square**

Variabel	**R-Square**
The Effect Service Quality, Facilities, and Promotion On Customer Satisfaction	0.631

Sumber : Data diolah (2020)

Based on the table, the R-Square value for the customer satisfaction process is 0.631, this means that 63% of variations or changes in customer satisfaction are influenced by service quality, facilities and promotions, while the remaining 0.37% is explained by other variables outside the variable that are not. researched in this study.

Effect Size (F^2)

In PLS (Partial Least Square) analysis, it can be seen from the value of f square (F^2) which shows the magnitude of the partial effect of each variable on endogenous variables.

According to Ghozali (2016: 75), the f square (f2) value obtained can then be categorized into the category of small effect (f2 = 0.02), medium effect (f2 = 0.15) and a large effect (f2 = 0.35).

Tabel Error! No text of specified style in document.**-5 Nilai F-square**

Variabel	Nilai F-square
Kualitas Pelayanan	0.151
Fasilitas	0.420
Promosi	0.247

Sumber : Data diolah (2020)

Based on table 4.11. The result shows that the facility is the variable that has the highest effect on customer satisfaction, namely 0.420. And service quality is the variable that has the lowest effect on customer satisfaction, which is equal to 0.151.

Tabel Error! No text of specified style in document.**-6 Direct Effect**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
The Effect Service Quality On Customer Satisfaction	0.263	0.266	0.068	3.864	0.000
The Effect Facilities On Customer Satisfaction	0.433	0.439	0.072	5.986	0.000
The Effect Promotion On Customer Satisfaction	0.343	0.336	0.072	4.745	0.000

Sumber : Data diolah (2020)

Based on table 4.13. can be seen a significant influence
Table 4:13 above shows the T-statistic and P value which is the basis for testing the hypothesis which can be explained as follows:

The Effect of Service Quality on Customer Satisfaction

Hypothesis 1 in this study states that service quality has a positive influence on customer satisfaction. The results of the direct effect calculation in table 4:10 show that the original sample value of the service quality variable is 0.263 and this indicates a positive influence. Then the T value of the Service Quality Statistics variable is 3,864 and the P-value is 0,000, this value is less than 0.5. Then Service Quality has a significant effect on customer satisfaction and it can be concluded that hypothesis 1 can be accepted.

The results of this study are in line with previous research conducted by Peni Ardiawan (2017) which concluded that the influence of service quality on customer satisfaction and the results of research conducted by Stivani Yanti Atmanegara, Dwi Cahyono, Nurul Qomariyah, and Abadi Santoso, (2019) showed that the influence of variables service quality affects customer satisfaction.

The Effect of Facilities on Customer Satisfaction

Hypothesis 2 in this study states that facilities have a positive influence on customer satisfaction. The results of the direct effect calculation in table 4.10 show that the original sample value of the service quality variable is 0.433 and this indicates a positive influence. Then the value of the T Statistics variable for the facility is 5.986 and the P-value is 0.000, this value is less than 0.5. So facilities have a significant effect on customer satisfaction and it can be concluded that hypothesis 2 can be accepted.

The results of this study are in line with previous research conducted by Sartika Moha and Sjendry Loindong (2016). The results show that service quality and facilities have an effect on customer satisfaction.

The Effect of Promotion on Customer Satisfaction

Hypothesis 3 in this study states that promotion has a positive influence on customer satisfaction. The results of the direct effect calculation in table 4.10 show that the original sample value of the service quality variable is 0.343 and this indicates a positive influence. Then the value of the T Statistics variable for the facility is 4.745 and the P-value is 0.000, this value is less than 0.5. Then promotion has a significant effect on customer satisfaction and it can be concluded that hypothesis 3 can be accepted.

The results of this study are in line with previous research conducted by Mexano Hans Gery (2018). Saying that promotion has a positive and significant relationship to customer satisfaction.

V.   CONCLUSIONS AND SUGGESTIONS
5.1. CONCLUSION

Based on the results of research that has been carried out and data analysis as described in the previous chapter, the following conclusions are presented from the research results as follows:

1. Based on the results of hypothesis testing, it shows that there is a direct influence of service quality variables on customer satisfaction

2. Based on the results of hypothesis testing, it shows that there is a direct effect of the facility variable on customer satisfaction

3. Based on the results of hypothesis testing, it shows that there is a direct influence of promotional variables on customer satisfaction

5.2. SUGGESTION

Based on the results of the existing conclusions, then try to make suggestions as follows:

1. We recommend that the quality of service at the Rockstar Gym branch of Lippo Mall Puri, West Jakarta, should be able to be maintained because service quality affects customer satisfaction.

2. We recommend that the facilities at the Rockstar Gym branch of Lippo Mall Puri, West Jakarta, should be paid more attention because the facilities are very influential in influencing customer satisfaction

3. In order to improve service quality, companies must understand and know what the advantages and disadvantages are to consumers, so that consumers feel satisfied with the services and facilities provided.

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