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Analysis of Service Quality, Satisfaction, Enthusiasm and Loyalty of Gym Members in Surabaya

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This research investigates the impact of service quality, customer satisfaction, and enthusiasm on the loyalty of gym members in Surabaya. A quantitative method was employed, involving 220 respondents selected through purposive sampling. Data were collected using a questionnaire consisting of 40 items, measured on a four-point Likert scale. To ensure validity, the analysis was preceded by classical assumption tests, including assessments of normality, multicollinearity, and heteroscedasticity and linierity. The main analysis used multiple linear regression to examine the relationships between variables. Findings revealed that all three independent variables such as service quality, satisfaction, and enthusiasm significantly and positively influenced member loyalty. Notably, customer satisfaction emerged as the most influential factor in predicting loyalty levels. Collectively, these variables accounted for 58.9% of the variance in loyalty (Adjusted $R^2 = 0.589$). The study highlights the critical role of integrating both service performance and emotional engagement in building sustained loyalty among gym users. These results offer valuable insight for fitness center managers aiming to enhance customer retention in a competitive and experience-driven health industry.

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