

**THE EFFECT OF SERVICE QUALITY, PRICE POLICY AND  
CUSTOMER SATISFACTION ON CONSUMER LOYALTY  
STAR FITNESS CENTER PALEMBANG CITY**

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**Abstract**

*This research is motivated by the rapid development of business in the fitness industry, one of which is the star fitness center Palembang City which is one of the fitness centers that are in great demand by the public. Therefore, the purpose of this study is to identify the extent to which service quality, price policy, customer satisfaction at Star Fitness Center contribute to consumer loyalty. The type of research used is a type of quantitative research. This research instrument uses Likert scale. Data collection techniques using questionnaires. Hypothesis testing using F test and t test. The results showed that the price policy variable (X2) had the greatest influence on interest in purchasing Star Fitness Center Palembang products. This can be shown from the value of the Standardized Coefficient Beta on the t test of 0.444. In addition to customer satisfaction, price policy is a variable that can be controlled and decide whether a product Star Fitness Center Palembang City can be accepted or not.*

**Keywords:** *Quality of Service; Price Policy; Customer Satisfaction; Consumer Loyalty; Fitness Center*

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**INTRODUCTION**

In the era of increasingly advanced globalization, the service industry, including the fitness and fitness industry, is experiencing rapid development. Star Fitness Palembang is one of the leading fitness centers in the city of Palembang, offering a wide range of fitness services and modern facilities to its customers. In an effort to maintain and increase their market share, it is important for Star Fitness Palembang to understand the factors that affect customer satisfaction are after-purchase evaluations where the alternatives chosen are at least equal to or exceed expectations, while dissatisfaction arises when results do not meet expectations

(Aditia et al., 2021), Service Quality as a dynamic condition related to products, services, human resources, processes and environments that meet or exceed expectations (Abdul Gofur, 2019). Service quality includes aspects such as staff friendliness, instructor expertise, availability of adequate facilities, speed of response to customer requests, and so on. One of the efforts made in improving service quality is through the use of employees who have high dedication and competence with special qualifications in their fields. Because HR is the main factor in supporting the company's business in the field of service services (Ibrahim & Thawil, 2019).

Service quality affects customer satisfaction. Customer satisfaction is the philosophy of a business as an indicator in creating value for customers, anticipating and managing customer expectations, and demonstrating the ability and responsibility to meet their needs. Service quality and customer satisfaction are key factors to achieve competitive advantage (Sawitri et al., 2013).

Meanwhile, according to other experts, customer satisfaction is a post-consumption evaluation that an alternative chosen at least meets or exceeds customer expectations (Dharma, 2016). Meanwhile, the pricing policy includes setting a price policy that matches the value provided by the fitness services provided by Star Fitness Palembang. A high level of customer satisfaction is very important for Star Fitness Palembang because it can have a direct impact on customer loyalty, recommendations to others, and loyalty to the brand. Customer satisfaction has a positive impact on the organization. Satisfied customers tend to become loyal customers, buy products or services more often, give recommendations to others, and give positive feedback. (Satryawati, 2018) Increased customer loyalty and recommendations can help organizations maintain market share, increase revenue, and expand business reach.

In the fitness and wellness industry, fierce competition requires effective strategies to maintain and improve customer satisfaction. Therefore, research on

factors that affect customer satisfaction, such as service quality and pricing policies, is important.

A policy is an applicable decree characterized by consistent and repetitive behavior, both those that make it and those that obey it (those affected by the policy) (Riyoko, E., & Al Ghani, M. 2022). Price policy is the stipulated terms of the price policy separate and different from determining the level of price policy, because the existing price policy policies can be the same for different price policies and policy differences are a concern as routine decisions they help as a way for company leaders in following the determination of price policy decisions (Samplean & G.oro, 2015) these are the two main factors that affect customer satisfaction in service industry, including in the field of fitness and fitness. Price policy theory encompasses a variety of approaches and concepts used to understand how organizations determine the pricing policies of their products or services (Taan, 2021).

Customer loyalty refers to the level of commitment and loyalty of a customer to a brand, product, or service. Customer loyalty is a strong commitment from customers, so they are willing to make repeat purchases of products or services that they like consistently in the long run, without being affected by situations and marketing efforts from other products that try to make them switch to buying other products (Syarifuddin & Sari, 2015). Loyal customers usually have a strong preference for a particular brand and tend to choose it consistently compared to competing brands. They will continue to purchase products or use services from the brand, even if there are other alternatives available (530-1503-1-Pb, 2020).

Star Fitness Center is one of the famous fitness centers in Palembang. However, in this competitive market, it is important for Star Fitness Centers to understand the factors that can affect the satisfaction of their customers. Good service quality, which includes staff competence, friendliness, and responsiveness to customer complaints, can create a positive experience and strengthen relationships with customers. In addition, a fair and flexible pricing policy policy

can also affect customers' perception of the value they receive from the services provided by Star Fitness Center.

However, specific research on the effect of service quality and price policy policies on customer satisfaction at Star Fitness Center is still limited. Therefore, the purpose of this study is to identify the extent to which service quality, price policy, customer satisfaction at Star Fitness Center contribute to consumer loyalty.

In the context of customer loyalty, is when loyal customers voluntarily give positive suggestions or recommendations to others about the brand, product, or service they enjoy (Pramono et al., 2021). They share their positive experiences with others in hopes of helping others discover and experience the same benefits. Recommendations from loyal customers carry a strong weight because they are considered trusted sources and can influence other people's purchasing decisions.

## **METHOD**

The research method used is quantitative. According to Sugiyono (2013), quantitative methods are research methods based on philosophy and *positivism*, which are used to examine certain populations or samples of data collection using research instruments, quantitative / statistical data analysis, which aims to test hypotheses that have been set. Population is a general area consisting of objects / subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2013).

The instrument in this study used a questionnaire with a Likert scale. Likert scales are used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena. In research, this social phenomenon has been specifically determined by the researcher, hereinafter referred to as the research variable. With the Likert scale, the variables to be measured are described into variable indicators. then the indicator is used as a starting point for compiling instrument items that can be in the form of statements or questions (Sudaryono, 2018).

## RESULTS AND DISCUSSION

The use of validity tests aims to measure the accuracy of a questionnaire. According to Ghozali (2018: 51), the goal is to measure the validity or absence of a research questionnaire. If the questions on the questionnaire asked can say something that will be measured by the questionnaire, then the questionnaire is said to be valid. Through the way of comparison of the value of  $r$  calculate with the value of  $r$  table for degree of freedom ( $df = n-2$ ), in this case  $n$  is the number of samples. The criteria for validity test testing are as follows:

- 1) If  $r$  counts  $\geq r$  table then the question items correlate significantly to the total score (declared valid)
- 2) If the calculation  $< r$  table then the question items do not correlate significantly with the total score (declared invalid).

The samples in this validity test are consumers at Star Fitness Center Palembang City. The results of the validity test of research variables are service quality (X1), price policy policy (X2), customer satisfaction (X3) to consumer loyalty (Y). The results of the validity test are carried out on each question number. The results of the questionnaire question validity test are displayed in the Table.

**Table 1.** Test Data Validity

No	Variable	Indicators	r calculate	r tabel	Valid/no description
1.	Services (X1)	X1.1	0.572	0.1966	VALID
		X1.2	0.592	0.1966	VALID
		X1.3	0.381	0.1966	VALID
		X1.4	0.465	0.1966	VALID
2.	Pricing Policy (X2)	X2.1	0.568	0.1966	VALID
		X2.2	0.505	0.1966	VALID
		X2.3	0.833	0.1966	VALID
		X2.4	0.793	0.1966	VALID
3.	Satisfaction (X3)	X3.1	0.361	0.1966	VALID
		X3.2	0.811	0.1966	VALID
		X3.3	0.445	0.1966	VALID
		X3.4	0.736	0.1966	VALID

4. Consumer loyalty (Y)	Y1	0.638	0.1966	VALID
	Y2	0.661	0.1966	VALID
	Y3	0.576	0.1966	VALID
	Y4	0.603	0.1966	VALID

Information

X1	=	Service Quality Variables
X2	=	Policy Variables price
X3	=	Customer Satisfaction Variables
Number = 1, 2, 3, 4	=	Questionnaire question number

Based on the table above, the validity test of the questionnaire questions shows that the questions contained in the questionnaire as a whole are said to be valid and can be used as research instruments .

Reliability testing has the aim of proving to what extent a measuring instrument is trusted and can be relied upon. The provisions of Cronbach's Alpha formula are used in this reliability test test. It can be said to be reliable when the result of Cronbach's Alpha value  $\geq 0.60$ . The results of the reliability test are displayed in the table.

**Table 2.** Reliability Test

Variable	Items	r Calculate	r Table	information
Services (X1)	4	0.631	$\geq 0.60$	Reliable
Pricing Policy (X2)	4	0.768	$\geq 0.60$	Reliable
Satisfaction (X3)	4	0.721	$\geq 0.60$	Reliable
Consumer loyalty (Y)	4	0.734	$\geq 0.60$	Reliable

From the results of the analysis, Cronbach's Alpha r value was calculated  $\geq$  from the r table (2-sided test) at a significance of 5% with  $n = 100$  ( $df = n - 2 = 98$ ), obtained at 0.60. Therefore, the conclusion is obtained that the questionnaire is reliable. Test the Effect of Service Quality Variables (X1), Price Policy Policy (X2), Customer Satisfaction (X3) on Consumer Loyalty (Y).

Test the effect of variables affecting service quality, price policy policies and customer satisfaction on consumer loyalty star fitness center Palembang City includes: 1) Analysis of questionnaire questions by respondents, 2) Test the normality of questionnaire data. Kolmogorov-Smirnov Test to obtain data based on normally distributed criteria if the significance value is more than 0.05 so that analysis is carried out with parametric tests including F test and t test, if the data obtained is not normally distributed if the significant value is less than 0.05 so that the analysis uses a non-parametric test. Analysis of questionnaire questions aims to find out the most influential questions on all independent variables (X) and dependent variables (Y).

Analysis of questionnaire questions obtained from 100 respondents, then obtained data on the frequency of respondents' answers to six question indicators on service quality variables as follows:

**Table 3.** Analysis of Service Quality Variable Questionnaire Questions (X1)

No	Questionnaire Questions	Frequency (f)				N	Index Value $I = \sum (f \times \text{score})$
		STS	TS	S	SS		
1	Star fitness center human resources have expertise in knowing about star fitness center products	9	28	49	14	100	276
2	I am not interested in the facilities offered by the star fitness center instructor because the information and what is conveyed is not interesting	38	28	28	6	100	202
3	Electronic media such as television and online are more attractive to be used for advertising star fitness center products	4	14	40	42	100	320
4	I did not get information about star fitness center services through social media, television and brochures	20	34	32	14	100	300

Based on the table above, it can be seen that the most influential question on respondents' answers to consumer loyalty "Electronic media such as television

and online are more attractive to be used for advertising star fitness products with an index value of 320.

Analysis of questionnaire questions obtained from 100 respondents, then obtained data on the frequency of respondents' answers to six question indicators on price policy variables as follows:

**Table 4.** Question Analysis Policy Variable Questionnaire Price policy (X2)

No	Questionnaire Questions	Frequency (f)				N	Index Value $I = \sum (f \times \text{score})$
		STS	TS	S	SS		
1	I bought star fitness center products because of the affordable price policy	6	15	46	33	100	306
2	I am not interested in star fitness center products because of the expensive price policy	33	47	17	3	100	190
3	I bought star fitness center products because the price policy is in accordance with customer satisfaction	5	10	45	40	100	320
4	I did not buy star fitness center products because the price policy was not in accordance with customer satisfaction	37	32	22	9	100	203

Based on the table above, it can be seen that the question that most influenced respondents' answers to consumer loyalty "I buy star fitness products because of the affordable price policy" with an index value of 306.

Analysis of questionnaire questions obtained from 100 respondents, then obtained data on the frequency of respondents' answers to six question indicators on the Customer Satisfaction variable as follows:



**Table 5.** Customer Satisfaction Questionnaire Question Analysis (X3)

No	Questionnaire Questions	Frequency (f)				N	Index Value $I = \sum (f \times \text{score})$
		STS	TS	S	SS		
1	I bought star fitness center products because of the guaranteed quality and cleanliness	5	6	45	44	100	328
2	I am not interested in star fitness center products because the taste and quality are not good	29	22	21	28	100	248
3	I am interested in buying star fitness center products because of the attractive appearance of the product	7	10	52	31	100	307
4	I am not interested in buying star fitness center products because it looks less attractive	34	41	18	7	100	198

Based on the table above, it can be seen that the question that most influenced respondents' answers to consumer loyalty "I buy star fitness center products because of guaranteed quality and cleanliness" with an index value of 328. Analysis of questionnaire questions on consumer loyalty variables (Y).

Analysis of questionnaire questions obtained from 100 respondents, then obtained data on the frequency of respondents' answers to six question indicators on consumer loyalty variables as follows:

**Table 6.** Frequency of Respondents' Answers Consumer loyalty variable (Y)

No	Questionnaire Questions	Frequency (f)				N	Index Value $I = \sum (f \times \text{score})$
		STS	TS	S	SS		
1	I will make star fitness center products as the first choice in the list of snacks or snacks compared to other products	4	32	44	20	100	277
2	I did not make the star fitness center as the first choice in the list of fitness venues in Palembang City	22	38	30	10	100	280
3	I will buy a star fitness center in the near future	4	15	51	30	100	307

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4 I won't be star fitness center 36 41 19 4 100 191  
anytime soon

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Based on the above, it can be known the question that most influenced respondents' answers to consumer loyalty "I will buy a star fitness center in the near future " with an index value of 307.

The normality test of questionnaire data is used with the aim of knowing whether all variables used in the analysis have a normal distribution of data or not. The normality test is selected using the Kolmogorov-Smirnov Test. Reference for decision making in the Kolmogorov-Smirnov Test:

- If the significance value is greater than 0.05 then the research data are normally distributed
- If the significance value is less than 0.05, the research data is not normally distributed

The data normality test is used to analyze the next hypothesis, namely the analysis method with parametric tests or non-parametric tests. The results of the normality test can be seen in the table below:

**Table 7.** Normality Test

		<i>Unstandardized Residual</i>
<i>N</i>		100
<i>Normal Parameters<sup>a,b</sup></i>	<i>Mean</i>	0E-7
	<i>Std. Deviation</i>	1.82019859
	<i>Absolute</i>	.050
<i>Most Extreme Differences</i>	<i>Positive</i>	.050
	<i>Negative</i>	-.046
<i>Kolmogorov-Smirnov Z</i>		.496
<i>Asymp. Sig. (2-tailed)</i>		.967

*a. Test distribution is Normal.*

*b. Calculated from data.*

Based on the table above, the normality test has a significant value of 0.967, then the significance value is more than 0.05 so that the data is said to be normally distributed. Then the next hypothesis testing uses parametric tests, namely the F test and the T test. Test F is carried out with the aim of testing the influence between independent variables, namely service quality, price policy and customer satisfaction simultaneously on the dependent variable, namely consumer loyalty,

then hypothesis testing is carried out using test F. The results of the F test can be seen in the table below:

**Table 8.** Test F

No	Type	F Count	Sign
1	Regression	25.951	0.000

Based on the table above, the *value of sig* =  $0.000 < 0.05$  is obtained so that it is interpreted that the independent variable, which includes variables of service quality, price policy and customer satisfaction simultaneously (together) affects the dependent variable, namely consumer loyalty.

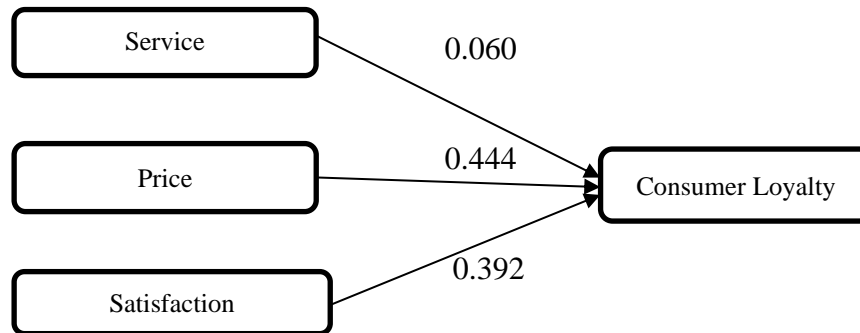
The purpose of the t test is to determine the significance of the influence of independent variables (service quality, price policy and customer satisfaction) on the dependent variable (consumer loyalty) partially (individual).

**Table 9.** Test t

No	Variable	Standardized Coefficients Beta	t count	Sign
1	Quality of service	0.060	0.417	0.006
2	Pricing policy	0.444	3.950	0.000
3	Customer satisfaction	0.392	3.467	0.001

Based on the table above, the sig value of the three variables  $< 0.05$  is obtained so that the independent variable which includes variables of service quality, price policy and customer satisfaction partially (separately) affects the dependent variable, namely consumer loyalty.

The dominant test aims to find out which independent variable has the most dominant influence on the dependent variable so that the Standardized Coefficient Beta test is selected from the results of the t test. The dominant effect of the independent variable on the dependent variable was tested using the highest Beta Standardized Coefficient.



**Figure 1.** Dominant Test

The results of the t-test analysis on the price policy variable (X2) obtained a significance value of 0.444 ( $<0.05$ ), so it is said that the price policy quality variable significantly affects consumer loyalty.

### Discussion

Based on the results of this study, it is said that the service quality variable (X1) has the lowest contribution to service quality in purchasing products at Star Fitness Center Palembang City. This can be shown from the value of the Standardized Coefficient Beta on the t test of 0.060 on the variable of service quality and smaller when compared to the other two factors. The quality of service carried out by the staff of Star Fitness Center Palembang City, has little influence on consumers on consumer loyalty. The provision of information through television, internet and pamphlets, the provision of price policy discounts on every purchase of Star Fitness Center Palembang City products to attract consumer attention to attract consumer loyalty has only a small impact. Service quality is a variable in one of the marketing mixes where it has an important role for a company to carry out in marketing its products. Service quality is referred to as one part that determines the success of a marketing activity. No matter how high quality a product is, but if consumers do not believe that the product is useful to them and consumers have never heard of it, then the possibility of consumers making a purchase is very small. Therefore, consumers buy a certain product if consumers

feel tempted by the quality of service made by Star Fitness Center Palembang City products.

## CONCLUSION

Test the accuracy of the questionnaire consisting of testing the validity and reliability of the questionnaire, The results of the validity test of the research variables are service quality (X1), price policy (X2), customer satisfaction (X3) and consumer loyalty (Y). The results of the validity test are carried out on each question number. Based on Table 4.1 on page 35, the validity test of the questionnaire questions shows that the questions contained in the questionnaire as a whole are said to be valid and can be used as a research instrument. Reliability tests have the aim of proving to what extent a measuring instrument is trusted and reliable. The provisions of Cronbach's Alpha formula are used in this reliability test. It can be said to be reliable when the result of Cronbach's Alpha value  $\geq 0.60$ . Based on table 4.2 on page 36 the value of Cronbach's Alpha  $r$  calculate  $\geq$  from the table  $r$  (2-sided test) at a significance of 5% with  $n = 100$  ( $df=n-2= 98$ ), obtained by 0.60. Therefore, the conclusion is obtained that the questionnaire is reliable. Test the Effect of Service Quality Variables (X1), Price Policy (X2) and Customer Satisfaction (X3) on Consumer Loyalty (Y).

Based on the results of this study, it is said that the service quality variable (X1) has the lowest contribution to consumer loyalty to human resources at Star Fitness Center Palembang City. This can be shown from the value of the Standardized Coefficient Beta on the  $t$  test of 0.060 on the service quality variable and smaller when compared to the other two factors

Based on the results of this study on the price policy variable (X2) has the greatest influence on interest in purchasing Star Fitness Center Palembang City products. This can be shown from the value of the Standardized Coefficient Beta in the  $t$  test of 0.444 in the price policy variable. In addition to customer satisfaction, price policy is a variable that can be controlled and decide whether a product Star Fitness Center Palembang City can be accepted or not.

In the results of this study, the customer satisfaction variable (X3) has the second largest contribution to consumer loyalty. This can be shown from the value of the Standardized Coefficient Beta on the t test of 0.392 on the customer satisfaction variable and the value is greater than the service quality variable.

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