

## **ABSTRACT**

*This study revealed that there are four dimensions that aim to determine the effect of relationship marketing, brand image and perceived service quality on customer satisfaction at the Fitness Center Gold's Gym. Respondents in this study were people who had used the Fitness Center Gold's Gym services. This research was conducted on 250 respondents using a quantitative approach. Analysis of the data used is multiple linear regression analysis with SPSS statistical software tools. The results of this study indicate the results that  $t$  count  $1.604 < t$  table  $1.969$ , and have a significant value of  $0.104 > 0.05$  which means that the Brand Image has no significant effect on the Consumer Satisfaction of Gold's Gym Fitness Centers. Relationship Marketing has a  $t$  value of  $9,808 > t$  table  $1,969$  and has a significant value of  $0,000 < 0.05$ , which means Relationship Marketing has a significant effect on Fitness Center Consumer Satisfaction and Service Quality has the result of a  $t$  value of  $t$  count  $4,632 > t$  table  $1,969$  and the result of a significant value of  $0,000 < 0,05$  which means Service Quality has a significant effect on Consumer Satisfaction of Gold's Gym Fitness Centers.*

*Keywords: Relationship Marketing, Brand Image, Service Quality, Consumer Satisfaction, Fitness Center Gold's Gym.*



## ABSTRAK

Penelitian ini mengungkapkan ada empat dimensi yang bertujuan untuk mengetahui pengaruh *relationship marketing*, citra merek dan kualitas pelayanan yang dirasakan terhadap kepuasan konsumen pada Fitness Center Gold's Gym. Responden pada penelitian ini adalah masyarakat yang sudah menggunakan jasa layanan Fitness Center Gold's Gym. Penelitian ini dilakukan terhadap 250 responden dengan menggunakan pendekatan kuantitatif. Analisis data yang digunakan adalah analisis regresi linier berganda dengan alat bantu software statistik SPSS. Hasil penelitian ini menunjukkan hasil bahwa  $t$  hitung  $1,604 < t$  tabel  $1,969$ , dan memiliki nilai signifikan sebesar  $0,104 > 0,05$  yang artinya Citra Merek tidak berpengaruh signifikan terhadap Kepuasan Konsumen Fitness Center Gold's Gym. *Relationship Marketing* memiliki nilai  $t$  hitung  $9,808 > t$  tabel  $1,969$  dan memiliki nilai signifikan yaitu  $0,000 < 0,05$  yang artinya *Relationship Marketing* berpengaruh signifikan terhadap Kepuasan Konsumen Fitness Center dan Kualitas Pelayanan memiliki hasil nilai  $t$  hitung  $4,632 > 1,969$  dan hasil nilai signifikan  $0,000 < 0,05$  yang artinya Kualitas Pelayanan berpengaruh signifikan terhadap Kepuasan Konsumen Fitness Center Gold's Gym.

Kata Kunci : *Relationship Marketing*, Citra Merek, Kualitas Pelayanan, Kepuasan Konsumen, Fitness Center Gold's Gym.



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