

Introduction

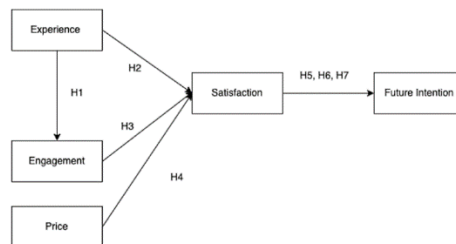
It is Highlight Currently, the fitness condition of the Indonesian population is a serious concern[52]. According to data from the Sport Development Index Report in 2021, the national fitness level was categorized as very poor at 53.63%, and it continued to decline the following year[11]. This has drawn the government's attention and led to the issuance of Minister of Youth and Sports Regulation Number 6 of 2022 on the National Sports Grand Plan, setting a target for sports participation at 37 percent in 2023 and increasing to 40 percent in 2024[64]. This aligns with the survey results from the Health Collaborative Center (HCC), which stated that "70% of Indonesians will regularly exercise as a resolution for 2024"[54]. West Java Province has the highest percentage contribution to the National Sports Design (DPON) at 20.7%, indicating a high interest in physical fitness and sports among its residents[11]. On the other hand, the availability of sports facilities based on ownership shows that 18.26% is privately owned. People establish sports spaces for business purposes[48]. Bandung City, as the capital of West Java Province, has more than 150 privately-owned fitness centers for business purposes (Google Maps, 2024).

Among the most popular recommendations are Celebrity Fitness, Rai Fitness Bandung, Rabel Gym, S Fitness Center Muslimah, and Galby Gym Bandung[47]. The competitive business environment requires entrepreneurs to design strategies to build their businesses, including in the fitness center industry. One of the various marketing strategies applied in fitness centers is leveraging an understanding of consumer behavior[38]. With a variety of facilities available, fitness centers strive to create a satisfying experience for customers. This is expected to encourage customers to continue subscribing in the future[34]. Enthusiastic customer engagement will positively impact experience and create satisfaction at the fitness center. Based on the proportion of people who routinely exercise, it has been discovered that only 60% of new members of fitness facilities stick with their subscriptions [37]. One of the key factors influencing fitness facilities' ability to retain customers is price [21]. The role of price is a primary factor affecting customers' purchasing intentions for fitness center memberships. The types of sports services paid for by Indonesians include 15.8% for training facilities and 10.2% for personal trainer services[11].

This research framework is formed by investigating various variables from previous studies related to the identified issues in this research, then linking these variables to form the research model. Based on the study by [16], It is imperative to take into account the limitations within the framework of this study. There are other aspects that require investigation, such the cost factor. This is consistent with the research carried out by [14], which shows that price factors influence customer satisfaction. It is imperative that forthcoming research enhances and expands the

comprehension of consumer attitudes and anticipations. Based on the previous explanation, this research will use the variables of experience, customer engagement, customer satisfaction, and future purchase intention as the main model, with the addition of the price variable as a modification to the study.

As a result, the following is an overview of the research framework used in this study:



Picture 1. Framework of Thought
Source: Researcher's Processed Data (2024)

According to Fernando, David, and Sergio's research [16], customer engagement is significantly impacted directly by the customer experience.

H1: Customer Experience is positively impacted by Customer Engagement.

The findings from Kim & Ling [39] suggest that customer experience impacts client contentment in fitness facilities. Client contentment serves as a measurement tool for subjective experience in services Pascual, García, & Gómez [50].

H2: Customer satisfaction is positively impacted by Customer Experience.

In Teik's [69] study analyzing fitness centers, it is mentioned that customer engagement serves as a means to achieve customer satisfaction. In the research conducted by Torkzadeh, Zolfagharian, Yazdanparast, & Gremler [73], the customer engagement variable has been adapted into the service management model.

H3: Customer Engagement is positively impacted by Customer Satisfaction.

There is a favorable association between the price variable and customer happiness, according to the study of Febriandika & Millatina [14]. According to research by Brav, Jiang, Partnoy, and Thomas [4], pricing positively affects customer happiness.

H4: Price is positively impacted by Customer Satisfaction.

According to Febriandika & Millatina [14], customer satisfaction is key to retaining customers, which ultimately affects the future sustainability of the company's business. The study by Gonçalves, Biscaia, Correia, & Diniz [23] conducted in

fitness centers found that positive member satisfaction will encourage users to repeat their experiences.

H5: Customer Satisfaction is positively impacted by Future Purchase Intentions.

Fernando, David, and Sergio's study [16] discovered that, via the mediation of customer satisfaction, positive customer experience influences future purchase intentions. According to the journal article by Howat, Crilley, and Mcgart [33], there is a mediating effect of customer satisfaction between the behavior of buy intention and customer perception.

H6: Customer Experience is positively impacted by Future Purchase Intentions through Customer Satisfaction.

According to Memon's research [46], there is an indirect relationship between customer involvement and loyalty and customer satisfaction. According to Fernando, David, and Sergio's research [16], customer satisfaction acts as a mediator between consumer involvement and future purchase intentions.

H7: Customer Engagement is positively impacted by Future Purchase Intentions through Customer Satisfaction simultaneously