

References

- [1] Aditya, I., Haryadi, F., Haryani, I., Rachmawati, I., Ramadhani, D., Tantra, T., & Alamsyah, A. (2023). Understanding Service Quality Concerns From Public Discourse In Indonesia State Electric Company. *Heliyon*.
- [2] Alamsyah, A., Bastikarana, R., Ramadhanti, A., & Widiyanesti, S. (2020). Recognizing Personality From Social Media Linguistic Cues: A Case Study Of Brand Ambassador Personality. *Ieee*.
- [3] Albari, A. K. (2019). The Influence Of Product Quality, Service Quality And Price On Customer Satisfaction And Loyalty . *Asian Journal Of Entrepreneurship And Family Business*.
- [4] Ariyanti, M., Widyawati, S., & Aprillia, W. (2024). Service Quality Analysis Of Telkomsel Case Study Based On Online Customer Reviews In Google Play Store. *Ieee International Conference On Computing*.
- [5] Barbosa, H., , Pedragosa, V., Carrion, G., & Fernandez. (2021). The Use Of Fitness Centre Apps And Its Relation To Customer Satisfaction: A UTAUT2 Perspective. *International Journal Of Sports Marketing And Sponsorship*.
- [6] Barbosa, H., Fernández, J., Pedragosa, V., & Carrión, G. (2021). The Use Of Fitness Centre Apps And Its Relation To Customer Satisfaction: A UTAUT2 Perspective. *International Journal Of Sports Marketing & Sponsorship*.
- [7] Brav, A., Jiang, W., Partnoy, F., & Thomas, R. (2008). Hedge Fund Activism, Corporate Governance, And Firm Performance. *The Journal Of Finance*.
- [8] Celebrity Fitness. (2024). *Profile Perusahaan Celebrity Fitness*. Diambil Kembali Dari [Celebrityfitness.Com](https://www.Celebrityfitness.Com): <https://www.Celebrityfitness.Com/Id/En/Why-Celebrity-Fitness>
- [9] Chiu, W., Won, D., & Bae, J.-S. (2019). Customer Value Co-Creation Behaviour In Fitness Centres: How Does It Influence Customers' Value, Satisfaction, And Repatronage Intention? *Managing Sport And Leisure*.
- [10] Clemes, M., Brush, G., & Collins, M. (2011). Analysing The Professional Sport Experience: A Hierarchical Approach. *Sport Management Review*.
- [11] Cresswell. (2019). Konsep Dasar Metode Penelitian Pendidikan. Dalam P. D. Sugiyono, *Metode Penelitian Pendidikan* (Hal. 2-28). Yogyakarta: ALFABETA.
- [12] Damiasi, Masdarini, L., Suriani, M., Adnyawati, N. D., Marsiti, C. I., Widiartini, K., & Angendari, M. D. (2017). *Perilaku Konsumen*. Depok: Rajawali Pers.
- [13] Deputi Bidang Pembudayaan Olahraga Kementerian Pemuda Dan Olahraga Republik Indonesia. (2021). Olahraga Untuk Investasi Pembangunan Manusia. *Laporan Nasional Sport Development Index Tahun 2021*.
- [14] Deputi Bidang Pembudayaan Olahraga Kementerian Pemuda Dan Olahraga Republik Indonesia. (2022). *Olahraga, Daya Saing, Dan Kebijakan Berbasis Data*. Jakarta Pusat: Kementerian Pemuda Dan Olahraga RI.
- [15] Dewa, C. B., Pradiatiningtyas, D., & Safitri, L. A. (2022). *Perilaku Konsumen Dan Strategi Pemasaran*. Yogyakarta: Expert.
- [16] Eskiler, E., & Altunışık, R. (2021). The Moderating Effect Of Involvement In The Relationship Between Customer Behavioral Intentions And Its Antecedents. *Sage Journals*.
- [17] Febriandika, N., & Millatina, A. (2023). A Modeling Of Repurchase Intention In Sharia Hotels: An Integrated Model Of Price, Location, Religiosity, Trust, And Satisfaction. *International Journal Of Advanced And Applied Sciences*.
- [18] Fernández, J., Ruíz, P., Gavira, J., Colón, L., Pitts, B., & García, A. (2018). The Effects Of Service Convenience And Perceived Quality On Perceived Value, Satisfaction And Loyalty In Low-Cost Fitness Centers. *Sport Management Review*, 250-262.

- [19] Fernando, G.-P., David, P.-C., & Sergio, A.-B. (2023). Effect Of Service Experience, Engagement And Satisfaction On The Future Intentions Of Customers Of A Sports Services. *Heliyon*.
- [20] Firmansyah, D. H. (2022). Teori Pemasaran. Dalam H. Firmansyah, I. Nurrachmi, H. Umiyati, A. Ariyanto, A. Putra, N. Rustandi, . . . AK, *Teori Marketing* (Hal. 4). Bandung: Widina Bhakti Persada Bandung.
- [21] Fitquarters. (2023, Oktober 2). *Statistik Keanggotaan Gym Yang Harus Kamu Tau*. Diambil Kembali Dari <https://Fitquarters.id/Statistik-Keanggotaan-Gym-Yang-Harus-Kamu-Tau/>
- [22] Galby Gym. (T.Thn.). *Tentang Kami*. Diambil Kembali Dari <https://Id253089-Galby-Gym.Contact.Page/Profile>
- [23] García-Fernández, J., Gálvez-Ruiz, P., Sánchez-Oliver, A., Fernández-Gavira, J., Pitts, B., & Grimaldi-Puyana, M. (2020). An Analysis Of New Social Fitness Activities: Loyalty In Female And Male Crossfit Users. *Sport In Society*, 204-221.
- [24] Ghadiri, M., Fahiminezhad, A., Bagheri, H., & Tayebi, S. (2021). Market-Retention In Fitness Centers: Identifying And Ranking The Factors Affecting Customer Retention. *Journal Of New Studies In Sport Management*, 95-110.
- [25] Ghozali, P. (2019). *STRUCTURAL EQUATION MODELING (SEM) BEBRASIS VARIAN: Konsep Dasar Dan Aplikasi Program Smartpls 3.2.8 Dalam Riset Bisnis*. Semarang: PT Inkubator Penulis Indonesia.
- [26] Gonçalves, C., Biscaia, R., Correia, A., & Diniz, A. (2014). An Examination Of Intentions Of Recommending Fitness Centers By User Members. *Motriz: Revista De Educação Física*.
- [27] González, M., Ordás, R., Cruces, A., Nuviala, R., & Nuviala, A. (2018). Female Users Of Unisex Fitness Centres And Of Fitness Centres Exclusive For Women: Satisfaction. *International Journal Of Sports Marketing And Sponsorship*.
- [28] *Google Maps*. (2024). Diambil Kembali Dari <https://www.Google.Co.In/Maps>
- [29] Gurung, G. (2023). Factors Influencing Customer Satisfaction In Butwal Sub-Metropolitan City Gyms. *Devkota Journal Of Interdisciplinary Studies*.
- [30] Hair, J., Hult, J., Ringle, C., & Sarstedt, M. (2017). *A Primer On Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Los Angeles : Sage.
- [31] Harinie, L. T., Triyono, A., Saputri, M. E., Hanafiah, H., Arissaputra, R., Wijaya, N. P., . . . Ilham. (2023). *Perilaku Konsumen Dan Strategi Pemasaran*. Bali: Intelektual Manifes Media .
- [32] Harris. (2023). *Berbagai Perbedaan Gym Dan Fitness Serta Kelebihannya Masing-Masing*. Diambil Kembali Dari Gramedia Blog: https://www.Gramedia.Com/Best-Seller/Perbedaan-Gym-Dan-Fitness/#Manfaat_Fitness_Untuk_Kesehatan
- [33] Haryanto, T., & Rizal, M. (2023). *Manajemen Hubungan Pelanggan Mengelola Dan Mewujudkan Bisnis Yang Berkelanjutan*. Purwokerto: UM Purwokerto Press.
- [34] Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen*. Jakarta Timur: Luxima Metro Media.
- [35] Hermawan, A., & Yusran, H. (2017). *Penelitian Bisnis Pendekatan Kuantitatif*. Depok: Kencana.
- [36] Howat, Crilley, & Mcart. (2008). A Focused Service Quality, Benefits, Overall Satisfaction And Loyalty Model For Public Aquatic Centres. *Manag. Leisure*.
- [37] Indrawati, Ariyanti, M., Raman, M., Wai, C. K., Mansur, D. M., Marhaeni, G. A., . . . Yuliansyah, S. (2017). *Perilaku Konsumen Individu*. Bandung: Refika Aditama.
- [38] Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis Konvergensi Teknologi Komunikasi Dan Informasi*. Bandung: Refika Aditama.

- [39] J, G., & Corrales B, S. (2013). Las Experiencias De Servicio En Clientes Mayores De 50 Años Y Su Influencia En La Lealtad En Centros De Fitness Privados. *Revista Kronos*.
- [40] Jain, S. (2022). A Case Study On Customer Satisfaction At Fitness Centers, Jabalpur. *Comfin Research*.
- [41] Jeong, Y.-M. (2020). Exploring Consumer Behavior In Fitness Centers With An Emphasis On Mediating Effects Of Psychological Well-Being. *International Journal Of Applied Sports Sciences*.
- [42] Kim, C., & Ling, T. (2017). The Influence Of The Service Quality And Outcome Quality On The Member Overall Satisfaction . *Global Business And Management Research: An International Journal*.
- [43] Klaus, P., & Maklan, S. (2012). EXQ: A Multiple-Item Scale For Assessing Service Experience. *Journal Of Service Management*, 5-33.
- [44] Kotler, P., & Armstrong, G. (2016). *Marketing Principles*. Jakarta, Indonesia. : Erlangga Group.
- [45] Kotler, P., & Armstrong, G. (2014). *Prinsip - Prinsip Pemasaran* . Jakarta: Erlangga.
- [46] Kotler, P., & Keller, K. L. (2014). *Manajemen Pemasaran*. Jakarta: Erlangga.
- [47] Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management*. London: Pearson Education.
- [48] Luckminto, J., & Pangestu, T. (2019). FASILITAS KEBUGARAN DENGAN PENGALAMAN GYM VIRTUAL. *STUP*, 1453-1468.
- [49] Memon, M., Salleh, R., Mirza, M., Cheah, J.-H., Ting, H., & Ahmad, M. (2019). Performance Appraisal Satisfaction And Turnover Intention: The Mediating Role Of Work Engagement. *Management Decision*.
- [50] Musathafa, A. (2023, November 10). *Hidup Well Dan Fit, Berikut 5 Rekomendasi Gym Di Bandung, Ada Yang Rp200 Ribuan Sebulan*. Diambil Kembali Dari Ayobandung.Com: <https://www.ayobandung.com/bandung-raya/7910811067/hidup-well-dan-fit-berikut-5-rekomendasi-gym-di-bandung-ada-yang-rp200-ribuan-sebulan>
- [51] Mutohir, T., Maksun, A., Kristiyanto, A., & Lutan, R. (2022). Laporan Nasional Sport Development Index 2022: Olahraga, Daya Saing, Dan Kebijakan Berbasis Data. *Kementerian Pemuda Dan Olahraga RI*.
- [52] Pascual, F. G., García, N., & Gómez, J. (2019). Influence Of The Satisfaction And The Perceived Value Related To The “Word Of Mouth” In Costumers Of Sports Center. *Servicio De Publicaciones De La Universidad De Murcia*.
- [53] Pascual, F., & Gómez, N. M. (2019). Influencia De La Satisfacción Y El Valor Percibido Sobre El “Word Of Mouth” En Los Usuarios De Centros Deportivos. *Servicio De Publicaciones De La Universidad De Murcia*.
- [54] Patrick, Z., Hasbullah, N., Jubilee, R., Saw, A., & Patrick, N. (2022). Marketing Mix And Customer Satisfaction Of Gyms And Fitness Clubs In Malaysia: A Conceptual Paper. *International Journal Of Academic Research In Business And Social Sciences*, 2587 – 2597.
- [55] Peterson, J. (2019). Shareable Resource. *ACSMS Health & Fitness Journal*.
- [56] Pramesty, S., & Cokki. (2020). Kesenangan Hedonis Terhadap Keterlibatan Pelanggan, Mediasi: Kepercayaan Merek Dan Kecintaan Merek . *Jurnal Manajerial Dan Kewirausahaan*.
- [57] Prawira, A. (2023, Desember 31). *Terungkap Resolusi Tahun Baru 2024 Banyak Orang Indonesia, Rutin Olahraga Dan Jauhi Lingkungan Toxic*. Diambil Kembali Dari Liputan 6: <https://www.liputan6.com/health/read/5494642/terungkap-resolusi-tahun-baru-2024-banyak-orang-indonesia-rutin-olahraga-dan-jauhi-lingkungan-toxic?page=4>
- [58] Priansa, D. J. (2017). *Perilaku Konsumen Dalam Persaingan Bisnis Kontenporer*. Bandung: Penerbit Alfabeta.

- [59] Purboyo, Hastutik, S., Kusuma, G. P., Sudirman, A., Sangadji, S., Wardhana, A., . . . Marlina, N. (2021). *Perilaku Konsumen*. Bandung: Media Sains Indonesia.
- [60] Ruiz, P., Calabuig, F., Puyana, M. G., Serrano, M. H., & Fernandes, J. G. (2023). The Effect Of Perceived Quality And Customer Engagement On The Loyalty Of Users Of Spanish Fitness Centres. *Emerald Publishing Limited*.
- [61] Rujiramora, N. (2017). Factors Influencing Customer Purchase Intention Of Fitness Center Membership: A Case Study Of MBA Students At Assumption University City Campus. *Semantic Scholar*.
- [62] Sekaran, U., & Bougie, R. (2016). *Research Method For Business*. United Kingdom: Joson Wiley & Sons Ltd.
- [63] Sihombing, P., & Arsani, A. (2022). *Aplikasi Smartpls Untuk Statistisi Pemula* . Bekasi: PT Dewangga Energi Internasional.
- [64] Sindonews. (2022, Januari 31). *Kebugaran Orang Indonesia Rendah*. Diambil Kembali Dari <https://Nasional.Sindonews.Com/Read/672353/15/Kebugaran-Orang-Indonesia-Rendah-1643598094>
- [65] So, K., King, C., Sparks, B., & Wang, Y. (2016). Enhancing Customer Relationships With Retail Service Brands: The Role Of Customer Engagement. *Journal Of Service Management*.
- [66] Somphong, S., Kutintara, I., & Rattamanee, K. (2019). The Marketing Factors Influencing Consumer Decisions To Use The Services Of Sports And Exercise Centers In Thailand. *African Journal Of Hospitality, Tourism And Leisure*.
- [67] Subagia, A. (2023, Agustus 24). *Sport Development Index (SDI) Dan Pembangunan Olahraga Indonesia*. Diambil Kembali Dari DEPUTI 3 PEMBUDAYAAN OLAHRAGA KEMENPORA REPUBLIK INDONESIA: <https://Deputi3.Kemenpora.Go.Id/Detail/358/Sport-Development-Index-Sdi-Dan-Pembangunan-Olahraga-Indonesia>
- [68] Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019). Measuring The Critical Effect Of Marketing Mix On Customer Loyalty Through Customer Satisfaction In Food And Beverage Products. *Management Science Letters*, 1385–1396.
- [69] Sugiyono, P. D. (2019). *Metode Penelitian Pendidikan* . Yogyakarta : ALFABETA
- [70] Sugiyono, P. D. (2022). *Metode Penelitian Manajemen*. Yogyakarta: ALFABETA.
- [71] Suharjana. (2013). ANALISIS PROGRAM KEBUGARAN JASMANI PADA PUSAT-PUSAT KEBUGARAN JASMANI DI YOGYAKARTA. *Medikora*, 135-149.
- [72] Teik, D. (2015). Document Details - Enhancing The Experience Of Needs Satisfaction Through Service Engagement: A Case Of Commercial Fitness Centers In Malaysia. *Journal Of Global Scholars Of Marketing Science: Bridging Asia And The World*.
- [73] Tjiptono, F. (2019). *Pemasaran Jasa* . Yogyakarta: Penerbit Andi .
- [74] Tjiptono, F. (2022). *Service Management Mewujudkan Layanan Prima*. Yogyakarta: Penerbit Andi.
- [75] Tjiptono, F., & Chandra, G. (2019). *Service Quality & Customer Satisfaction*. Yogyakarta: Penerbit Andi.
- [76] Torkezadeh, S., Zolfagharian, M., Yazdanparast, A., & Gremler, D. (2022). From Customer Readiness To Customer Retention: The Mediating Role Of Customer Psychological And Behavioral Engagement. *European Journal Of Marketing*.
- [77] Walerianczyk, W., Hill, A., & Stolarski, M. (2022). A Re-Examination Of The 2x2 Model Of Perfectionism, Burnout, And Engagement In Sports . *Psychology Of Sport & Exercise*.

- [78] Wardhana, A., Budiastuti, E., Gultom, N. B., Sudirman, A., Julyanthry, Saputra, G., . . . Amruddin. (2022). *Perilaku Konsumen*. Bandung: Media Sains Indonesia.
- [79] Wibowo, S. (2022). Analisis Kualitas Pelayanan Terhadap Kepuasan Pelanggan Menggunakan Metode Servqual Di Sanjaya Fitnes Jombang. *INVANTRI (Jurnal Penelitian Inovasi Dan Pengelolaan Industri Jurusan Teknik Industri)* , 62-63.
- [80] Yusup, F. (2018). Uji Validitas Dan Reliabilitas Instrumen Penelitian Kuantitatif. *Jurnal Ilmiah Kependidikan* , 20.
- [81] Zulganef. (2018). *Metode Penelitian Bisnis Manajemen*. Bandung: Refika Aditama.