

ABSTRACT

Sport is a physical activity that should be done regularly in order to improve physical fitness and health. Martial arts is one type of sport. King Muay Thai Bandung as one of the martial arts gyms, especially muay thai, provides teaching services ranging from muay thai, kick boxing, and taekwondo.

This study aims to determine the effect between the variables studied, namely, the effect of service quality on customer satisfaction, the effect of service quality on customer loyalty, the effect of customer satisfaction on customer loyalty, and the effect of service quality on customer loyalty through customer satisfaction as a mediator variable.

This research includes quantitative research using non-probability sampling techniques, more specifically purposive sampling to 36 respondents. In collecting data, researchers distributed it directly to respondents on the spot. In processing data, researchers used SPSS 29 data processing tools.

The results of this study indicate that service quality does not directly affect customer loyalty, but service quality has a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, and customer satisfaction has an effect in mediating between service quality and customer loyalty.

Keywords: *Service Quality, customer satisfaction, customer loyalty, Muay Thai.*