

## **ABSTRACT**

*Galby gym is a family company that is engaged in the service provider, especially the gym which seeks to provide for the needs and desires of customers in terms of quality of services provided in order to provide satisfaction for the customer. However, the implementation galby gym customers feel and find less good service provided by the service provider. The purpose of this study was to determine the effect of service quality on customer satisfaction in establishing customer loyalty.*

*Variables used in this study was the quality of service (X) as the independent variable, customer satisfaction (Y) as an intermediate variable, and customer loyalty (Z) as the dependent variable. This study uses a sampling with non-probability sampling techniques and incidental sampling technique for distributing questionnaires to 103 respondents. Data analysis techniques in this study using path analysis and used to analyze the data and to test the hypothesis.*

*From the results of descriptive analysis found that respondents to the overall service quality in both categories with a percentage of 74.8%. To customer satisfaction in both categories with a percentage of 78%, and customer loyalty in both categories with a percentage of 80%.*

*Based on the results of path analysis showed that there was influence of service quality on customer satisfaction was 73.44% and the remaining 26.56% influenced by other variables. Influence of customer satisfaction to customer loyalty is 90.44% and the remaining 9.6% is influenced by other variables.*

***Keywords: Service Quality, Consumer Satisfaction, and Costumer Loyalty.***