

Abstract

Helios Fitness Metro Indah Mall is a company engaged in the services sector by providing fitness facility. However, there are members who are not satisfied with the services provided by Helios Fitness Metro Indah Mall, the reasons are the lack of cleanness, insufficient of the number of fitness equipments, and slow process of handling complaints. Service quality is something that must be considered by the service company because it will affect customer satisfaction. Customer Satisfaction will be achieved if the service quality of a company is good. According to Parasuraman et al. there are five dimensions of service quality; reliability, responsiveness, assurance, empathy, and tangibility.

The purpose of this research were to determine the service quality of Helios Fitness Metro Indah Mall, the customer satisfaction of Helios Fitness Metro Indah Mall, and how big the effect of service quality towards customer satisfaction Helios Fitness Metro Indah Mall.

The type of this research was quantitative study with descriptive method. The number of samples in this study were 261 respondents with a purposive sampling approach. While, analysis technique which was used were multiple linear regression analysis and the hypothesis testing were coefficient determination (R^2), t test, and F test.

Partially, dimensions of service quality that affect customer satisfaction significantly were tangibles (X_5) (significance $0,000 < 0,05$), assurance (X_3) (significance $0,000 < 0,05$), and responsiveness (X_2) (significance $0,007 < 0,05$) and $t_{count} > 1,963$, each variable was 7,258, 4,269, and 2,712 . This was proven with the value of significance was $(0,000) < 0,05$ and F_{count} was $(111,596) > 2,249$, then the five dimensions of service quality simultaneously affect customer satisfaction on Helios Fitness Metro Indah Mall. Whereas, based on coefficient determination (R^2), this shows that service quality affect customer satisfaction by 68%.

Keywords : *service, service quality, reliability, responsiveness, assurance, empathy, tangibles, customer satisfaction*