

ABSTRACT

Currently the health and fitness industry in Indonesia is growing very rapidly (Santoso, 2010). Most of the people of Indonesia, especially in big cities, more and more conscious of healthy living with the body fit and active. Work out in the fitness center to be one option lead a healthy life. As an alternative to conventional fitness centers, various forms of sports centers is growing, such as Muay Thai Fight Gym, and one of them is Rewa Fight Gym Bandung. This study aims to determine how much influence the quality of services and locations to customer satisfaction Rewa Fight Gym Bandung.

This research is descriptive causal. The population in this study is the customer Rewa Bandung Fight Gym. These samples included 83 people with simple random sampling technique sampling. Data analysis techniques used in this research is descriptive analysis and multiple linear regression tested with classic assumption test, which consists of normality test, multicollinearity, heteroscedasticity test, autocorrelation test. Hypothesis testing is also done through the t-test, F-test, as well as the coefficient of determination (R²) and data processing is done with the help of SPSS version 16.0.

Based on the results of multiple linear regression partially known service quality variables such as physical evidence, reliability, responsiveness, assurance, and empathy products, features, style and design, guarantee / warranty, and complementary services have significant influence to variable customer satisfaction amounted to 23.1%. In addition, the location of the variable partial to have no significant effect on the variable customer satisfaction by -24.6%. Simultaneous test results showed that the product attributes and price has a significant influence on customer satisfaction of 15.3% and the rest is explained by other variables not examined in this study. It can be concluded that either partially or simultaneously quality of service and location have a significant effect on customer satisfaction Rewa Fight Gym Bandung.

Keywords: Quality Service, Location, Customer Satisfaction, Sport Services.