

ABSTRACT

The city of Bandung has more than 150 fitness centers owned by individuals with business purposes. Several fitness centers offer a variety of very complete facilities at varying prices. Business competition is competitive, business people must design strategies, the strategy that can be implemented is to take advantage of consumer behavior. With the hope that customers will feel satisfied with the facilities provided and create an experience while using the service. This is expected to encourage customers to choose to subscribe again in the future. However, it was found that only 60% of people who were members of fitness centers remained loyal by re-subscribing based on the percentage of people who exercise regularly. The role of price as an important dimension that influences customer retention at fitness centers.

The research method is quantitative with causal objectives. Cross sectional implementation time. The level of intervention is non-interference. Unit of analysis with an individual approach. Research setting, non-contrived setting category. The research strategy uses surveys. Independent Variables (Experience, Engagement and Price), Dependent Variable (Future Intention), Intervening Variable (Satisfaction). Measurement scale using Likert, sample determination using non-probability sampling with purposive sampling technique obtained from 190 respondents from fitness center users in Bandung City. The data collection technique is carried out by distributing questionnaires to Fitness Center users. Data analysis was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM).

This research finds that fitness centers in Bandung, factors such as price, customer experience, and customer engagement significantly contribute to consumer satisfaction levels. Furthermore, customer satisfaction at these fitness centers significantly impacts future purchases. In addition to these direct effects, there are also indirect effects where both customer experience and customer engagement positively influence future purchase intentions through customer satisfaction at fitness centers in Bandung. This study is expected to provide valuable insights into designing marketing strategies based on consumer behavior approaches, particularly in service marketing, within a competitive business environment.

Keywords: Experience, Engagement Customer, Price, Future Purchase Intention, Satisfaction, Fitness Center