

ABSTRACT

The increasing number of Gym Club Centers available makes members have many choices in determining the place for them to exercise. Various choices with facilities that are not much different cause members to easily switch to other places. Customer loyalty is an important source to increase the profits of a fitness center. Consumers will return to buy products and services at the fitness center by becoming a member, taking classes so that the fitness center's income will increase. Therefore, the factors of service quality, facilities and physical environment on the variable of consumer loyalty are important things to study.

The population in this study are people who are members of Central Gym Club Bekasi. The number of samples studied were 100 respondents with purposive sampling method. The number of samples in this study were 100 respondents and used purposive sampling method. The analytical method used in this study is multiple linear regression analysis with SPSS.

The results showed that service quality had a significant positive effect on customer loyalty. The facility variable has a significant positive effect on customer loyalty, and the physical environment variable has a positive and significant effect on customer loyalty.

Keywords: *Service Quality, Facilities, Physical Environment, Customer Loyalty, Fitness Center.*