



DOI: <https://doi.org/10.38035/dijemss.v6i6>  
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## The Influence of Service Quality and Facilities on Customer Satisfaction and its Impact on Revisit Intention (a Study in Milenium Gym Palu)

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**Abstract:** For the past few years, Indonesia has been experiencing significant growth in fitness industry due to higher societal awareness on healthy lifestyle. By 2027, the projected market volume in health and fitness could reach US\$12.23m. As this industry is getting bigger by years, management needs to acknowledge the significance of service quality and facilities on satisfaction which impact directly on loyalties of the customer. This study employs explanatory research with a quantitative approach. The data collection process is through online questionnaire distribution to the gym members with a minimum of 258 samples. The statement items in the instrument is measured using Likert scale. To analyze the data, this research will use PLS-SEM. The expected finding of this study is to offer new knowledge for the management in the industry on sustaining their business operations in the long run.

**Keyword:** Service Quality, Facility, Customer Satisfaction, Revisit Intention

### INTRODUCTION

The purpose of this research is to find the effect of service quality and facilities together on customer satisfaction, as well as the effect of service quality and facilities together on revisit intention, the effect of customer satisfaction on revisit intention, specifically in Milenium gym as the object. The Milenium gym itself is one of the prominent fitness center located in Palu, Central Sulawesi. Despite the gym's state-of-the-art facilities and service quality, there remains a phenomenon that happens regarding the revisit intention. At the beginning of the year, the number of members who visit tends to rise, while in the next half of the year, the number tends to decline. Hence, this research needs to be done to determine whether these variables are all connected, or if there might be other factors that influence the revisit intention. Moreover, this research aims to provide knowledge for other businesses in the same industry as a reference for improvement.

Do note that this study mainly focuses on the gym industry in particular. The gym industry in Indonesia has experienced quite a massive growth, especially in recent years, with the total revenue in health and fitness reaching US\$7.52m as of 2022. This is accompanied by a CAGR

of 10.23%, resulting in a projected market volume of US\$12.23m by 2027 (Statista Market Forecast, n.d., 2023). Therefore, it can be summarized that this industry has not reached its maturity point just yet. Wellness tourism is an alternative tourism that focuses on promoting health and well-being, balancing the health of the body or mind, the environment, social, a healthy lifestyle, and peace of the human spirit, which plays a significant role in this context (Smith & Kelly, 2014). Within wellness tourism, gyms are particularly important. According to research by Accor (Accor, 2019), a fitness center makes up 55% of what business travelers consider when booking a hotel, while recreational guests make up 18%. Within the past years, the relationship between societal awareness and a healthy lifestyle has become increasingly directly proportional to the demand for gyms in general. To maintain health, it's required to do exercise repetitively, which often results in people going to the gym daily, increasing the demand for the health industry (as stated by Patrick et al., 2022). The proliferation of the health center has created rivalry among the same businesses in this sector. That way, certain efforts must be made to maintain interest in revisit intention. According to (Tosun et al., 2015), revisit intention is a customer's willingness and readiness to revisit the same destination repeatedly. Oftentimes, revisit intention is an indicator of customer loyalty, where it explains the reason behind individuals visiting a gym again over time. It's affected by several factors such as facilities, perceived constraint, and overall satisfaction by the customer. There are also personal factors such as motivation. According to (Prayag and Ryan, 2012's) article, predictors of loyalty typically boil down to the hypothesized connections between four concepts: destination perception, emotional connection to a place, individual engagement, and visitor contentment.

Maintaining satisfaction plays a fundamental role in retaining visitors in a gym (Riadi, 2023), as according to Prayag & Ryan (2012), customers are more likely to return to the gym in the future when they feel highly satisfied with all areas of their gym experiences, including the facilities and level of services. Customer satisfaction thereby drives loyalty and retention among gym members by serving as an initial stimulus to repurchase intention. According to Kumar and Fatma (2024), good service quality can be experienced when there is an equilibrium between customer expectations and the actual service given, which also defines the "customer satisfaction level". One of the determinants of customer satisfaction is alignment between customer expectations and the service encountered. A study by Riadi (2023) in a partial test model, reveals that service quality has a significant effect on customer satisfaction, meaning an increase in the quality of service experienced by customers has an impact on customer satisfaction directly.

Facility is another factor influencing customer satisfaction (Prastiyo et al., 2022). According to Tjiptono and Chandra (2016), facility can be defined as a physical form or atmosphere with either exterior or interior details, which is provided by the company to build a sense of security and comfort for customers. Facilities are a form of material that functions to add value to a product or service. Moreover, several things need to be considered in facilities for service, including: cleanliness, tidiness of the facilities, condition and function of the facilities, ease of use, and amount of the equipment offered. According to Kurniawan (2022), tourist facilities can be interpreted as facilities and infrastructure that the management must provide for the customer's needs. According to Lupioadi (Kurniawan, 2022), facilities are the appearance, capability of infrastructure, and the condition of the surrounding environment in showing its existence to external parties including physical facilities (buildings), equipment, and tools.

Despite extensive research on these variables, there remains a gap that shows contradictory results. Previous researchers have established that service quality significantly impacts customer satisfaction, with Riadi (2023) asserting that better service quality leads to higher customer satisfaction. However, Novia et al. (2020) found a contradictory result, indicating that high service quality does not necessarily enhance customer satisfaction. Further,

reliability, empathy, and assurance given by a business were not enough to satisfy customers. Based on the conflicting results of these researchers, there is still a gap in the relationship between service quality and customer satisfaction. Therefore, because of the inconclusive nature of the relationship, we would like to explore this matter further in a gym setting.

Additionally, Suhardi et al. (2022) reported that high-quality facilities positively influence customer satisfaction, while a study by Ananda & Sumitro (2020) indicates that facilities do not have a significant effect on customer satisfaction. This gap shows a contradiction of previous research, which needs to be studied more.

Furthermore, Elistia & Maulana (2023) found that customer satisfaction significantly affects revisit intention, with positive past experiences increasing the likelihood of returning. Conversely, based on the study of Adiharsa (2021), customer satisfaction does not affect revisit intention. This means that the higher or lower customer satisfaction of a person does not affect one's revisit intention. This gap contradicts previous research and requires further investigation. We plan to explore this issue in Milenium Gym settings.

### **Service Quality**

Service quality is defined as the perceived excellence experienced by customers when comparing their expectations with the actual performance of a purchased product or service, an evaluation made by customers based on overall factors such as tangibles, reliability, responsiveness, assurance, and empathy (Gofur, 2019; Moha & Loindong, 2016; Nurhayati & Utha, 2016; Tjiptono, 2014, 2017; Aras et al., 2023). It involves comparing the expectations with the actual experience received during service delivery. Tangible evidence includes the physical look of objects, such as equipment, workers, and methods of communication, while reliability and responsiveness refer to the capacity to provide the promised service swiftly, correctly, and satisfactorily. Assurance and empathy focus on trust, professionalism, and personalized care. Conformity quality, on the other hand, refers to the extent to which a service is able to fulfill these predetermined requirements or quality specifications (Rivaldo & Amang, 2022).

### **Facilities**

Facilities include all the physical equipment and services given by sellers to enhance customer convenience (Kotler, 2015) in doing their activities or tasks (Sulastiyono, 2011, as cited in Wahyuni, 2016). Facilities refer to tangible assets that must be present prior to the provision of a service to customers (Tjiptono, 2015). When evaluating facilities, it is important to assess their condition, completeness, interior and exterior design, and cleanliness. This is particularly important for facilities that directly impact the experience or satisfaction of customers. Facilities influence consumer satisfaction by creating a welcoming and efficient environment. High-quality, accessible, and well-maintained facilities make interactions smoother and more pleasant for customers. This leads to higher satisfaction and fosters loyalty and trust in the company (Meldiana & Rahardi, 2020).

### **Customer Satisfaction**

Customer satisfaction is crucial, as dissatisfied customers may defect to competitors. This will result in a decline in profitability (Kurniawan & Soliha, 2022). Retaining satisfied customers is better than acquiring new ones, as they often become walking advertisements who reduce marketing costs (Lovell in Almana, 2018). Satisfaction itself is an emotional response resulting from comparing expectations with actual performance (Kotler & Keller, 2018). According to Tjiptono in Sudiarta (2022), the key dimensions of customer satisfaction include similarity of expectation, willingness to revisit, and intention to recommend.

## Revisit Intention

A study conducted by Ariyanto & Prihandono (2018) indicates that when travelers perceive good treatment, satisfactory facilities, and positive interactions with locals, they are more inclined to express the intention to revisit the destination. Furthermore, the perceived value of the location, influenced by factors such as cost and experience, plays a crucial role in this intention to return (J. V. Chen et al., 2017). Additionally, the desire to return may also be influenced by variables such as the introduction of new technologies and enhancements by destinations. New technologies and enhanced experiences are more likely to foster loyalty among travelers, leading to positive recommendations and repeat visits. The act of revisiting has substantial ramifications for the tourist sector. Travelers who have the intention of returning to a certain place often develop a sense of loyalty and are inclined to provide favorable recommendations to others.

### The hypotheses are as follows:

- H1 : Service quality affects customer satisfaction significantly
- H2 : Facilities affect customer satisfaction significantly
- H3 : Customer satisfaction affects revisit intention significantly
- H4 : Service quality affects revisit intention significantly
- H5 : Facilities affect revisit intention significantly

## METHOD

This study applies a quantitative methodology, specifically explanatory research, to examine the impact of service quality and facilities on customer satisfaction and the likelihood of customers being willing to revisit. The population is a significant factor in the research, with 726 active members as of June 3rd, 2024. By employing the Slovin formula to determine the minimum sample size, it is determined that 258 individuals are required for the sample.

The data will be collected by distributing questionnaires. One of the researchers will be at Milenium gym Palu to collect data directly from the selected gym members through a purposive sampling method. The selection criteria will be members who are above the age of 17 and have visited Milenium gym Palu at least once in the month of June 2024.

The research will employ the PLS-SEM (Partial Least Squares - Structural Equation Modeling) technique for data analysis. The significance of the path coefficient, the magnitude of the R-squared value, and the predictive relevance of  $Q^2$  are important criteria when assessing the structural model of the PLS-SEM model.

The outer model's convergent and discriminant validity must be assessed before conducting the inner model tests. Convergent validity is evaluated by examining the loading factor values of each indicator for each construct. Discriminant validity is evaluated using cross-loading and the HTMT scores. Furthermore, researchers can evaluate reliability by employing composite reliability.

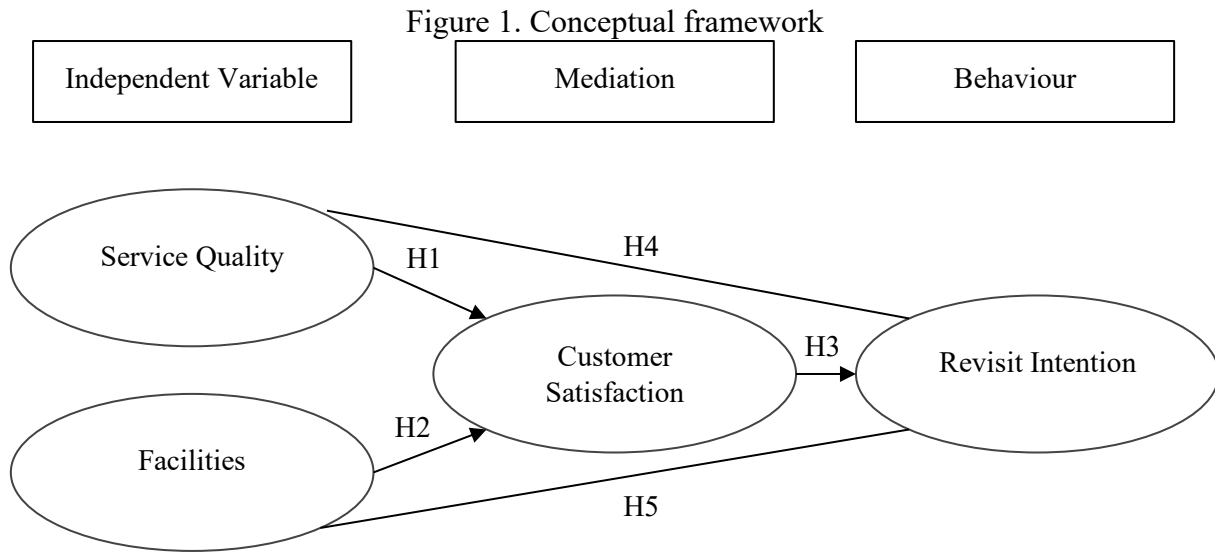
The coefficient of determination ( $R^2$ ) is used to describe the percentage of variability in the dependent variable(s) that can be explained by the independent variable(s). Models with higher  $R^2$  values have a greater degree of explanatory power.

The hypothesis of this research will be tested using a t-test. The alternative hypothesis will be supported and the null rejected when the t-value is greater than 1.96, and vice versa.

The questionnaire instrument has been widely utilized by other researchers, which demonstrates proven reliability. The service quality measurement is based on the instrument developed by Purba et al., (2021), with a Cronbach's Alpha value of 0.889. The facility variable is adapted from Baquero (2023), with a Cronbach's Alpha value of 0.765, while customer satisfaction and revisit intention are both derived from Purba et al., (2021), with Cronbach's Alpha values of 0.902 and 0.817, respectively.

The Likert scale is used to measure the opinions and behaviors of participants. The Likert scale consists of a set of statements for a hypothetical situation under study, with the participant

as the sample to express their level of agreement on a scale of 1–5 (Joshi et al., 2015). The scale ranges from strongly disagree to strongly agree. The complete set of questionnaires will be displayed in Table 1.



By using this conceptual model, this study aims to find out the influence of service quality and facilities towards customer satisfaction and revisit intention. The table below shows the questionnaire statements that is going to be distributed to samples

Table 1. Research Variables and Instruments

No	Label	Measurement Items	References	Measuring scale
1	S	Service Quality	Purba et al., (2021)	Likert scale (1-5) (strongly disagree - strongly agree)
	S1	The employees are knowledgeable and gives a good service		
	S2	The employees did their job well and make me feel safe during the transaction		
	S3	The employees behave well		
	S4	The facilities in Milenium Gym are clean		
	S5	The employees take their time to listen to my needs and provide the information i needed		
	S6	I would recommend other people to visit Milenium Gym		
2	F	Facilities	(Baquero, 2023)	Likert scale (1-5)
	F1	The overall condition of the building and facilities are pleasant		
	F2	The facilities are comfortable and have welcoming atmosphere		
	F3	The facilities meet the safety regulations standard		
	F4	The overall equipments are in good condition		

3	C	Customer Satisfaction	Purba et al., (2021)	Likert scale (1-5)
	C1	I think the employees are friendly and courtesy		
	C2	I am satisfied with the services provided by Milenium Gym as it's up to my expectation		
	C3	In overall, I feel satisfied as a customer		
	C4	I am satisfied with the honesty of the employees in Milenium Gym		
4	R	Revisit Intention	Purba et al., (2021)	Likert scale (1-5)
	R1	I am willing to become a long term member here		
	R2	I am willing to come-back again to Milenium Gym		
	R3	I am willing to recommend Milenium Gym as a fitness or gym place to my friends and family		
	R4	I am willing to recommend Milenium Gym as a fitness center and ask for their opinion about Milenium Gym Palu		

**RESULTS AND DISCUSSION**

The questions are distributed through google-form and being filled directly by Milenium Gym members with the result as many as 258 respondents. The respondents' demographic will be shown in Table 2

Table 2. Respondents' demographic

Demographic	Frequency	Percentage (%)
Age		
17-24	55	21.3
25-34	131	50.8
35-44	56	21.7
45-54	14	5.4
55-59	2	0.8
Gender		
Male	133	51.6
Female	125	48.4
Occupation		
Private employee	122	47.3
Civil servant	51	19.8

Student	35	13.6
Entrepreneur	50	19.4
Frequency of exercise in the past month		
1-2X	65	25.2
3-5X	137	53.1
>5X	56	21.7

**Outer Model**

The measurement of Outer Model covers tests for convergent validity. In the mean-time, AVE and composite reliability were employed to assess construct reliability. Should all indicators in the SEM-PLS model comply with the criteria for convergent validity and reliability tests, the outcomes of the SEM-PLS analysis could possibly be utilized to evaluate the research hypothesis. Convergent validity testing involves examining the loading factor values for each indicator associated with the construct. A loading factor of 0.70 is normally accepted as providing strong validation for the main indicator, while a loading factor of 0.5 remains acceptable. As seen on figure 2, the outer loading value of all indicator is greater than 0.7. This study sets the level of acceptable loading factor is  $> 0.7$ ,  $AVE > 0.5$ , composite reliability  $> 0.7$ . In conclusion, all construct meet the reliability criteria, as shown in table 3.

Figure 2. Outer Model

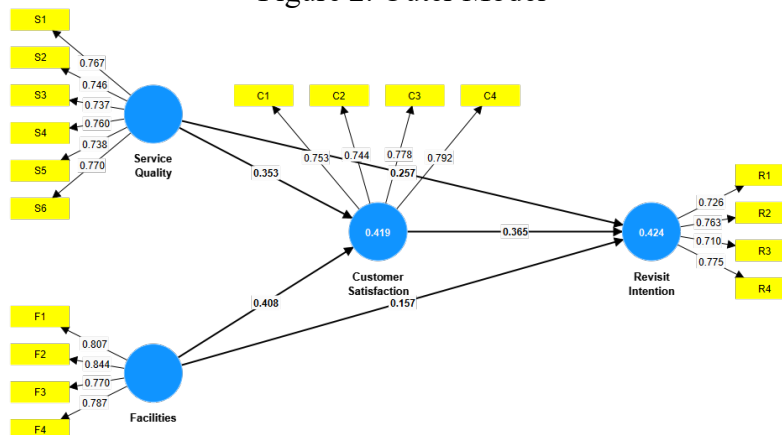


Table 3. Outer loading, Average variance extracted (AVE), Composite reliability

Variable	Indicator	Outer loading	AVE	Composite reliability
Service Quality	S1	0.767	0.567	0.887
	S2	0.746		
	S3	0.737		
	S4	0.760		
	S5	0.738		
	S6	0.770		
Facilities	F1	0.807	0.644	0.879

	F2	0.844		
	F3	0.770		
	F4	0.787		
Customer Satisfaction	C1	0.753	0.588	0.851
	C2	0.744		
	C3	0.778		
	C4	0.792		
Revisit Intention	R1	0.726	0.553	0.832
	R2	0.763		
	R3	0.710		
	R4	0.775		

Table 4. HTMT (Heterotrait-monotrait ratio)

	Customer satisfaction	Facilities	Revisit Intention
Customer satisfaction			
Facilities	0.712		
Revisit Intention	0.785	0.611	
Service Quality	0.661	0.530	0.661

Based on the HTMT value, there is no problem of discriminant validity between constructs, because all HTMT values are below 0.90. This indicates that each construct in this model is different from each other and has good discriminant validity.

Table 5. Cross-loading

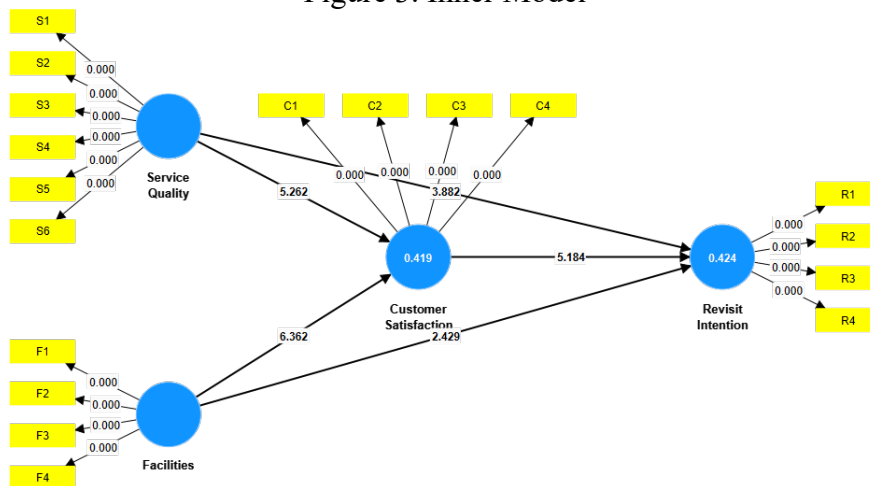
	Customer satisfaction	Facilities	Revisit intention	Service quality
C1	<b>0.753</b>	0.488	0.414	0.431
C2	<b>0.744</b>	0.399	0.405	0.431
C3	<b>0.778</b>	0.384	0.535	0.390
C4	<b>0.792</b>	0.459	0.452	0.386
F1	0.437	<b>0.807</b>	0.341	0.304
F2	0.492	<b>0.844</b>	0.428	0.377
F3	0.430	<b>0.770</b>	0.363	0.400

F4	0.447	<b>0.787</b>	0.391	0.333
R1	0.455	0.333	<b>0.726</b>	0.409
R2	0.473	0.435	<b>0.763</b>	0.354
R3	0.402	0.288	<b>0.710</b>	0.401
R4	0.422	0.353	<b>0.775</b>	0.387
S1	0.407	0.302	0.437	<b>0.767</b>
S2	0.360	0.318	0.391	<b>0.746</b>
S3	0.382	0.365	0.394	<b>0.737</b>
S4	0.440	0.366	0.387	<b>0.760</b>
S5	0.405	0.342	0.332	<b>0.738</b>
S6	0.412	0.303	0.406	<b>0.770</b>

The indicators have higher outer loadings on the same construct and no indicator shows higher outer loadings on other constructs, indicating that these constructs are distinct and have good discriminant validity.

### Inner Model

Figure 3. Inner Model



The following table presents the bootstrapping results.

Table 6. Bootstrapping

	Original sample (O)	T Statistics (IO/STDEVI)	P values
Customer satisfaction -> Revisit intention	0.365	5.184	0.000
Facilities -> Customer satisfaction	0.408	6.362	0.000
Facilities -> Revisit Intention	0.157	2.429	0.015
Service quality -> Customer satisfaction	0.353	5.262	0.000
Service quality -> Revisit intention	0.257	3.882	0.000

**Customer Satisfaction -> Revisit Intention:**

Coefficient (O): 0.365, indicating that Customer Satisfaction positively influences Revisit Intention.

T statistic: 5.184, exceeding 1.96, implies that this relationship is highly significant.

P value: 0.000, indicating that this relationship is highly significant ( $p < 0.05$ ).

**Facilities -> Customer Satisfaction:**

Coefficient (O): 0.408, signifying that Facilities positively influences Customer Satisfaction.

T statistic: 6.362, exceeding 1.96, signifies a highly significant relationship.

P value: 0.000, signifying that this relationship is statistically significant ( $p < 0.05$ ).

**Facilities -> Revisit Intention:**

Coefficient (O): 0.157, indicating that Facilities positively influences Revisit Intention, but with a smaller effect

The T statistic is 2.429, exceeding 1.96, which shows that this relationship is significant.

The P value is 0.015, which is less than 0.05, indicating that this relationship is significant.

**Service Quality -> Customer Satisfaction:**

Coefficient (O): 0.353, indicating that Service Quality positively affects Customer Satisfaction.

T statistic: 5.262, exceeding 1.96, signifies a highly significant relationship.

P value: 0.000, signifying that this relationship is statistically significant ( $p < 0.05$ ).

**Service Quality -> Revisit Intention:**

Coefficient (O): 0.257, indicating that Service Quality positively influences Revisit Intention.

The T-statistic of 3.882, exceeding 1.96, indicates that this relationship is statistically significant.

The P value is 0.000, which is below 0.05, signifying that this relationship is significant.

The results of the study show that service quality has a significant influence on customer satisfaction at Milenium Gym Palu. This is reflected in the experience of members who consistently receive personal service from trainers. When personal trainers provide tailored information about diet and exercise that suits the physical condition of members, it creates a closer relationship between the gym and its members. This approach enhances not only the impression of service quality but also trust and appreciation. From the great standards followed, the staff clearly exhibits professionalism. To guarantee they are always ahead with the newest trends, all trainers are obliged to have at least two expertise certificates and remain an active

members of national fitness organizations.. In addition, the front desk staff are trained not only to understand the system technically, but also in hospitality aspects such as friendliness and speed of response. This allows for efficient and friendly resolution of customer issues, which directly has a positive impact on satisfaction.

Furthermore shown to be rather important for consumer satisfaction are gym facilities. An ideal integration that guarantees member comfort is a modern, clean gym environment, complete exercise equipment available even during peak hours, and there are technicians on standby to guarantee that the machines operating as they should. These results are in line with the findings of Azzaria (2024) who emphasized the importance of facilities in shaping customer satisfaction.

Customer satisfaction has been shown to be positively correlated with revisit intentions. Many members extend their memberships on a monthly or quarterly basis because they are satisfied with their previous experiences. Not a few of them actively share their positive experiences through social media such as Instagram Story, and recommend the gym to their friends. In fact, there is a tendency for satisfied customers to attend classes or training sessions more often in a week. This finding supports the study by Khairiyadi et al. (2024) which shows that positive experiences directly increase the intention to return.

In addition, service quality also influences the intention to revisit. One example is when trainers follow up on members' progress or offer additional advice without being asked. This proactive approach creates a sense of deep concern and strengthens loyalty. Many members remain active in training even though the trend of New Year's resolutions has declined, indicating that consistent service experiences are a major driving factor for repeat visits. This supports the findings of Terason (2021).

The facilities available at Milenium Gym Palu are also a strong reason why members keep returning. The clean and modern gym environment is much more attractive than other gyms that are old and packed. Machines that rarely break down due to routine maintenance create the comfort of training without interruption. Supporting facilities such as showers, toilets, and clean lockers also make it easy for members to incorporate gym activities into their daily routines. This is consistent with the research of Satjawathee et al. (2023) and Gurung (2023) who emphasized the importance of aesthetics and cleanliness of facilities.

Overall, the combination of high service quality and well-maintained facilities is key to creating customer satisfaction and encouraging revisit intentions at Milenium Gym Palu. These two elements complement each other and cannot stand alone, as shown by field evidence and reinforced by relevant literature.

## CONCLUSION

The results of the study show that Milenium Gym Palu's customer satisfaction is much influenced by the quality of the services given as well as the facilities' standard. Good quality service, which includes professional trainers, friendly staff, and fast responses positively affects customer satisfaction. Well-maintained facilities, which include cutting-edge features, clean areas, and useful tools also help to improve it.

The intention to visit Milenium Gym Palu again depends much on the degree of the facilities and services provided as well as customer satisfaction. The study emphasizes the need of always improving facility maintenance and service quality since happy consumers of gyms are more likely to return for further visits or memberships. Furthermore, the study shows that a main determinant of revisit intention is customer satisfaction, hence emphasizing the need of gyms enhancing their products and services to bring revisits.

According to the results of this study, Milenium Gym Palu should keep focusing on improving the quality of its services, ensuring the gym is welcoming and well-kept, and providing consumer needs in terms of facilities. All of these factors taken together raise customer satisfaction and are crucial in determining the intention to return. Furthermore

underlined in the study is the need of having a friendly and easily available gym environment since it not only ensures a good experience but also motivates members to return, so supporting the sustainability and growth.

Finally, the study emphasizes the need of Milenium Gym Palu regularly improve its service offers and maintain high-quality facilities in order to attract and keep consumers, support long-term involvement, and guarantee continuous business development.

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