

ABSTRACT

Competition in the fitness industry is getting tougher every day, making it increasingly difficult to gain a competitive advantage. The purpose of this study is to analyze the effect of quality, value and customer satisfaction on repurchase intention. This research method uses quantitative research, the population and sample in this study were 100 Bhumi Gym Jenggala Semarang consumers, the type of sampling technique in this study was purposive sampling. The data collection method used a questionnaire with a Likert scale. Data analysis in this study used Partial Least Squares Structural Equation Modeling (PLS-SEM). The results of this study indicate that Quality has a significant positive effect on Repurchase Intention, Value does not have a significant positive effect on Repurchase Intention, Customer Satisfaction has a significant positive effect on Repurchase Intention, Quality has a significant positive effect on Customer Satisfaction, Value has a significant positive effect on Customer Satisfaction, Quality has a significant positive effect on Value, The role of Quality is able to mediate the relationship between Value and Repurchase Intention, The role of Value is able to mediate the relationship between Satisfaction and Intention of Use and the role of Satisfaction is able to mediate the relationship between Quality and Repurchase Intention.

Keywords: Quality, Value, Satisfaction, Repurchase Intention

