ABSTRACT

Currently, Indonesians are still faced with various nutritional problems. One of the problems is obesity. The increase in obesity rates is generally due to a person consuming excess food with the amount of energy needed. Long-term effects of obesity can cause asthma, stroke, coronary heart disease, diabetes, hypertension, gallstones, menstrual disorders, and fatty liver cirrhosis.

Efforts to overcome these negative impacts can be made through physical activities. One of the activities is exercising at the fitness center. Many fitness centers are easy to find in today's era, which creates business competition. This study examines the effect of service quality, location, and e-payment on customer satisfaction at the fitness center. The study population is the customers who had exercised at the Elise Ladies Gym fitness center, with a total sample are 62 respondents using the purposive sampling technique.

Furthermore, the data obtained were processed using the IBM SPSS 20 program. The results of this study indicate that service quality, location, and e-payment have a positive and significant impact on customer satisfaction.

Keywords: service quality, location, e-payment, customer satisfaction.

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