

THE EFFECT OF SATISFACTION AND TRUST ON MEMBER LOYALTY RELOAD byHP

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ABSTRACT

This study aims to examine the effect of satisfaction and trust on member loyalty at the Reload byHP fitness center, Jakarta. This research is quantitative research by distributing questionnaires and managed to collect as many as 230 respondents. Respondent data that was collected was then processed using SmartPLS 3.0 software. The test results in this study indicate that satisfaction and trust have a positive and significant effect on Reload byHP member loyalty, both direct and indirect effects. The satisfaction felt by members builds members' trust in other programs and services provided by Reload byHP. Reload byHP can also be more confident about the standard of services and programs provided by Reload byHP for its members. Satisfaction and trust that is formed in members should be maintained by maintaining existing service standards.

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1. INTRODUCTION

The pandemic has affected the living habits of the Indonesian people. Activities outside the home were forced to reduce by the government's large-scale activity restrictions. Since the beginning of 2021, the activity and enthusiasm of the community for exercising and practicing at the fitness center has continued (Alika, 2021). The Covid-19 pandemic has affected the public's perspective on health and requires people to always maintain their health by doing regular physical exercise and having awareness of a healthy lifestyle by exercising. This is also caused by public fear of the consequences caused by the Covid-19 virus if the body is in an unfit condition. Andriasi (2020) suggests that exercising is also one of the activities that people like and do sports during this pandemic. Another study from Wetzler (2021) states that there is an intensity of activity at the fitness center every month. The same results were shown by the Global Wellness Institute which obtained a growth of up to 6.4% in the fitness industry (Susanto, 2020)

Satisfaction with service is a company success factor where service quality has a strong influence on customer satisfaction. Satisfaction will be related to profit margins when expectations match the reality felt by consumers (Kotler & Keller, 2016). In the sports industry, trust is understood to provide a strong and strategic influence to help companies achieve competitive advantage (Titare, 2020). Long-lasting relationships between service providers and consumers are played by trust (Christiansen & De Vaney, 1998; Morgan & Hunt, 1994). Customer loyalty is important because it is cheaper to retain customers than to acquire new ones (Herrmann et al., 2007). Retained customers are expected to increase their willingness to make more purchases from certain organizations (Rust and Zahorik 1993). In addition, loyal customers can create positive word-of-mouth advertising potential (Shoemaker and Lewis, 1999), referring to attitudinal loyalty (Kotler and Armstrong, 2010).

2. LITERATURE REVIEW

Loyalty

Customer loyalty has played an important role in the last few decades Lovelock and Wirtz (2017). Customer loyalty can be understood to what extent customers remain loyal to customers in terms of attitudes and behavior even when there are alternatives from other suppliers Lovelock and Wirtz (2017). For many fitness centers, customers who regularly make repeat purchases are a very valuable activity for the company. The costs incurred in attracting new customers are many times higher than the costs of retaining customers. This shows the importance of customer loyalty Masa'deh et al. (2019).

Loyalty of customer behavior becomes important because the costs incurred to retain customers are cheaper than finding new customers Herrmann et al. (2017). Retained customers are expected to increase their willingness to make more purchases from certain companies Tanford (2013). In addition, loyal

customers can create positive word-of-mouth advertising potential Rai & Medha (2013), referring to the attitude loyalty of Kotler and Keller (2016). Researchers such as Masa'deh et al. (2019) and Lee et al. (2018) stated a significant relationship between customer satisfaction and loyalty which turns into profitability.

Satisfaction

Satisfaction is the perceived suitability between previous expectations and perceived performance after consuming Masa'deh (2019). Other authors define satisfaction as a customer's emotional or sentimental reaction to the perceived difference between expectations and actual implementation (Maxham and Netemeyer, 2012; Budhi and Sumiarti, 2017). Following this emotional concept, satisfaction has been considered as a subjective evaluation made as a post-choice cognitive assessment Zablah et al. (2016).

Satisfaction which is defined as a rating has been included in the research conducted (Moon et al. 2016; Teixeira et al. 2012) and although this definition can cause confusion because of its similarity to the definition of perceived service quality, the two variables are clearly different from each other. Budi and Sumiarti (2017) link satisfaction with giving what is sought to the point where fulfillment is achieved. In the current research, this concept has been understood as the cumulative customer experience of Li and Petrick (2010), mainly because the relationship between the athlete and the federation, in most cases, lasts for the duration of the member's license term.

Trust

Trust is studied in various fields with a focus on personal characteristics of trust and institutional aspects of trust or reliability. Cheng et al. (2019). In business, trust is considered as one of the main elements of a successful relationship (Li et al. 2016; Suess 2018; Han, 2013). E. Abubakar and Ilkan (2016) define trust as a consumer's belief that actions taken by other parties will satisfy their needs.

Trust is also an expression of belief that comes from the actions of other parties. Cheng et al. (2019), summarize the belief that the company will be true to the word of the company. In sports, it is very important to understand that trust plays a strategic resource role, helping to achieve competitive advantage Titare (2020). Trust is an attribute that makes sports fitness center members interact with full engagement with the company to implement various strategic goals that enable the organization to meet its targets.

Long-term relationships are emphasized because trust is the medium for maintaining this kind of relationship with the gym (Meeprom and Chancharat, 2022; Jenneboer, 2022). Although research on trust in sports has been scarce, this idea has been repeated several times in the literature (Fulmer and Gelfand, 2012; Hoffman et al., 2010; Palmatier et al. 2066), and it is possible to find surveys about brands or consumers. Many studies agree that trust in an organization is based on consumer assurance of the quality and integrity of the services offered (Czernek, 2013; Nunkoo and Gursoy, 2016; Zemla, 2014). Trust appears to be an important reason consumer are willing to pay more for Konuk products (2018), and several surveys confirm the positive role of perceived service quality on trust (Aurier and Séré de Lanauze, 2012; Konuk, 2018).

3. METHODS

This research is quantitative research by distributing questionnaires and collected as many as 230 respondents who were involved in this research. The unit of analysis in this study is the individual who is a member of the Reload byHP fitness center. In this study, what was used to determine the number of samples was the saturated sample technique based on the census. According to Sugiyono (2013), a saturated sampling technique is a sampling technique when all members of the population are used as samples. Therefore, the researcher chose the sample using a saturated sampling technique because the population size was relatively small. So that the sample used in this study amounted to 230 respondents who are members of Reload byHP.

Respondent Profile

Following are the profiles of the respondents involved in this study:

Table 1 Respondent Profile

	Category	Qty	Percentage
Gender	Woman	125	54,3%
	Man	105	45,7%
Age	17-25	85	32,7%

	Category	Qty	Percentage
Occupation	26-35	93	35,7%
	36-45	72	27,7%
	>45	10	3,9%
	Student	57	21,9%
	Government Employee	5	1,9%
	Private Employee	15	5,8%
	Public Figure	67	25,8%
Education	Entrepreneur	121	46,5%
	SMA	61	23,5%
	S1	186	71,5%
	S2	12	4,6%
Domicile	S3	1	0,4%
	Jakarta	176	67,7%
	Bogor	16	6,1%
	Bekasi	8	3%
Monthly Income	Tangerang	60	23,2%
	< Rp 10.000.000	46	16,9%
	Rp 10.000.000 – Rp 20.000.000	83	31,9%
	Rp 20.000.001 – Rp 300.000.000	85	32,7%
	> Rp 30.000.000	46	17,5%

Source: Survey Results from 230 Respondents (2022)

It can be seen in the table above that the respondents involved in this study were dominated by women, aged 26-36 years, had jobs as entrepreneurs, with bachelor's degree education, domiciled in Jakarta, and earned between 10 million and 20 million rupiah.

4. RESULT AND DISCUSSION

The following are the results of hypothesis testing carried out using SmartPLS 3.0 software

Table 2 Hypothesis Test Results

	Original Sample (O)	P Values	Kesimpulan
<i>Satisfaction</i> → <i>Loyalty</i>	0,529	0,000	Supported
<i>Satisfaction</i> → <i>Trust</i>	0,666	0,000	Supported
<i>Trust</i> → <i>Loyalty</i>	0,313	0,000	Supported
<i>Satisfaction</i> → <i>Trust</i> → <i>Loyalty</i>	0,208	0,000	Supported

Source: Survey Results from 230 Respondents (2022)

5. CONCLUSION

Satisfaction has a positive effect on trust.

The results of this study are in line with previous research conducted by Chiu et al. (2012) which shows that customer satisfaction influences trust. This is caused by a pleasant experience, in accordance with the expectations of the members of Reload byHP continuously, can form a sense of trust from the members to trust the program given by the instructor. Continued pleasure and satisfaction will form a strong sense of trust in Reload so that in the end it can form member loyalty to continue to participate in the program and use the facilities provided by Reload byHP. This is supported by the highest average value of the indicator on the customer satisfaction variable, namely "I feel satisfied as long as I am a member of Reload byHP" and the indicator on the trust variable, namely "Reload byHP is able to meet my expectations for the fitness program". This is a positive value for Reload to be able to improve the services that have been provided so far or at least maintain the quality of services that have been provided so far.

Trust has a positive effect on loyalty.

Based on the second hypothesis, namely trust has a positive effect on loyalty, the results are supported. These results are consistent with research conducted by (Gruen et al., 2000; Hennig-Thurau et al., 2001; Hong & Cho, 2011; Martínez & Rodríguez del Bosque, 2013; Morgan & Hunt, 1994; Sirdeshmukh et al., 2002, 2018). Even though in a different industry, the same results were also obtained in this fitness center study. This shows that the trust that has been formed from a sense of satisfaction and the fulfillment of the expectations of Reload byHP members for the services provided can make the members loyal. They don't even hesitate to recommend other people around them to join the Reload byHP members. This is also supported by the highest average value of the indicator statement, namely "Reload byHP is able to meet my expectations for a fitness program" and the indicator on the trust variable, namely "If I have to choose an existing fitness center, I will choose Reload byHP". This shows the loyalty formed in the hearts of Reload byHP members.

Satisfaction has a positive effect on loyalty.

Based on the third hypothesis, namely consumer satisfaction influences loyalty, the results are supported. These results are consistent with studies conducted by Mittal et al (1998) and Yuksel et al. (2010). This shows that the feeling of satisfaction felt by Reload byHP members can also form a sense of loyalty from the members themselves. This is an important concern for Reload ByHP to always be able to provide the best service. Both the satisfaction and trust felt by members can help form member loyalty. As a company, Reload ByHP doesn't bother too much with marketing or advertising to invite prospective members to come and experience the services of Reload byHP. Enough through its members.

Satisfaction has a positive effect on loyalty mediated by trust

Then when compared with the fourth hypothesis which tests the influence of customer satisfaction variables on loyalty mediated by trust, it shows an outer loading value that is smaller than its direct effect. These results indicate that the satisfaction felt by members is easier to form member loyalty when compared to forming member trust first and then forming member loyalty. The formation of member loyalty through the formation of trust can be carried out simultaneously while continuing to provide good service to maintain consumer satisfaction itself. When viewed from this research, consumer satisfaction is the foundation to be able to make members trust or even be loyal to Reload byHP.

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