

**ANALYSIS OF DETERMINANT VARIABLES OF
BEHAVIORAL INTENTION (CASE OF FITNESS CENTER)**

Thesis

Presented as Partial Fulfillment of the Requirement for the Degree of Sarjana

Manajemen (S1)

in International Business Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



Arranged by:

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**FACULTY OF BUSINESS AND ECONOMIC
UNIVERSITAS ATMA JAYA YOGYAKARTA**

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Yogyakarta, 16 June 2023

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AUTHENTICITY ACKNOWLEDGEMENT

I, Valerie Antoinette, hereby declare that I compiled and completed my undergraduate thesis with the following title:

ANALYSIS OF DETERMINANT VARIABLES OF BEHAVIORAL INTENTION (CASE OF FITNESS CENTER)

Is fully created by myself as the researcher. All of the references have been cited and stated in this thesis in the form of bibliography. It has been proven to be original and authentic writings of my final project with no plagiarism or theft of others projects.

Yogyakarta, June 15th 2023

The researcher

A handwritten signature in black ink, appearing to be 'VA', written in a cursive style.

Valerie Antoinette

MOTTO

“It’s all about how you set your mind.”

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First and foremost, the researcher praises, and thank God for the countless blessings, and completed the undergraduate thesis successfully. Through His permission, the researcher is able to implement all the knowledge that the researcher gained from Universitas Atma Jaya Yogyakarta. This thesis is desired to fulfill the final task of the academic requirements in completion of Bachelor study of International Business Management Program Universitas Atma Jaya Yogyakarta with the title:

ANALYSIS OF DETERMINANT VARIABLES OF BEHAVIORAL INTENTION (CASE OF FITNESS CENTER)

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Yogyakarta, July 16th 2023

The researcher



Valerie Antoinette

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ABSTRACT

The purpose of this study is to investigate the effects between process quality and outcome quality on customer satisfaction and customer delight towards fitness centers. Additionally, the effect of customer satisfaction, customer delight, and behavioral intention. Data were obtained 129 respondents using online survey and analyzed using Partial Least Squares technique. This result examines customer satisfaction had a significant effect on behavioral intentions. Also, customer delight influenced customer satisfaction. In Indonesia, there are small investigation towards fitness industry, therefore, this study hoped to add insights on fitness centers.

Keywords *Fitness centers, process quality, customer satisfaction, customer loyalty*