

CHAPTER 5 CONCLUSION

5.1. Conclusion

Based on the result and discussion of this research, this research could conclude that:

1. The influence of process quality has an influence on customer satisfaction. Process quality that the fitness center created will significantly increase customer satisfaction. Therefore, hypothesis (H1) process quality influences customer satisfaction, is accepted.
2. The influence of process quality has an influence on customer delight. This finding confirms that there is a significant effect between process quality and customer delight. Therefore, hypothesis (H2) process quality influences customer delight, is accepted.
3. The influence of outcome quality has an influence on customer satisfaction. This finding confirms that there is no significant effect between outcome quality and customer satisfaction. Therefore, hypothesis (H3) outcome quality influences customer satisfaction, is rejected.
4. The influence of outcome quality has an influence on customer delight. Outcome quality that the fitness center created will significantly increase customer delight. Therefore, hypothesis (H4) outcome quality influences customer delight, is accepted.
5. The influence of customer delight has an influence on customer satisfaction. Customer delight that the fitness center created will significantly increase customer satisfaction. Therefore, hypothesis (H5) customer delight influences customer satisfaction, is accepted.
6. The influence of customer delight has an influence on behavioral intention. This finding confirms that there is no significant effect between customer delight and behavioral intention. Therefore, hypothesis (H6) customer delight influences behavioral intention, is rejected.

7. The influence of customer satisfaction has an influence on behavioral intention. Customer satisfaction that the fitness center created will significantly increase behavioral intention. Therefore, hypothesis (H7) customer satisfaction influences behavioral intention, is accepted.

5.2. Managerial Implications

Based on the result of this research, it claims that the process quality gives impact to customer satisfaction. Therefore, the fitness centers companies need to pay attention to their process quality to increase the satisfaction of their customers. The researcher suggests that the companies notice more on their facilities presentation, core services, staffing, and parking. This strategy can be performed through maintaining or expanding the fitness facilities, such as parking lots, fitness classes, and fitness equipment.

In addition, customer satisfaction is also significant in positively influencing behavioral intention. This means the satisfied or dissatisfied customers could affect the behavioral intention of the fitness centers. Based on this study, process quality has significant impact on customer satisfaction. Thus, fitness center could improve the facilities presentations by keeping the fitness center clean and well maintained. Moreover, the manager of fitness center should always share an up-to-date information about their classes and promo using banner and social media. Hence, if the fitness center successfully makes the customer satisfied with their fitness center, it could be benefices the fitness center by the loyalty from their customers.

In this study, this research examines that customer delight is affected by customer satisfaction. In this regard, the fitness center companies must emphasize the goals of the customers, so the customers could achieve their satisfaction to make the customers loyal towards the fitness center. The researcher suggests to improve more friendly and responsive coaches and employees, so that the customers could enhances their exercise, ability, and knowledge.

Finally, it also found that outcome quality affects customer delight. Every customer who joins the membership of a fitness center has various reasons, like health, relaxation, and stress release. Since the outcome quality of each customer is

different, thereby, the fitness centers need to listen more to the customers' goals to develop their strategy towards their company. Fitness centers could distribute surveys to get the information of what members want to achieve their goals.

5.3. Limitation of the Research

Based on the progress of this research that has been done, these are several limitations in this research as follows:

1. The research result of outer loadings on process quality values are below 0.50. According to Hair et al. (2019) the value of outer loadings must exceed 0.50, however, the outer loadings values in questionnaire items that are below 0.50 as follows: PQ2 (0.356), PQ3 (0.269), PQ4 (0.451), PQ10 (0.207), and PQ11 (0.296). Therefore, these items are trimmed to get a better result on outer loadings.
2. In this research, the OQ4 item must be trimmed due to the result of the Fornell-Larcker Criterion. The lowest value of outer loadings in variable of outcome quality is OQ4, hence, it is trimmed to get a better result on Fornell-Larcker Criterion.

5.4. Future Research Suggestions

Future research is expected to make sure every questionnaire item of the outer factor is bigger than 0.5, since this thesis has several outer factor values less than 0.5 to provide better results. Also, the researcher hopes for the future research to do face validity, so the questionnaire is better for the public to understand more towards the questions.

The questionnaire was conducted in two fitness centers, such as DF Fit Club and Optimum Fitness. The future studies are needed to test the research framework of this study in a wider geographic sample and various fitness centers. In addition, the findings of the present research are not representative of all sport and fitness centers.

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APPENDIX 1
Research Permission Letter

Research Permission Letter towards DF Fit Club



**FAKULTAS BISNIS
DAN EKONOMIKA**
UNIVERSITAS ATMA JAYA YOGYAKARTA

Nomor : 3916/Pen/I
Hal : Ijin Penelitian

Kepada:
DF Fit Club
di Demangan Square Building, Jl. Demangan Baru, Demangan Baru, Caturtunggal, Kec. Depok, Kab. Sleman,
Yogyakarta

Dengan hormat,
Sehubungan dengan penulisan Skripsi yang berjudul "The Relation of Process Quality, Outcome Quality, Satisfaction, Delight, and Behavioral Intentions Towards DF Fit Club and Optimum Fitness" yang dilakukan oleh mahasiswa kami dengan identitas:

Nama : Valerie Antoinette
NPM : 191224889
Nomor Handphone : 081275791839
Alamat : Jl. Tambak Bayan XI no. 6 Kec. Depok, Kab. Sleman, Yogyakarta

Kami mohon Bapak/Ibu berkenan memberikan Ijin Penelitian kepada mahasiswa tersebut untuk mendapatkan data yang diperlukan:

Izin untuk menyebarkan kuesioner mengenai judul skripsi

Skripsi yang ditulis oleh mahasiswa ini merupakan karya ilmiah yang memiliki tujuan dan sifat keilmuan. Oleh karenanya tidak akan dipergunakan untuk hal-hal yang merugikan.

Demikian, atas perhatian dan kerjasamanya, kami mengucapkan terima kasih.

Yogyakarta 31 Maret 2023

Dekan,


Drs. Budi Suprpto, MBA., Ph.D
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APPENDIX 2
Questionnaire

QR-Code for the DF Fit Club members (respondents) to access the questionnaire



Kuesioner 



RESPONDEN DF FIT CLUB

Hi! Perkenalkan saya Valerie Antoinette, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saya sedang melakukan penelitian untuk memenuhi kebutuhan tugas akhir skripsi. Maka, saya mohon kesediaan Saudara/i sebagai responden untuk mengisi kuesioner ini.

Kriteria responden:

- 1. Pernah mengunjungi DF Fit Club**
- 2. Berlangganan member di DF Fit Club**

Contact Person: Valerie Antoinette
(valerieantoinette2106@gmail.com)



QR-Code for the Optimum Fitness members (respondents) to access the questionnaire



Kuesioner 



RESPONDEN OPTIMUM
FITNESS

Hi! Perkenalkan saya Valerie Antoinette, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saya sedang melakukan penelitian untuk memenuhi kebutuhan tugas akhir skripsi. Maka, saya mohon kesediaan Saudara/i sebagai responden untuk mengisi kuesioner ini.

Kriteria responden:

- 1. Pernah mengunjungi Optimum Fitness**
- 2. Berlangganan member di Optimum Fitness**

Contact Person: Valerie Antoinette
(valerieantoinette2106@gmail.com)



Questionnaire for DF Fit Club
Section 1 of 3



Section 1 of 3

Questionnaire of Analysis of Determinant Variables of Behavioral Intention (Case of Fitness Center)



Kepada responden yang terhormat,

Perkenalkan saya **Valerie Antoinette**, mahasiswa Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta.

Saya sedang melakukan penelitian untuk memenuhi kebutuhan tugas akhir skripsi yang berjudul "**Analysis of Determinant Variables of Behavioral Intention (Case of Fitness Center)**".

Maka, saya mohon kesediaan Saudara/i sebagai responden untuk mengisi kuesioner ini. Seluruh data yang telah ditampung akan digunakan hanya untuk keperluan penelitian ini saja.

Atas kesediaan Saudara/i dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Apakah Anda pernah mengunjungi DF Fit Club? *

- Ya
- Tidak



Apakah Anda berlangganan member DF Fit Club? *

- Ya
- Tidak

Questionnaire for DF Fit Club
Section 2 of 3

Section 2 of 3

Profil Responden ✕ ⋮

Silahkan isi pertanyaan di bawah ini sesuai diri Saudara/i

Jenis Kelamin *

Pria

Wanita

Berapa lama sudah menjadi member di DF Fit Club? *

≤ 6 bulan

> 6 bulan

Questionnaire for DF Fit Club
Section 3 of 3

Section 3 of 3

Kuesioner Indikator



Silahkan isi pertanyaan di bawah ini sesuai dengan pendapat Saudara/i, dengan memilih salah satu dari pilihan yang tertera. Keterangan:

5 = Sangat Setuju (SS)

4 = Setuju

3 = Netral

2 = Tidak Setuju

1 = Sangat Tidak Setuju (STS)

1. DF Fit Club selalu bersih *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

2. DF Fit Club memiliki perawatan gedung / studio / ruang gym yang baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

3. Alat *fitness* yang disediakan di DF Fit Club memiliki kualitas dengan baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

4. Alat *fitness* yang disediakan di DF Fit Club dirawat dengan baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

5. DF Fit Club memberikan informasi yang terkini melalui *banner*, media sosial dan lain sebagainya mengenai jadwal kelas, program *Personal Trainer* *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

6. DF Fit Club terorganisir dan terkelola dengan baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

7. DF Fit Club menyediakan berbagai program yang dibutuhkan konsumen *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

8. DF Fit Club buka dan tutup tepat waktu [6 Pagi – 9 Malam] *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

9. DF Fit Club menyediakan program yang selaras dengan kebutuhan konsumen *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

10. Fasilitas parkir yang disediakan DF Fit Club aman *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

11. Fasilitas parkir yang disediakan DF Fit Club layak *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

12. Saya merasa adanya peningkatan dari dalam berolahraga selama latihan di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

13. Saya mendorong diri saya untuk mencapai tujuan saya berolahraga selama berlatih di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

⋮

14. Saya sukses mencapai tujuan berolahraga selama berlatih di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

15. Saya menghabiskan waktu dengan keluarga dan/atau teman di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

16. Saya menikmati waktu dengan keluarga dan/atau teman di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

17. Saya bersosialisasi dengan keluarga dan/atau teman di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

18. Saya mengalami peningkatan fisik selama berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

19. Saya mengalami peningkatan kesehatan selama berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

20. Saya mengalami peningkatan kepercayaan diri selama berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

21. Saya berolahraga di DF Fit Club untuk menghilangkan tekanan kehidupan sehari-hari *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

22. Berolahraga di DF Fit Club dapat mengurangi stres *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

23. Berolahraga di DF Fit Club merupakan salah satu cara untuk relaksasi *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

24. Saya merasa senang saat berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

25. Saya merasa gembira saat berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

26. Saya merasa bahagia saat berolahraga di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

31. Saya akan memberikan komentar positif tentang layanannya kepada orang lain mengenai DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

32. Saya akan mendorong teman-teman saya untuk menjadi member DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

33. Saya akan melanjutkan member DF Fit Club di masa mendatang *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

27. Saya merasa puas saat menjalani latihan di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

28. Saya merasa senang saat menjalani latihan di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

29. Saya merasa puas dengan keputusan saya menjadi member di DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

30. Saya akan memberikan komentar positif tentang fasilitas kepada orang lain mengenai DF Fit Club *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

Questionnaire for Optimum Fitness
Section 1 of 3



Section 1 of 3

Questionnaire of Analysis of Determinant Variables of Behavioral Intentions (Case of Fitness Center)

Kepada responden yang terhormat,

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Saya sedang melakukan penelitian untuk memenuhi kebutuhan tugas akhir skripsi yang berjudul "**Analysis of Determinant Variables of Behavioral Intentions (Case of Fitness Center)**".

Maka, saya mohon kesediaan Saudara/i sebagai responden untuk mengisi kuesioner ini. Seluruh data yang telah ditampung akan digunakan hanya untuk keperluan penelitian ini saja.

Atas kesediaan Saudara/i dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Apakah Anda pernah mengunjungi Optimum Fitness? *

- Ya
- Tidak

Apakah Anda berlangganan member di Optimum Fitness? *

- Ya
- Tidak

Questionnaire for Optimum Fitness
Section 2 of 3

Section 2 of 3

Profil Responden ✕ ⋮

Silahkan isi pertanyaan di bawah ini sesuai diri Saudara/i

Jenis Kelamin *

Pria

Wanita

Berapa lama Anda sudah member di Optimum Fitness *

≤ 6 bulan

> 6 bulan

Questionnaire for Optimum Fitness Section 3 of 3

Section 3 of 3

Kuesioner Indikator



Silahkan isi pertanyaan di bawah ini sesuai dengan pendapat Saudara/i, dengan memilih salah satu dari pilihan yang tertera. Keterangan:

5 = Sangat Setuju (SS)

4 = Setuju

3 = Netral

2 = Tidak Setuju

1 = Sangat Tidak Setuju (STS)

1. Optimum Fitness selalu bersih *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

2. Optimum Fitness memiliki perawatan gedung / studio / ruang gym yang baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

3. Alat *fitness* yang disediakan di Optimum Fitness memiliki kualitas yang baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

4. Alat *fitness* yang disediakan di Optimum Fitness dirawat dengan baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

5. Optimum Fitness memberikan informasi yang terkini melalui *banner*, media sosial dan lain sebagainya mengenai jadwal kelas, program *Personal Trainer* *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

6. Optimum Fitness terorganisasi dan terkelola dengan baik *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

7. Optimum Fitness menyediakan berbagai program yang dibutuhkan konsumen *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

8. Optimum Fitness buka dan tutup tepat waktu [6 Pagi – 9 Malam] *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

9. Optimum Fitness menyediakan program yang selaras dengan kebutuhan konsumen *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

10. Fasilitas parkir yang disediakan Optimum Fitness aman *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

11. Fasilitas parkir yang disediakan Optimum Fitness layak *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

12. Saya merasa adanya peningkatan diri dalam berolahraga selama latihan di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

13. Saya mendorong diri saya untuk mencapai tujuan saya berolahraga selama berlatih di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

14. Saya sukses mencapai tujuan berolahraga selama berlatih di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

15. Saya menghabiskan waktu dengan keluarga dan/atau teman di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

16. Saya menikmati waktu dengan keluarga dan/atau teman di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

17. Saya bersosialisasi dengan keluarga dan/atau teman di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

18. Saya mengalami peningkatan fisik selama berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

19. Saya mengalami peningkatan kesehatan selama berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

20. Saya mengalami peningkatan kepercayaan diri selama berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

21. Saya berolahraga di Optimum Fitness untuk menghilangkan tekanan kehidupan sehari-hari *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

22. Berolahraga di Optimum Fitness dapat mengurangi stres *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

23. Berolahraga di Optimum Fitness merupakan salah satu cara untuk relaksasi *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

24. Saya merasa senang saat berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

25. Saya merasa gembira saat berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

26. Saya merasa bahagia saat berolahraga di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

27. Saya merasa puas saat menjalani latihan di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

28. Saya merasa senang saat menjalani latihan di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

29. Saya merasa puas dengan keputusan saya menjadi member di Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

30. Saya akan memberikan komentar positif tentang fasilitas kepada orang lain mengenai Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

31. Saya akan memberikan komentar positif tentang layanannya kepada orang lain mengenai Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

32. Saya akan mendorong teman-teman saya untuk menjadi member Optimum Fitness *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

33. Saya akan melanjutkan member Optimum Fitness di masa mendatang *

	1	2	3	4	5	
STS	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	SS

APPENDIX 3
Data

Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4			
Pria	≤ 6 bulan	5	2	2	2	4	4	4	4	4	4	4	4	4	4	4	5	4	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5		
Pria	≤ 6 bulan	5	4	5	5	5	5	5	4	4	3	3	4	5	5	3	4	3	5	5	5	5	5	5	4	5	4	5	4	4	4	4	4	5	4	4	
Pria	≤ 6 bulan	5	4	4	5	4	5	5	5	4	5	4	5	4	4	4	5	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	5	
Pria	≤ 6 bulan	4	4	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Pria	≤ 6 bulan	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Pria	≤ 6 bulan	4	2	2	2	4	2	4	4	4	2	2	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	4	4	4
Pria	≤ 6 bulan	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	
Pria	≤ 6 bulan	4	5	4	4	3	3	4	3	3	4	3	3	4	4	3	4	3	4	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	3	
Pria	≤ 6 bulan	4	3	4	2	2	1	1	1	2	3	3	3	4	2	3	1	1	3	3	2	1	2	2	2	1	2	3	2	1	2	3	3	2	2		
Pria	≤ 6 bulan	5	4	4	4	4	3	4	4	3	4	5	5	3	4	4	3	4	4	5	5	5	3	3	3	3	3	3	3	4	2	2	5	5	5		
Pria	≤ 6 bulan	5	5	4	5	5	5	4	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	5	4	4	4	3	5	5	5	5	5	5	5		

Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4	
Pria	> 6 bulan	5	2	2	2	5	5	5	5	5	4	2	5	5	5	2	2	2	5	5	2	5	5	5	5	5	5	5	5	5	2	5	5	5	
Pria	> 6 bulan	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Pria	> 6 bulan	5	5	5	4	4	4	5	4	5	5	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Pria	> 6 bulan	4	5	4	4	3	4	3	5	4	5	5	4	5	4	4	5	4	5	5	4	3	4	4	4	3	4	4	3	4	4	4	5	4	
Pria	> 6 bulan	3	3	2	2	3	3	2	4	4	4	3	2	3	3	2	3	2	3	3	2	3	2	2	2	3	2	2	3	3	3	3	2	3	4
Pria	> 6 bulan	5	5	5	4	4	4	4	4	4	4	3	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5	4	4	4	4	4	4
Pria	> 6 bulan	4	4	5	4	4	3	4	4	5	5	5	5	4	4	3	4	5	5	5	5	3	3	3	4	4	4	4	4	4	4	4	4	5	5
Pria	> 6 bulan	5	4	4	4	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Pria	> 6 bulan	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Pria	> 6 bulan	4	5	3	1	3	5	4	3	5	4	3	2	5	3	5	5	4	4	3	3	5	5	2	3	4	5	2	3	5	2	4	2	5	
Pria	> 6 bulan	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4

Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4			
Pria	> 6 bulan	5	5	5	3	3	5	5	5	5	1	1	5	5	5	4	5	5	5	5	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4		
Pria	> 6 bulan	3	4	4	4	5	5	5	5	5	5	5	4	4	3	4	4	3	5	5	5	5	4	4	5	4	4	4	4	5	5	4	5	4	5		
Pria	> 6 bulan	5	5	3	3	3	4	3	4	3	3	3	3	3	3	3	4	4	5	3	3	2	2	4	4	3	5	5	4	5	4	4	3	3			
Pria	> 6 bulan	4	4	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5		
Pria	> 6 bulan	2	2	3	3	1	1	1	3	1	1	1	1	1	1	3	2	3	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	2	2	1	
Wanita	≤ 6 bulan	4	4	4	5	5	5	4	4	5	4	5	5	5	4	4	5	5	5	5	3	4	5	5	4	4	5	5	5	5	5	5	5	4	5	5	
Wanita	≤ 6 bulan	4	5	2	3	2	4	5	5	3	3	2	5	5	4	5	5	5	5	5	3	2	3	2	3	3	3	4	3	4	4	4	4	5	5		
Wanita	≤ 6 bulan	5	5	4	4	3	4	3	3	3	4	2	5	4	4	5	5	3	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Wanita	≤ 6 bulan	5	5	4	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Wanita	≤ 6 bulan	4	4	4	2	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	2	5	4	5	4	4	4	4	4	4	4	4	4	2	2	
Wanita	≤ 6 bulan	2	2	2	2	4	4	4	5	5	3	2	4	4	2	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4

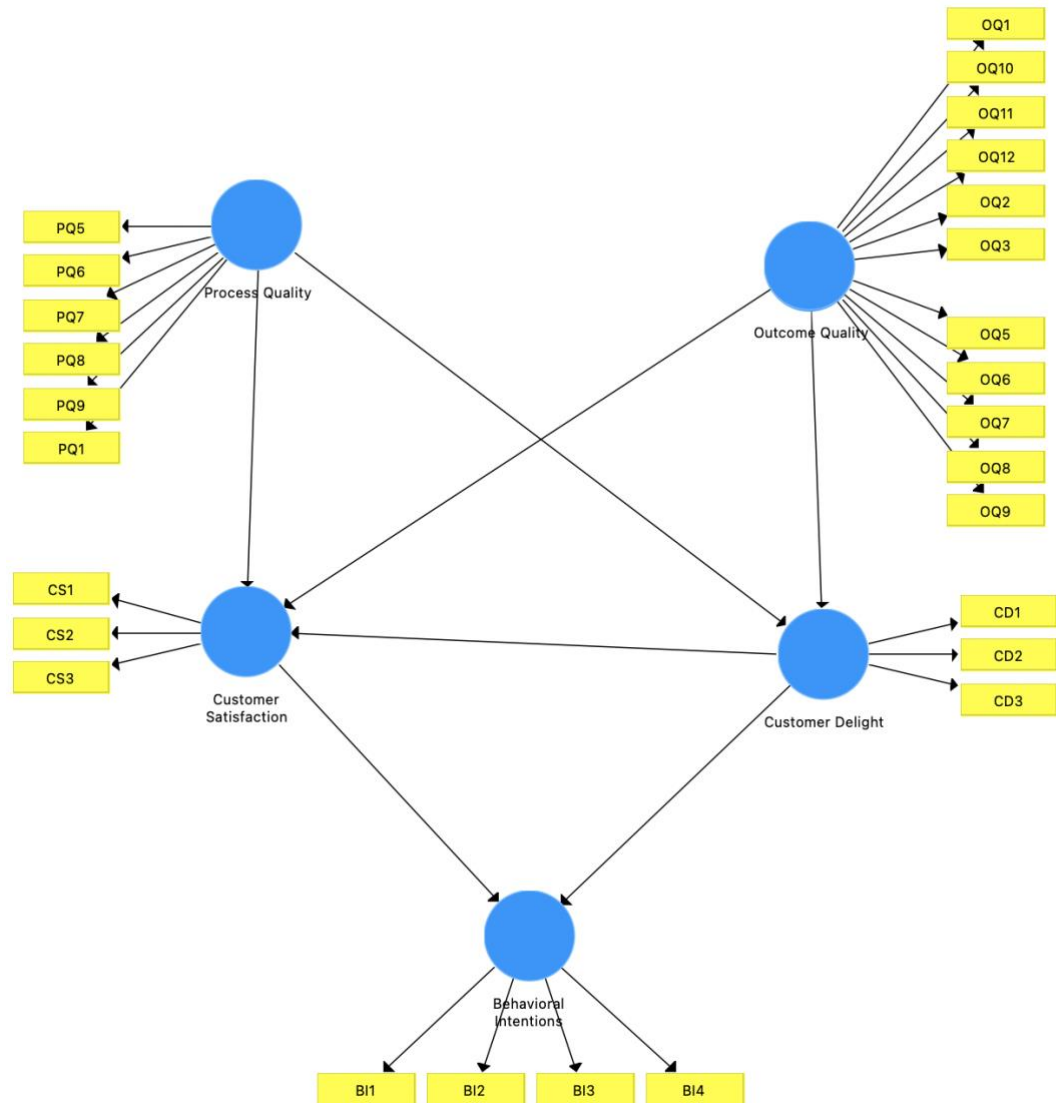
Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4			
Wanita	≤ 6 bulan	5	3	3	3	5	5	5	5	5	2	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Wanita	≤ 6 bulan	3	3	2	2	4	4	4	4	4	3	3	4	4	4	4	4	4	3	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	≤ 6 bulan	5	5	5	5	5	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5
Wanita	≤ 6 bulan	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	5	5	5
Wanita	≤ 6 bulan	4	4	4	3	3	3	4	4	4	5	5	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	4	4	4	4	3	3	3
Wanita	≤ 6 bulan	2	3	3	2	3	2	2	2	3	2	2	3	2	3	4	4	3	3	3	3	2	2	2	3	3	4	4	3	4	4	3	4	4	3	3	3
Wanita	≤ 6 bulan	4	5	5	5	4	4	5	4	4	4	3	4	3	3	3	4	4	5	5	5	5	4	4	3	3	3	3	3	3	3	3	3	4	4	4	4
Wanita	≤ 6 bulan	4	2	3	2	2	3	4	2	2	3	3	4	4	4	3	2	3	3	4	4	3	3	2	3	2	3	3	2	3	2	3	2	3	2	2	2
Wanita	≤ 6 bulan	4	4	4	4	4	5	4	4	5	4	2	4	5	3	4	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4
Wanita	≤ 6 bulan	4	5	4	4	4	5	5	5	5	5	4	5	5	4	4	5	4	5	5	4	5	5	5	4	4	4	4	4	4	5	4	4	4	4	4	4
Wanita	> 6 bulan	3	4	5	4	5	4	4	5	3	2	2	4	5	4	4	4	3	4	4	3	1	4	3	3	3	3	3	4	3	4	5	5	5	5	5	

Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4		
Wanita	> 6 bulan	2	2	3	2	2	2	2	4	2	4	3	4	4	2	2	2	3	4	4	4	4	4	4	4	4	4	4	3	3	3	2	2	3	3	
Wanita	> 6 bulan	4	4	5	5	3	4	2	4	5	3	3	4	4	4	2	2	2	4	4	4	5	5	5	5	5	5	4	4	5	5	5	5	4	5	4
Wanita	> 6 bulan	5	2	2	2	5	3	4	4	4	5	1	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	4	2	2	2	4	4	4	3	4	3	2	4	2	2	4	4	4	4	5	4	5	5	5	5	4	5	5	4	4	5	5	5	5	5	
Wanita	> 6 bulan	5	2	2	2	3	4	4	5	5	5	2	4	2	2	2	2	2	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
Wanita	> 6 bulan	5	3	4	4	5	2	4	4	5	5	1	5	5	5	1	1	1	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	5	4	4	4	5	5	5	5	5	4	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	4	2	2	2	4	4	3	5	4	3	1	4	5	5	2	2	2	4	5	5	5	5	5	5	5	5	5	5	5	5	5	2	5	5	5
Wanita	> 6 bulan	4	2	2	3	5	5	5	5	4	2	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	
Wanita	> 6 bulan	2	2	2	2	4	2	4	5	4	2	2	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4	5	5	5	5	5	5
Wanita	> 6 bulan	5	4	2	2	4	4	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	2

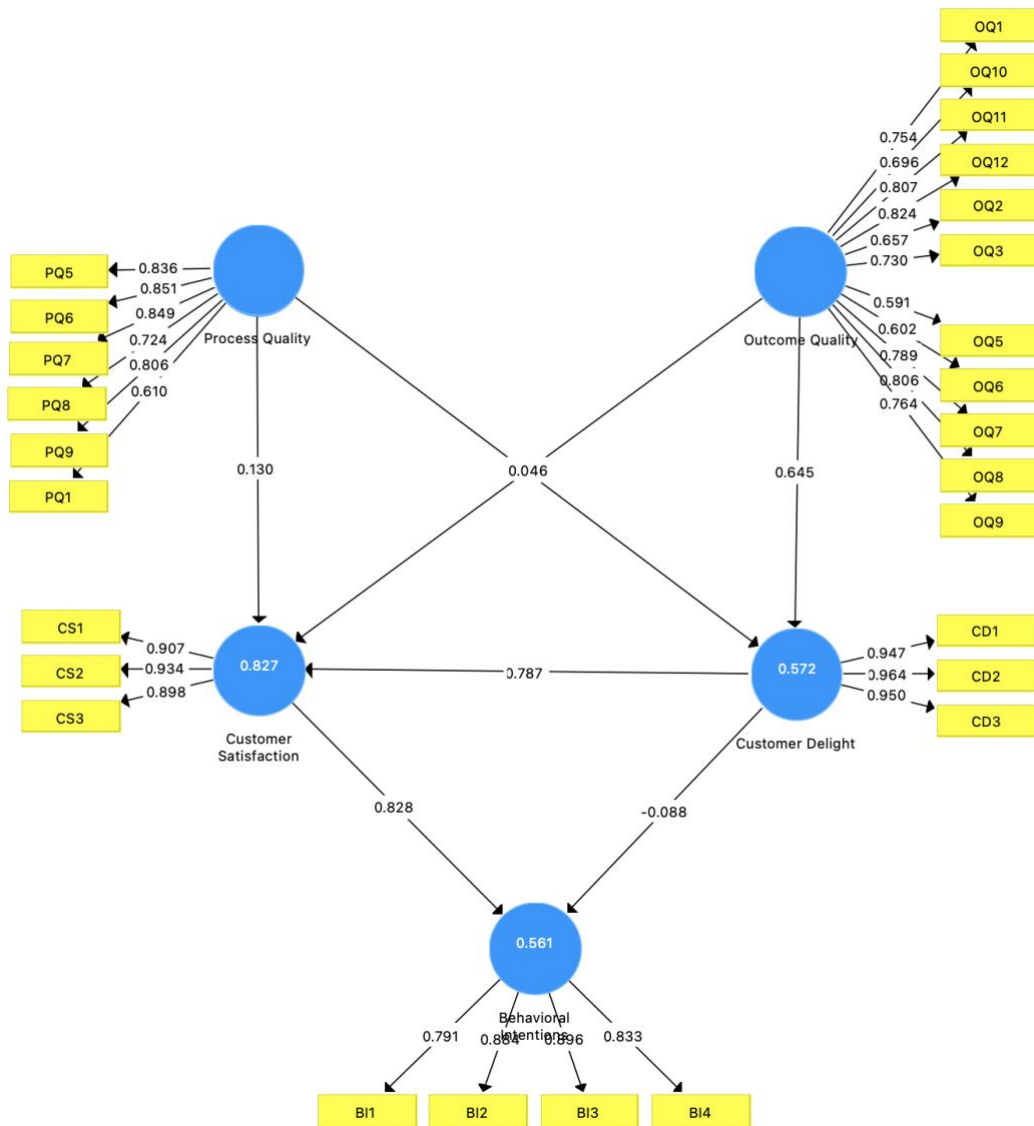
Gender	Lama Member	PQ 1	PQ 2	PQ 3	PQ 4	PQ 5	PQ 6	PQ 7	PQ 8	PQ 9	PQ 10	PQ 11	OQ 1	OQ 2	OQ 3	OQ 4	OQ 5	OQ 6	OQ 7	OQ 8	OQ 9	OQ 10	OQ 11	OQ 12	CD 1	CD 2	CD 3	CS 1	CS 2	CS 3	BI 1	BI 2	BI 3	BI 4			
Wanita	> 6 bulan	5	2	4	3	5	4	4	4	4	2	3	5	4	4	4	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Wanita	> 6 bulan	4	4	2	1	5	5	5	4	5	3	2	5	5	5	5	5	5	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	
Wanita	> 6 bulan	5	5	2	4	5	5	5	5	5	1	1	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5		
Wanita	> 6 bulan	5	5	4	4	5	5	5	5	5	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	
Wanita	> 6 bulan	3	3	2	3	4	4	4	4	4	3	2	3	3	3	3	3	3	4	4	4	4	4	5	5	5	5	5	5	5	5	3	3	4	4	5	
Wanita	> 6 bulan	5	3	3	3	3	3	3	3	3	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	5	3	3	5	5	5	5	5	5	1	2	5	5	4	4	4	4	4	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Wanita	> 6 bulan	5	5	4	3	3	3	4	5	5	5	5	5	5	5	4	3	5	5	5	4	5	4	4	3	4	4	4	4	4	3	4	4	4	4	5	
Wanita	> 6 bulan	5	5	4	4	4	4	4	5	4	4	4	3	5	3	5	5	5	4	4	5	3	4	4	5	5	5	5	5	5	5	5	5	4	4	4	5

APPENDIX 4
Data Analysis

Structural Model



Construct Model



Outer Loadings 1

Outer Loadings

Matrix Copy to Clipboard: [Excel Format](#) [R Format](#)

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
BI1	0.791				
BI2	0.884				
BI3	0.896				
BI4	0.833				
CD1		0.947			
CD2		0.964			
CD3		0.950			
CS1			0.907		
CS2			0.934		
CS3			0.898		
OQ1				0.747	
OQ10				0.690	
OQ11				0.801	
OQ12				0.816	
OQ2				0.655	
OQ3				0.730	
OQ4				0.552	
OQ5				0.618	

Outer Loadings

Matrix Copy to Clipboard: [Excel Format](#) [R Format](#)

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
OQ3				0.730	
OQ4				0.552	
OQ5				0.618	
OQ6				0.629	
OQ7				0.788	
OQ8				0.802	
OQ9				0.762	
PQ10					0.207
PQ11					0.296
PQ2					0.356
PQ3					0.269
PQ4					0.451
PQ5					0.829
PQ6					0.846
PQ7					0.839
PQ8					0.717
PQ9					0.798
PQ1					0.606

Outer Loadings 2

Outer Loadings

	Behavioral Intentic	Customer Delight	Customer Satisfac:	Outcome Quality	Process Quality
BI1	0,791				
BI2	0,884				
BI3	0,896				
BI4	0,833				
CD1		0,947			
CD2		0,964			
CD3		0,950			
CS1			0,907		
CS2			0,934		
CS3			0,898		
OQ1				0,747	
OQ10				0,690	
OQ11				0,801	
OQ12				0,816	
OQ2				0,655	
OQ3				0,730	
OQ4				0,552	
OQ5				0,618	

Outer Loadings

	Behavioral Intentic	Customer Delight	Customer Satisfac:	Outcome Quality	Process Quality
OQ1				0,747	
OQ10				0,690	
OQ11				0,801	
OQ12				0,816	
OQ2				0,655	
OQ3				0,730	
OQ4				0,552	
OQ5				0,618	
OQ6				0,629	
OQ7				0,788	
OQ8				0,802	
OQ9				0,762	
PQ5					0,836
PQ6					0,851
PQ7					0,849
PQ8					0,724
PQ9					0,806
PQ1					0,610

Average Variance Extracted (AVE)

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Ex...
Behavioral Inten...	0,873	0,876	0,914	0,726
Customer Delight	0,950	0,951	0,968	0,910
Customer Satisf...	0,900	0,903	0,938	0,834
Outcome Quality	0,917	0,936	0,927	0,519
Process Quality	0,872	0,886	0,904	0,615

Fornell-Larcker Criterion 1

Discriminant Validity

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
Behavioral Intentions	0,852				
Customer Delight	0,657	0,954			
Customer Satisfaction	0,748	0,901	0,913		
Outcome Quality	0,701	0,741	0,724	0,720	
Process Quality	0,714	0,613	0,646	0,728	0,784

Fornell-Larcker Criterion 2

Discriminant Validity

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
Behavioral Intentions	0.852				
Customer Delight	0.657	0.954			
Customer Satisfaction	0.748	0.901	0.913		
Outcome Quality	0.702	0.750	0.731	0.733	
Process Quality	0.714	0.613	0.646	0.727	0.784

Cross Loading

Discriminant Validity

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
BI1	0.791	0.495	0.614	0.504	0.541
BI2	0.884	0.654	0.685	0.662	0.674
BI3	0.896	0.554	0.640	0.638	0.603
BI4	0.833	0.530	0.606	0.581	0.610
CD1	0.607	0.947	0.848	0.715	0.572
CD2	0.666	0.964	0.878	0.740	0.606
CD3	0.606	0.950	0.851	0.690	0.575
CS1	0.647	0.789	0.907	0.612	0.509
CS2	0.691	0.886	0.934	0.744	0.673
CS3	0.711	0.790	0.898	0.639	0.579
OQ1	0.634	0.495	0.520	0.754	0.567
OQ10	0.406	0.636	0.549	0.696	0.464
OQ11	0.608	0.754	0.692	0.807	0.590
OQ12	0.632	0.769	0.756	0.824	0.608
OQ2	0.471	0.434	0.427	0.657	0.564
OQ3	0.528	0.493	0.514	0.730	0.596
OQ5	0.379	0.331	0.378	0.591	0.500
OQ6	0.385	0.310	0.339	0.602	0.481

Discriminant Validity

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
CS3	0.711	0.790	0.898	0.639	0.579
OQ1	0.634	0.495	0.520	0.754	0.567
OQ10	0.406	0.636	0.549	0.696	0.464
OQ11	0.608	0.754	0.692	0.807	0.590
OQ12	0.632	0.769	0.756	0.824	0.608
OQ2	0.471	0.434	0.427	0.657	0.564
OQ3	0.528	0.493	0.514	0.730	0.596
OQ5	0.379	0.331	0.378	0.591	0.500
OQ6	0.385	0.310	0.339	0.602	0.481
OQ7	0.514	0.457	0.466	0.789	0.538
OQ8	0.491	0.463	0.464	0.806	0.504
OQ9	0.519	0.593	0.547	0.764	0.472
PQ5	0.661	0.587	0.592	0.634	0.836
PQ6	0.570	0.526	0.544	0.599	0.851
PQ7	0.545	0.447	0.489	0.620	0.849
PQ8	0.522	0.411	0.453	0.532	0.724
PQ9	0.527	0.505	0.529	0.610	0.806
PQ1	0.522	0.365	0.398	0.387	0.610

Cronbach's Alpha and Composite Reliability

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavioral Intentions	0,873	0,876	0,914	0,726
Customer Delight	0,950	0,951	0,968	0,910
Customer Satisfaction	0,900	0,903	0,938	0,834
Outcome Quality	0,914	0,932	0,927	0,538
Process Quality	0,872	0,886	0,904	0,615

R-Square Adjusted

R Square

Matrix R Square R Square Adjusted Copy to Clipboard: Excel Format R Format

	R Square	R Square Adjusted
Behavioral Intentions	0,561	0,554
Customer Delight	0,572	0,565
Customer Satisfaction	0,827	0,822

f-Square Result

f Square

Matrix f Square Copy to Clipboard: Excel Format R Format

	Behavioral Intentions	Customer Delight	Customer Satisfaction	Outcome Quality	Process Quality
Behavioral Intentions					
Customer Delight		0,003	1,527		
Customer Satisfaction		0,294			
Outcome Quality			0,459	0,004	
Process Quality				0,023	0,045

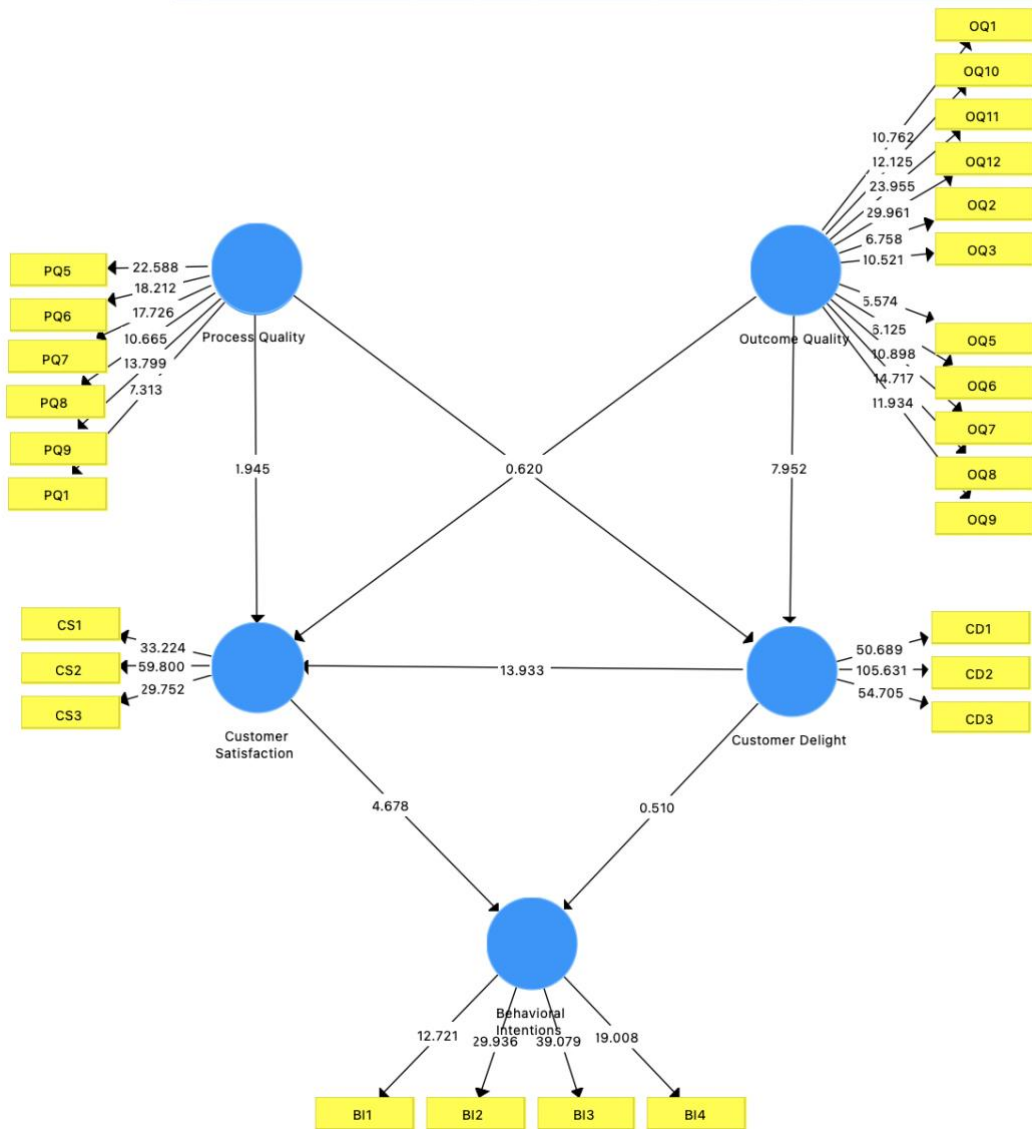
Q-Square Result

Construct Crossvalidated Redundancy

Total Case1 Case2 Case3 Case4 Case5 Case6 Case7 Copy to Clipboard: Excel Format R Format

	SSO	SSE	Q ² (=1-SSE/SSO)
Behavioral Intentions	516,000	311,755	0,396
Customer Delight	387,000	190,971	0,507
Customer Satisfaction	387,000	125,128	0,677
Outcome Quality	1419,000	1419,000	
Process Quality	774,000	774,000	

Bootstrapping Construct Model



Path Coefficient

SmartPLS Report

Please cite the use of SmartPLS: Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.
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Final Results

Path Coefficients

Mean, STDEV, T-Values, P-Values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Customer Delight -> Behavioral Intentions	-0,088	-0,101	0,176	0,501	0,617
Customer Delight -> Customer Satisfaction	0,787	0,786	0,054	14,563	0,000
Customer Satisfaction -> Behavioral Intentions	0,828	0,833	0,176	4,690	0,000
Outcome Quality -> Customer Delight	0,645	0,647	0,079	8,148	0,000
Outcome Quality -> Customer Satisfaction	0,046	0,049	0,075	0,617	0,538
Process Quality -> Customer Delight	0,144	0,139	0,086	1,682	0,093
Process Quality -> Customer Satisfaction	0,130	0,126	0,060	2,154	0,032