THE EFFECT OF CORPORATE IMAGE AND SERVICE QUALITY TO INTENTION TO MOVE THROUGH SATISFACTION IN MEMBER RAI FITNESS IN SAMARINDA CITY

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Abstract: This study aims to analyze the influence of Company Image and Service Quality on Intentions to Move Through Satisfaction to Rai Fitness Members in Samarinda City. This research uses quantitative by using path analysis obtained with SPSS statistical software version 22.0 and Structural Equation Modeling (SEM) PLS (partial at least aquares). Samples taken in this study were 90 respondents distributed in Samarinda City, they are users Rai Fitness services in Samarinda city, the measurement uses a Likert scale with a score of 1-5. In this study also tested the validity and reliability test, then the estimation test and the model fit structural test were conducted. Based on the structural model we found, Company Image, Service Quality has a significant effect on Customer Satisfaction and a significant negative effect on Intentions to Move.

Keywords: *Corporate Image, Service Qulaity, Customer Satisfaction and Intention to Move*

1. Introduction

Fitness centers or fitness centers are growing quite rapidly in various cities. For most people in the city, fitness is a new vehicle as a means of exercise that is comfortable and practical in the midst of busyness and work routines. Lately, more and more people want to work out at a fitness center, in order to get their ideal body. This was captured by various fitness centers as an opportunity to further introduce fitness to the community. With the increasing desire of consumers to be able to live healthy, it encourages consumers to register themselves as members (Members) in existing fitness places. That is the spotlight of the fitness center owners to be able to provide thebest service in order to attract the interests of existing consumers

Corporate Image According to (Kotler & Armstrong, 2009) the definition or understanding of image as a set of beliefs, ideas, and impressions that a person has of an object and(Soemirat & Elvinaro, 2007) provide an image definition or understanding of how other parties view a company, a person, a committee, or an activity.

Service Quality itself according to (Armstrong & Kotler, 2015) states product quality as a product quality that has a close relationship with the product's ability to carry out its functions, including the overall product, reliability, accuracy, ease ofoperation and repair, and other valuable attributes.

Customer satisfaction is defined According to (Kotler & Amstrong, 2014), customer satisfaction is if expectations have been met or exceeded and According to (Kotler & Armstrong, 2009) customer satisfaction is the extent to which the performance of a product is felt by buyers in accordance with expectations.

Intention to Move Rahmadina Milang 2007, Switching Intention is the emergence ofthe desire of consumers to move from previous products to other products, while According to (Dharmmesta & Swastha, 2002) switching behavior is a picture of consumer consumption shifting from one product to another product. As revealed by (Schiffman & Wisenblit, 2010)that not all customers are loyal, some of the customers make a switching behavior due to customer dissatisfaction with products that have been purchased, unsatisfactory services, or simply because of boredom.

The research objectives in this study are to analyze and prove

1. The influence of corporate image on customer satisfaction in the city of Samarinda.

2. Effect of service quality on customer satisfaction in the city of Samarinda.

3. The influence of customer satisfaction on intention to move to the people of Samarinda City.

The results of this study are expected to be a consideration for companies, especially the Rai Fitness Center if they are going to make a decision or policy related to the reasons consumers choose Rai Fitness Center, among others, policies related to prices, facilities, promotions and places. So consumers and customers don't become disappointed and move to other fitness centers

2. Research Methods

Inferential Analysis is a statistical technique used to analyze sample data and the results are generalized to the population. As for the purposes of this study using the Partial Least Square (PLS) analysis tool. The software used is Smart PLS. Partial Least Square (PLS) was first developed by Wold as a general method for estimating path models using latent constructs with multiple indicators (Ghozali, 2013) PLS can be used on any type of data scale (nominal, ordinal, interval, ratio) as well as more flexible assumption requirements. PLS is also used to measure the relationship of each indicator with its construct. In addition, in the PLS bootstrapping tests can be performed on structural models that are outer models and inner models. The use of reflexive and formative indicators to measure each of its constructs in this study, as well as structural measurement models, as well as interval and ratio data, it was decided to use PLS as an analytical tool in this study. PLS, aside from being able to explore relationships between variables whose theoretical foundation is weak or missing (in the form of testing propositions), can also be used to confirm theories or test hypotheses (Solimun. et al., 2017)

The sample was taken from the population using a percentage of error rate that can be tolerated by 5%. Determination of the sample size of respondents using the formula (Hair et al., 2010)is dependent on the number of indicators multiplied by five to ten. Thus the number of samples for this study are: Minimum sample = Number of indicators x 5 to 10 So sampling is done by random sampling (sampling is done randomly) with a sample of 90 respondents

3. Result and Discussion

The results of testing the first hypothesis (H1) can be stated that Corporate Image (X1) has a significant effect on Customer Satisfaction (Y1) on Rai Fitness service users in Samarinda City. This is indicated by the results of the first hypothesis (H1) namely the calculation of the parameter coefficient between Corporate Image (X1) and Customer Satisfaction (Y1) shows a significant effect with a probability value (p) of 0,000 which is smaller than the error rate (α) specified of 0.05.

The results of testing the first hypothesis (H1) can be stated that Service Quality (X1) has a significant effect on Customer Satisfaction (Y1) on Rai Fitness service users in Samarinda City. This is indicated by the results of the first hypothesis (H2), namely the calculation of the parameter coefficient between Service Quality (X1) and Customer Satisfaction (Y1) shows a significant effect because the probability (p) of 0,000 is greater than the error rate (α) determined by 0.05.

The results of testing the third hypothesis (H3) can be stated that Customer Satisfaction (Y1) has a significant effect on the Intention to Move (Y2) service users in Rai Fitness, Samarinda City. This is indicated by the results of the third hypothesis (H3), which is the calculation of the coefficient parameters of Customer Satisfaction (X1) with Intention to Move (Y2), showing a significant effect because the probability (p) of 0.0024 is smaller than the error rate (α) which is determined at 0,05.
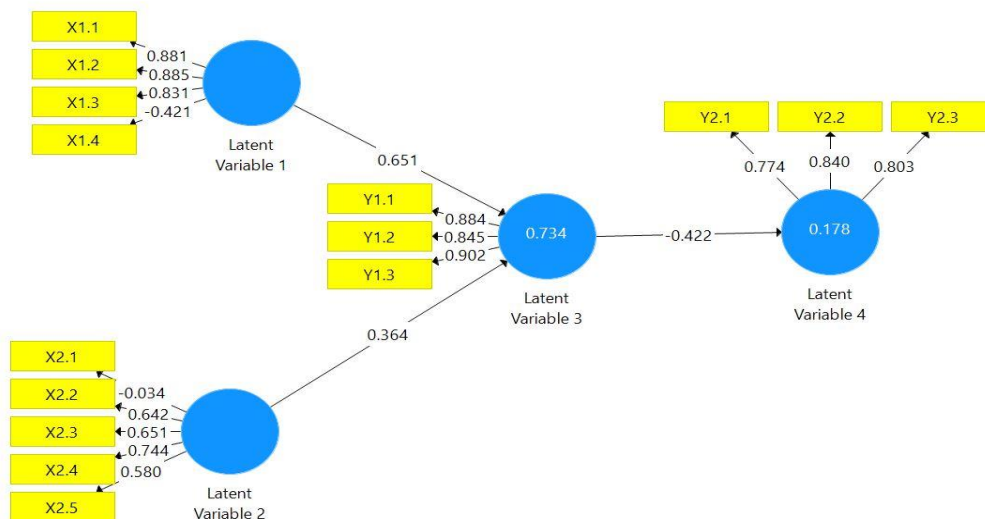
Discussion

Based on the results of hypothesis testing discussed earlier, the first hypothesis is that it is suspected that Corporate Image has a significant effect on Customer Satisfaction service users in Rai Fitness Kota Samarinda. It can be stated that the hypothesis is accepted because the results obtained are in accordance with the proposed hypothesis: Corporate Image has a significant effect on Customers Satisfaction, Which means that the higher the influence of Corporate Image to use Rai Fitness services to the community in Samarinda City, the higher one's Customer Satisfaction on the use of Rai Fitness services in Samarinda City. The presence of Rai Finess in the city of Samarinda gives the people of Samarinda the comfort of exercising in accordance with the wishes of some people.

The indicator that has the biggest loading factor value of the Corporate Image variable is the Price conformity indicator. These results indicate that the Price conformity indicator has a level of truth as a measure of the Corporate Image variable and the variable affected is the Customer.

Satisfaction variable with the dominant indicator being the Satisfaction as Ambivalence which means that the Satisfaction as Ambivalence indicator has the level of truth as a measure of the Customer Satisfaction variable. When the people of samarinda

use the services of Rai Fitness, there will be a perception for someone to exercise at Ade Rai's ownership place which of course has become an Indonesian bodybuilding mascot, so exercising there will make them feel happy because they are a part of Rai Fitness.
The influence of Corporate Image on Customer Satisfaction service users in Rai Fitness Samarinda is very strong.

This indicates that Corporate Image is able to increase Customer Satisfaction of Rai Fitness service users in Samarinda City. The results of this study are supported by several previous studies conducted by (Djuali & Hatane, 2015)with the title "Analysis of the Effect of Corporate Image and Customer Satisfaction on Store Firm Performance in the Retail Industry, Especially the Convenience Store in Surabaya" with a population sample used of 268 respondents . The research variable used consists of exogenous variables, namely corporate image Intervening variables used are satisfaction, then endogenous, namely Loyalty. The equation with this study is both using corporate image and satisfaction variables. The analytical tool used in this study is SEM (Structural Equation Modeling) as an analysis tool with the help of AMOS software in testing hypotheses. The results of the hypothesis test are that corporate image has a significant effect on customer satisfaction.

The Influence of Customer Satisfaction on Intentions to Move Based on the results of the hypothesis testing discussed earlier, the third hypothesis is alleged that Customer Satisfaction has a significant effect on Intentions to Move Rai Fitness service users in Samarinda City and can be stated that the hypothesis was accepted because the results obtained are in accordance with The hypothesis proposed is that Customer Satisfaction has a significant effect on Intentions to Move.

The Customer Satisfaction variable significantly influences the intention to move Rai Fitness service users in Samarinda City, which means that the higher the influence of customer Satisfaction on the people in Samarinda City, the lower the intention to move someone to use Rai Fitness services in Samarinda City.

The indicator that has the biggest loading factor value from the Customer Satisfaction variable is the Satisfaction as Ambivalence indicator. These results indicate that the Satisfaction as Ambivalence indicator has a level of truth as a measure of the Customer Satisfaction variable and the variable affected is the variable Intentions to Move with the dominant indicator being Changing purchasing power of consumers indicating that the indicator of Changing purchasing power of consumers has a level of correctness as a measure of the variable Intentions to Move.

The effect that Customer Satisfaction has a significant effect on the Intentions of Moving Users of Rai Fitness service users in Samarinda This indicates that Customer Satisfaction is able to make people not intend to Move on users of Rai Fitness services in Samarinda City. Based on the description of respondents in this

study, the amount of Intentions Want to Move to use Rai Fitness services on an ongoing basis is due to the community Customer Satisfaction of Rai Fitness services that can be used satisfactorily.

Addis researchers (Hazmi & Yulianti, 2013) with the title "the role of service quality on satisfaction and its impact on loyalty and intention to switch pawnshop customers in Surabaya" with a population sample of 105 respondents. The research variables used consisted of exogenous variables namely service quality intervening variables used satisfaction and endogenous namely loyalty and intention to move. The equation with this research is both using the variable customer satisfaction and intention

to move. The analytical tool used in this study is SEM (Structural Equation Modeling) as an analysis tool with the help of AMOS software in testing hypotheses. The results of the hypothesis test are customer satisfaction has a significant effect on intention to move.

4. Conclusion

From the results of the data analysis and discussion that has been carried out it can be concluded as follows:

1. Corporate Image has a significant effect on Customer Satisfaction in Rai Fitness service users in samarinda city. This shows that Rai Fitness's reputation is able to influence customer satisfaction.
2. Service Quality has a significant effect on Customer Satisfaction users of Rai Fitness services in samarinda city. This shows that the service at Rai Ftiness is very satisfying the customer, it will influence the respondent to stay afloat.
3. Customer Satisfaction has a significant effect on intention to move to Rai Fitness service users in samarinda city. This shows that the user does not want to move and will survive in Rai Fitness Kota Samarinda.

Suggestion

From the results of the research that has been done and has been described in the previous chapter, the researcher can give suggestions are as follows:

1. Rai Fitness must continue to maintain the Service and maintain its reputation so that the bias can continue to exist in the industry Fitness especially in the service section must continue to be developed from the cleanliness of the personal trainer (PT). 2. Rai Fitness must continue to trade the equipment and always maintain the quality of the equipment in order to reduce the level of risk of injury to members.
2. Employees are expected to always look for new knowledge from the seminar venue and always take part in events about fitness and nutrition. In order for members to always stay at Rai Fitness, they are always making good motivation from employees or innovating places so that the atmosphere is different.

In order for cutomers to always be more satisfied, there must be an event for Rai Fitness themselves, so that they can show up on their achievements towards what they have gotten so far and always keep the members'.

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