

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh kualitas layanan, *servicescape*, dan harga terhadap kepuasan pelanggan di *Yoga Nature Class* Podomoro Park Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel yang digunakan sebanyak 94 responden yang merupakan peserta tetap kelas yoga hari Minggu pukul 07.00 pagi. Instrumen penelitian berupa kuesioner dengan skala Likert. Analisis data dilakukan melalui uji validitas dan reliabilitas, analisis deskriptif, uji asumsi klasik, serta analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa secara parsial, kualitas layanan, *servicescape*, dan harga masing-masing berpengaruh positif dan signifikan terhadap kepuasan pelanggan. Secara simultan, ketiga variabel tersebut juga berpengaruh signifikan terhadap kepuasan pelanggan. Temuan ini mengindikasikan bahwa peningkatan pada aspek kualitas layanan, *servicescape*, dan penetapan harga yang sesuai mampu meningkatkan kepuasan peserta terhadap kelas yoga mingguan. Kesimpulannya, kualitas layanan dan *servicescape* merupakan faktor penting dalam membangun kepuasan pelanggan pada layanan jasa kebugaran seperti kelas yoga. Penelitian ini diharapkan dapat menjadi masukan bagi pengelola *Yoga Nature Class* dalam merancang strategi pemasaran yang lebih berorientasi pada pelanggan.

Kata Kunci: Kualitas layanan, *Servicescape*, Harga, Kepuasan Pelanggan

ABSTRACT

This study aims to examine the influence of service quality, servicescape, and pricing on customer satisfaction at Yoga Nature Class, Podomoro Park Bandung. A quantitative research design was employed using a survey method. The sample consisted of 94 respondents, who were regular participants of the Sunday yoga class held at 7:00 a.m. The research instrument utilized was a structured questionnaire based on a Likert scale. Data analysis was conducted through validity and reliability testing, descriptive statistical analysis, classical assumption testing, and multiple linear regression analysis.

The findings reveal that, individually, service quality, servicescape, and pricing exert a positive and statistically significant effect on customer satisfaction. Furthermore, the results demonstrate that these three variables collectively have a significant impact on customer satisfaction. These outcomes suggest that improvements in service quality, the physical and experiential environment (servicescape), and the appropriateness of pricing can effectively enhance participant satisfaction with the weekly yoga sessions.

In conclusion, service quality and servicescape emerge as critical determinants in fostering customer satisfaction within the fitness service industry, particularly in yoga-related services. The results of this study are expected to provide practical insights for the management of Yoga Nature Class in formulating customer-oriented marketing and service improvement strategies.

Keywords: Service Quality, Servicescape, Pricing, Customer Satisfaction