

## **ABSTRACT**

### ***THE INFLUENCE OF SERVICE QUALITY, LOCATION AND PRICE TO SERVICE LOYALTY FITNESS USAGE AT SONIA AEROBIC AND FITNESS CENTRE LAMPUNG.***

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*The purpose of this research are to determine how much influence the quality of service, location and price to service loyalty fitness usage at Sonia Aerobic and Fitness Centre Lampung. This type of this research are explanatory research. The population in this research are members of fitness at Sonia Aerobic and Fitness Centre Lampung with sample number 93 members of fitness. The results showing that the quality of service and price there are partially influence significant effect to loyalty, while the location partially there isn't significant effect to the service loyalty fitness usage. Simultaneously the quality of service, location and price significantly influence to services loyalty fitness usage. The advice for the research are this research should be used as a reference in the future studies and should be use different variables or comparisons from this research, for the company should be continues improve the quality of service, location and price that customer loyalty is maintained.*

***Keywords: quality service, location, price, and loyalty.***