
What Keeps Visitors Coming Back? Factors Shaping Revisit Intention

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Abstract:

Healthy individuals have a greater capacity to work productively and creatively, which will impact the quality of human resources. This study examines factors that can influence revisit intention, exercise adherence, and word of mouth among members of a clubhouse in Tangerang. The study was conducted quantitatively on 227 respondents who are members of KYZN Clubhouse using a purposive sampling technique. The results show that service quality, service convenience, and exercise satisfaction are factors that can influence word of mouth intention, as well as service quality and exercise satisfaction that can influence revisit intention, and service convenience and exercise satisfaction can influence exercise adherence. It is recommended that companies can pay attention to these three aspects, especially service quality, because it is the most important factor in influencing members' revisit intention.

Keywords: Clubhouse, Revisit intention, service quality, exercise adherence, service convenience.

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1. Introduction

Education and health are strategic components in building competent and productive human resources. Health is the main support in ensuring the effectiveness of human resource development. Healthy individuals have a greater capacity to work productively and creatively. Instead, health issues can hinder productivity, increase dependency, and strain the state's budget on medical expenses (Kaloko et al., 2025). Asian Development Bank (ADB) recorded the health index (wellness index) Indonesia has a score of 57.70. Table 1.1 shows that Indonesia's health index is still below Malaysia, Singapore, Thailand, and Vietnam. The health index score of Malaysia is 69.12, Singapore is 78.96, Thailand is 59.40, and Vietnam is 65.83. (Bayu, 2020). The health index refers to the four pillars of individual health in Global Wellness Initiative, namely physical, mental, environmental, and social.

To maintain public health conditions, the government needs to provide facilities and policies that can support this health. Data obtained from the Investment Coordinating Board (BKPM) shows that investment in sports and other recreational activities has

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consistently experienced growth for 10 years from the 2011-2020 period. However, in the period 2021 to 2022, there was a downward trend. In general, Indonesia has good potential for the sports industry, as can be seen from the growth of investment in this industry in recent years before the COVID-19 pandemic. The graph above shows that investment in sports and leisure activities is still dominated by domestic investment and has not contributed much to the country's foreign exchange (Prayitno et al., 2022). Therefore, it is important to foster people's desire to exercise in order to maintain the quality of human resources which can also have an impact on the economy.

One of the factors that can support sports activities is the existence of a clubhouse. A clubhouse is a facility provided in a specific area that serves as a center for sports, recreation, and socialization activities for the community. One of the clubhouses that contributes to providing sports facilities is the Kyzn Clubhouse which is located at The Quantis Club, Jl. Majorie Ave No.1, Kunciran Indah, Pagedangan, Tangerang, Banten. Data obtained from Kyzn Clubhouse says that Kyzn Clubhouse has a capacity of 500 visitors, but nevertheless the average visit in the last 1 year only ranges from 200-300 visits, so the average number of visits is only around 50% of the capacity. Therefore, it is important for the company to be able to increase revisit intention and exercise adherence so that the number of visits can increase.

Revisit intention or revisiting intent is a concept derived from behavioral intent, which refers to the planned intention to perform a certain behavior, such as repurchasing tourism services or revisiting a destination (Wani et al., 2023). While Exercise Adherence or exercise adherence refers to regular participation and persistence or continuity of physical exercise, including frequency, intensity, and duration (An et al., 2024). There are several things that can influence visitors to return to the same place, one of which is because of the satisfaction obtained before. Customer satisfaction according to Kington et al. (2018) is the emotion that arises when comparing the performance (result) of the product under consideration with the expected performance. In this case, the satisfaction of the sports venue refers to exercise satisfaction. exercise satisfaction is an individual's evaluation of the sports environment and their positive emotional state towards it (Nam et al., 2023). Research conducted by Lee (2022), Faradiba et al. (2023) and Salamah et al. (2022) shows that satisfaction affects revisit intention. In addition, research conducted by Kim et al. (2024) shows that exercise satisfaction affects exercise Adherence.

In addition to customer satisfaction, the quality of the services obtained is also a predictor that can affect revisit intention. Service quality is the extent to which the services provided by an organization or provider meet or exceed customer expectations (Karina Vashti Devi, 2023). This concept emphasizes consumers' perception of service attributes ranging from physical, process, to personal interactions that together form an overall assessment of perceived value and satisfaction. Research conducted by Manyangara et al. (2023), Purba et al. (2021) and Faradiba et al. (2023) shows that service quality affects revisit intention. Moreover service quality may also affect exercise Adherence as stated by Lee (2017) who in his research said that service quality has a significant effect on exercise Adherence. Based

on this description, this study focuses on examining the influence of the influence between variables service quality, service convenience, exercise satisfaction and word of mouth intention against exercise Adherence and revisit intention.

2. Theoretical Background

Exercise Adherence

Adherence defined as the length of the completed exercise or as the number of training sessions completed (Ricke et al., 2023). Exercise Adherence or exercise adherence refers to regular participation and persistence or continuity of physical exercise, including frequency, intensity, and duration. It also refers to the psychological aspect of an individual's long-term active participation in regular sports activities. This not only reflects the actual exercise behavior of the participants and their consistency, but also, more importantly, their psychological characteristics during exercise (An et al., 2024). Exercise adherence has beneficial effects on physical function, pain, and chronic diseases. However, although the benefits of having an active lifestyle are well known, the main health problem is a sedentary lifestyle and lack of physical activity is still so common (Gabay et al., 2023).

Service Quality

Parasuraman, Zeithaml, & Berry in 1988 said that the quality of service is a comparison between the service expected and the service received by the consumer (Syamsu et al., 2020). Quality of service refers to the activities or outcomes that a company tries to offer to customers that are usually invisible, and the results cannot be owned by other parties (Octaviana et al., 2023). It also refers to the form of system, procedure or method given to the customer. Service quality is defined as the expectations that customers receive from a service, as well as efforts to achieve the quality of that service through the actual experience they experience, saying that there are two variables that affect consumers' perception of service quality, namely expectations and quality standards (Sutriani et al., 2024).

Service Convenience

Service convenience or convenience of service refers to the time and effort savings felt by customers when purchasing and using services (Xie et al., 2022). This can affect the welfare of customers. Good comfort give good service experience to customers. Service convenience It is also defined as an assessment made by a customer according to their sense of control over the management, utilization, and conversion of their time and effort in achieving their goals related to access to and use of the service (Roy et al., 2016). This definition underscores two dimensions of service convenience, namely time and effort. Service convenience refers to how easily companies create a buying experience for their customers, and how much they can reduce the effort customers need to put in to complete tasks (Kashif et al., 2023).

Exercise Satisfaction

Customer satisfaction according to Kington et al. (2018) is the emotion that arises when comparing the performance (result) of the product under consideration with the expected performance. According to this definition, customers will feel dissatisfied

and disappointed if the performance of the product or service is far from their expectations and if those expectations are too low. While exercise satisfaction is an individual's evaluation of the sports environment and their positive emotional state towards it (Nam et al., 2023). It consists of bodily (physical) satisfaction, psychological satisfaction, and life satisfaction. Body satisfaction refers to an individual's satisfaction with their body. Psychological satisfaction is the ability to maintain positive relationships, accept oneself, regulate one's own behavior, and have control over the environment, life goals, and motivation to realize one's potential. Life satisfaction is an individual's positivity about their overall quality of life (Nam et al., 2023).

Word of mouth intention

Word of mouth intentions refers to an individual's intention to share information, experiences or opinions about a product or service through a digital platform (Bilal et al., 2021). Word of mouth Defined as a message about a product or service put forward by the company, or it can be about the company itself, in the form of comments containing product performance, friendliness, honesty value, speed of service, and also related matters. other perceived by consumers who are then conveyed to consumers or other individuals (Tania et al., 2021).

Revisit Intention

Revisit intention is a concept derived from behavioral intent, which refers to the planned intention to perform a specific behavior, such as buying back tourism services or revisiting a destination (Wani et al., 2023). Revisit intention is the tendency or intention of the consumer to return to use a service or revisit a place in the future (Siregar & Tresnasari, 2024). First-time consumers usually make decisions based on information obtained from a variety of sources, leading to expectations of the desired experience from the tourism service provider. This expectation is known in the hospitality literature as "intention to visit," which investigates the effects of various predictors on the behavior of potential consumers.

Hyphoteses Development

The relationship between service quality and exercise satisfaction

Service quality plays an important role in determining exercise satisfaction Because every interaction and facility provided shapes participants' perception of comfort, safety, and support during exercise. Well-maintained facilities and ready-to-use equipment minimize technical distractions, allowing participants to focus on training and experience the enjoyment of physical activity (Ndayisenga & Tomoliyus, 2019). Research conducted by Sun et al. (2023) shows that service quality affects satisfaction. Similar research conducted by Huang et al. (2023) shows that service quality affects satisfaction on visitors fitness center. Other research by Xiao et al. (2020) also shows that service quality affects satisfaction.

H1: Service quality has a positive effect on exercise satisfaction

The relationship between convenience quality and exercise satisfaction

Service convenience refers to the convenience of customers in obtaining a service (Xie et al., 2022) While exercise satisfaction consists of customer satisfaction when

doing exercises or sports somewhere (Nam et al., 2023). Service convenience can improve exercise satisfaction. Because easy services such as easy access can make customers feel more satisfied in exercising. Research conducted by Sun et al. (2023) shows that service convenience affects satisfaction. Research conducted by Baena-Arroyo et al. (2020) also shows that service convenience may affect satisfaction on fitness visitors. Other research by Xie et al. (2022) and Shamsi et al. (2023) shows that service convenience may affect satisfaction.

H2: Service quality has a positive effect on exercise satisfaction

The relationship between service quality and exercise adherence

Service Quality can be defined as how much difference there is between the expectations and reality of customers for the services they receive (Viadi, 2023). When customers get good quality from the services they use, such as cleanliness and equipment readiness, punctuality and instructor reliability, to response speed, then the comfort in using these services will certainly increase which will also have an impact on customer compliance in sports. Research conducted by Lee (2017) shows that service quality affects the Adherence exercise, which means that the better the service quality of a sports venue, the more it will increase the compliance of visitors to exercise. H1: Service quality has a positive effect on exercise satisfaction.

H3: Service quality has a positive effect on exercise adherence

The relationship between exercise satisfaction and exercise adherence

Exercise satisfaction is an individual's evaluation of the sports environment and their positive emotional state towards it (Nam et al., 2023). When customers feel satisfied in the exercises they do, whether satisfaction in the form of body satisfaction, psychological satisfaction, or life satisfaction obtained after doing exercise, then customers will be more obedient in exercising because of the benefits they get. Research conducted by Kim et al. (2024), Jiang et al. (2024) and Dirsehan et al. (2023) shows that exercise satisfaction affects exercise Adherence, which means that the more satisfied the visitors are with the training program given, the more they will increase the compliance of visitors in participating in the training afterwards.

H4: Service quality has a positive effect on exercise satisfaction

The relationship between service quality and word of mouth intention

Word of mouth intention is an information dissemination activity carried out by interpersonal subjects and is part of the product promotion system produced by the company. There are many factors that affect word of mouth intention, and one of them is the performance of the quality of service that consumers get from the company (Sari et al., 2023). Which means that if consumers get good service quality, it will further encourage consumer interest to disseminate information or word of mouth intention. Research conducted by Sun et al. (2023) shows that service quality affects word of mouth intentions. Other research conducted by Syahputra et al. (2024) and Viadi (2023) also said that service quality has a significant effect on word of mouth intention.

H5: Service quality has a positive effect on word of mouth intention

Service quality and revisit intention relationship

Service quality Superior creates a consistent and satisfying experience, so customers feel confident and comfortable coming back. The reliability of the facility's service and maintenance ensures expectations are met on every visit, while the instructors' punctuality and environmental cleanliness add to the confidence that quality will not decline (Wani et al., 2023). Research conducted by Manyangara et al. (2023) shows that service quality affects revisit intention. Other research conducted by Faradiba et al. (2023) shows that satisfaction can improve revisit intention. Purba et al. (2021) In his research also shows that service quality affects revisit intention.

H6: Service quality has a positive effect on revisit intention

The relationship between service convenience and word of mouth intention

Service quality Superior creates a consistent and satisfying experience, so customers feel confident and comfortable coming back. The reliability of the facility's service and maintenance ensures expectations are met on every visit, while the instructors' punctuality and environmental cleanliness add to the confidence that quality will not decline (Wani et al., 2023). Research conducted by Manyangara et al. (2023) shows that service quality affects revisit intention. Other research conducted by Faradiba et al. (2023) shows that satisfaction can improve revisit intention. Purba et al. (2021) In his research also shows that service quality affects revisit intention.

H7: Service quality has a positive effect on revisit intention

The relationship between exercise satisfaction and word of mouth intention

Customers who are very satisfied with a particular product or service will have the passion to introduce that product or service through word of mouth to anyone they know (Shah et al., 2021). Customers who get a product or service that meets or exceeds expectations, tend to give positive response to the company, one of which is, give by word of mouth to his colleagues. Research conducted by Sun et al. (2023) and Viadi (2023) shows that satisfaction affects word of mouth intentions. Penelitian similar done by Sutriani et al. (2024) also shows that satisfaction can significantly improve word of mouth intentions from the consumers.

H8: Service quality has a positive effect on revisit intention

The relationships foster satisfaction and revisit intentions.

Exercise satisfaction is the satisfaction that customers get when doing sports training. This satisfaction consists of aspects of bodily (physical) satisfaction, psychological satisfaction, and life satisfaction (Nam et al., 2023). When customers feel high satisfaction with the training experience in terms of the comfort of the facility, the quality of the instructor guidance, and the results they feel, they develop positive associations that strengthen the intention to return. Research conducted by Lee (2022) shows that satisfaction affects revisit intention. Other research conducted by Faradiba et al. (2023) shows that satisfaction can improve revisit intention. Salamah et al. (2022) In his research also shows that satisfaction may affect revisit intention, which means that the more customers are satisfied with a service, their interest in returning to the same place will increase.

H9: Exercise satisfaction has a positive effect on revisit intention

Conceptual framework

This research is adapted from research conducted by Sun et al. (2023) that test the influence between variables service quality, service convenience, satisfaction, against word of mouth intentions and repatronage intentions. Where in this study modifications were made from the journal Jiang et al. (2024) by adding a variable exercise Adherence and exercise satisfaction. So the model in this study is as follows:

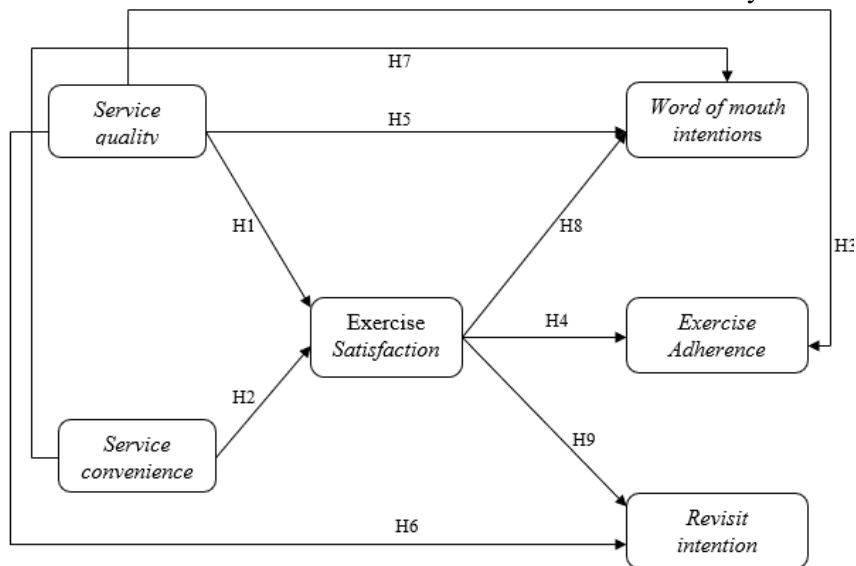


Figure 1. Research Model

3. Methodology

This research was conducted quantitatively on 227 members of the Tangerang branch of KYZN Clubhouse. Samples were taken using a purposive sampling approach, with the criteria of being an active member and having been a member for at least 3 months. The revisit intention variable in this study was measured by 5 indicators adapted from the study Manyanga et al. (2022), word of mouth intention is measured by 5 indicators of Dirsehan et al. (2023), service convenience is measured by 5 indicators of Lloyd et al. (2014), service quality is measured by 11 indicators of Xiao et al. (2020), exercise adherence with 5 indicators of Bailey et al. (2023), and exercise satisfaction is measured by 12 indicators of Nam et al. (2023). All indicators have obtained good scores on the validity and reliability test of each study. The analysis technique used in this study is structural equation modelling (SEM) in SmartPLS 4.0.

4. Empirical Findings/Results

Respondent Profile

The data obtained in this study is primary data obtained from respondents directly using google forms. The data that was successfully collected was 227 respondents out of a total of 220 respondents, so it can be concluded that the number of respondents in this study has met the minimum sample number. All respondents in this study were members of KYZN Clubhouse.

Table 1. Respondent Profile

Category	Criterion	Sum	Percentage
Gender	Man	101	44.5%
	Woman	126	55.5%
Age Range	18 - 28 years old	51	22.5%
	29 - 44 years old	158	69.6%
	Over 44 years	18	7.9%
Have been exercising for a long time	Less than 1 year	45	19.8%
	1 - 3 years	96	42.3%
	3 - 5 years	42	18.5%
	More than 5 years	44	4.4%
Frequency of exercise in 1 week	1x/week	33	14.5%
	2x/week	121	53.3%
	More than 3x/week	73	32.2%
Domicile	Jakarta	106	46.7%
	Tangerang	111	48.9%
	Depok	9	4.0%
	Outside Jabodetabek	1	0.4%

Source: Data processing results (2025)

Table 1 shows that the most visitors are from the age of 29-44 and have exercised for an average of 1-3 years at a frequency of 2x/week. This shows that the majority of visitors are millennials who regularly do sports.

Validity And Reliability Testing

The first test of the PLS-SEM test is the outer model. Outer models are often also called outer relations or evaluation of measurement models. In the outer part of the model, a process is carried out to specify the relationship between the variables being studied and the indicators. The analysis of the measurement model has 2 parts, namely the validity test and the reliability test

Table 2. Validity And Reliability Testing

Item and Constructs	Outer Loading
Word of mouth (CR= 0,946, AVE= 0,776)	
I will give positive Wishes about Kyzn BSD Clubhouse to others.	0.852
I will leave positive reviews about Kyzn BSD Clubhouse on social media	0.885
I would recommend Kyzn BSD Clubhouse to anyone who needs my advice.	0.886
I would recommend Kyzn BSD Clubhouse if you have a friend who needs a place to exercise	0.894
I would recommend a friend to train at Kyzn BSD Clubhouse.	0.889
Revisit Intention (CR= 0,945, AVE=0,777)	
I would like to revisit Kyzn BSD Clubhouse often	0.918
I intend to revisit Kyzn BSD Clubhouse in the future.	0.918
I intend to revisit Kyzn BSD Clubhouse soon	0.891

Item and Constructs	Outer Loading
I am willing to take the time to revisit Kyzn BSD Clubhouse	0.924
I'm willing to spend money to revisit Kyzn BSD Clubhouse	0.742
Service Convenience (CR=0,896, AVE=0,634)	
I can easily use the gym tools available at KYZN BSD Clubhouse	0.806
I can go to Kyzn BSD Clubhouse quickly	0.804
I was able to go to Kyzn BSD Clubhouse easily.	0.779
The location of Kyzn BSD Clubhouse can be found easily.	0.791
Payment transactions at Kyzn BSD Clubhouse can be done easily	
Service Quality (CR= 0,930, AVE= 0,550)	
The atmosphere at Kyzn BSD Clubhouse is excellent.	0.687
The support from the Kyzn BSD Clubhouse community is excellent.	0.721
The training program at Kyzn BSD Clubhouse is good.	0.721
The service at Kyzn BSD Clubhouse is well designed.	0.710
Kyzn BSD Clubhouse staff are responsive.	0.744
The Kyzn BSD Clubhouse attendant was polite.	0.826
Kyzn BSD Clubhouse staff are knowledgeable.	0.712
Kyzn BSD Clubhouse staff provide prompt service.	0.842
The training experience at Kyzn BSD Clubhouse was amazing.	0.755
Training at Kyzn BSD Clubhouse made me healthier	0.727
Participating in Kyzn BSD Clubhouse is a positive thing.	0.696
Exercise Adherence (CR= 0,940, AVE= 0,724)	
I exercise as often as recommended.	0.773
I always had time to exercise.	0.841
I follow all my training programs without ever being absent (absent)	0.874
I exercise as recommended by my health professional.	0.845
I incorporate my workouts into my routine.	0.872
I never forget to exercise.	0.896
Exercise Satisfaction (CR= 0,962, AVE= 0,676)	
I felt lighter after starting to exercise at Kyzn BSD Clubhouse	0.833
Ever since I started working out at Kyzn BSD Clubhouse, other daily physical activities have become easier than ever.	0.774
I feel less tired in my daily life since I started exercising at Kyzn BSD Clubhouse	0.830
My muscles have been toned since I started working out at Kyzn BSD Clubhouse	0.856
My life has become more enjoyable since I started working out Kyzn BSD Clubhouse.	0.834
I feel more confident in my health since I started working out at Kyzn BSD Clubhouse.	0.806
I feel more positive about my health after I started working out at Kyzn BSD Clubhouse	0.829

Item and Constructs	Outer Loading
I feel more accomplished since I started working out at Kyzn BSD Clubhouse.	0.817
I feel more confident in everything I do since I started working out at Kyzn BSD Clubhouse.	0.811
Since I started working out at Kyzn BSD Clubhouse, I have slept better.	0.795
Since I started working out at Kyzn BSD Clubhouse, I've had a regular routine.	0.852

Notes: CR= Composite Reliability; AVE= average variance extracted.

Source: PLS data processing results (2018)

Table 2 shows that the outer loading value in some indicators is less than 0.700, but because according to Hair et al. (2022) The outer loading value in the range of 0.400 to 0.700 can be used as long as the AVE value is more than 0.500, so it can be concluded that all indicators and variables have met the validity aspect. After conducting the test convergent validity, The next step is to test discriminant validity. The way to test the validity of the discriminator is to look at the HTMT value (Heteroit-Single-Trait) for each variable that must be less than 0.900.

Table 3. Discriminant Validity Htmt

Variabel	EA	IS	RE	SC	SQ	World cup
Exercise Adherence						
Exercise satisfaction	0.714					
Revisit intention	0.573	0.472				
Service convenience	0.603	0.545	0.649			
Service quality	0.563	0.628	0.579	0.538		
Word of mouth intention	0.546	0.594	0.670	0.784	0.648	

Source: PLS data processing results (2018)

In the table above, it can be seen that the HTMT value has been smaller than 0.900 so it can be concluded that each variable indicator has been able to measure the target variable. The next test is the multicollinearity test. The multicollinearity test was performed to prove the correlation between constructs. If there is a strong correlation, it means that the correlation model has a problem. Multicollinearity testing was carried out by observing the VIF value. If the VIF value > 5.00, then there is a multicollinearity problem, but if the VIF value < 5.00, then there is no multicollinearity problem.

Table 4. Multicollienary Testing (VIF)

Variabel	Bright	Description
Exercise satisfaction -> Exercise Adherence	1.559	Multicollinearity does not occur
Exercise satisfaction -> Revisit intention	1.559	Multicollinearity does not occur
Exercise satisfaction -> Word of mouth intention	1.723	Multicollinearity does not occur
Service convenience -> Exercise satisfaction	1.297	Multicollinearity does not occur
Service convenience -> Word of mouth intention	1.433	Multicollinearity does not occur
Service quality -> Exercise Adherence	1.559	Multicollinearity does not occur
Service quality -> Exercise satisfaction	1.297	Multicollinearity does not occur
Service quality -> Revisit intention	1.559	Multicollinearity does not occur
Service quality -> Word of mouth intention	1.669	Multicollinearity does not occur

Table 4 shows that the VIF value for all independent variables has been less than 5.00 so it can be concluded that there is no multicollinearity in this study. Next is to do the r square test. If the value R-square small, so the variation of the dependent variable is very limited, while the value of R-square that is close to one indicates that independent variables can give All the information needed to predict dependent variables (Hair et al., 2022).

Table 5. R Square Test

Variabel	R-square	R-square adjusted
Exercise Adherence	0.483	0.478
Exercise satisfaction	0.419	0.414
Revisit intention	0.330	0.324
Word of mouth intention	0.603	0.598

Table 5 shows that the r square in the revisit intention variable is 0.324 which means that 32.4% of the revisit intention variables can be explained by the service quality and exercise satisfaction variables, while the remaining 67.6% is explained by other variables outside this study. Meanwhile, the r square value in the exercise Adherence variable is 0.478 which means that 47.8% of the exercise Adherence variable can be explained by the service quality and exercise satisfaction variables, while the remaining 52.2% is explained by other variables outside this study. In the word of mouth intention variable, the r-square value is 0.598 which means that 59.8% of the word of mouth intention variables can be explained by the variables of service quality, exercise satisfaction and service convenience, while the remaining 40.2% is explained by other variables outside this study.

Hypothesis Testing

Hypothesis testing is carried out with the aim of finding out whether there is an influence between independent variables on dependents. Hypothesis testing was carried out by comparing the p-value with the alpha of 0.05 and the statistical t with the t table of 1.65. The following are the results of hypothesis testing in this study:

Table 6. Hypothesis Testing Result

Hipotesis	Original sample	t stat	P values	Description
H1 Service quality -> Exercise satisfaction	0.464	6.959	0.000	Supported
H2 Service convenience -> Exercise satisfaction	0.281	4.216	0.000	Supported
H3 Service quality -> Exercise Adherence	0.169	2.220	0.013	Supported
H4 Exercise satisfaction -> Exercise Adherence	0.580	8.694	0.000	Supported
H5 Service quality -> Word of mouth intention	0.276	4.927	0.000	Supported
H6 Service quality -> Revisit intention	0.428	5.290	0.000	Supported
H7 Service convenience -> Word of mouth intention	0.497	9.106	0.000	Supported
H8 Exercise satisfaction -> Word of mouth intention	0.151	2.606	0.005	Supported
H9 Exercise satisfaction -> Revisit intention	0.204	2.422	0.008	Supported

Source: Data processing results with PLS (2018)

Table 6 shows the results of the t-test on all the hypotheses tested, it can be seen that all hypotheses are supported which means that it can be concluded that all independent variables in this study can affect the dependent variables tested.

IPMA

The IPMA analysis aims to extend the results of the PLS-SEM analysis of the estimated path coefficient by adding dimensions to the analysis that consider the average value of the latent variable score (Hair et al., 2022). The analysis compares the total effect of the latent variable on a given target variable (impact) with the score of the rescaled average latent variable (performance). A graphical representation of the results allows the researcher to easily identify critical areas of attention and (managerial) action (i.e., constructs of high importance but low performance). The following are the results of the IPMA analysis in this study:

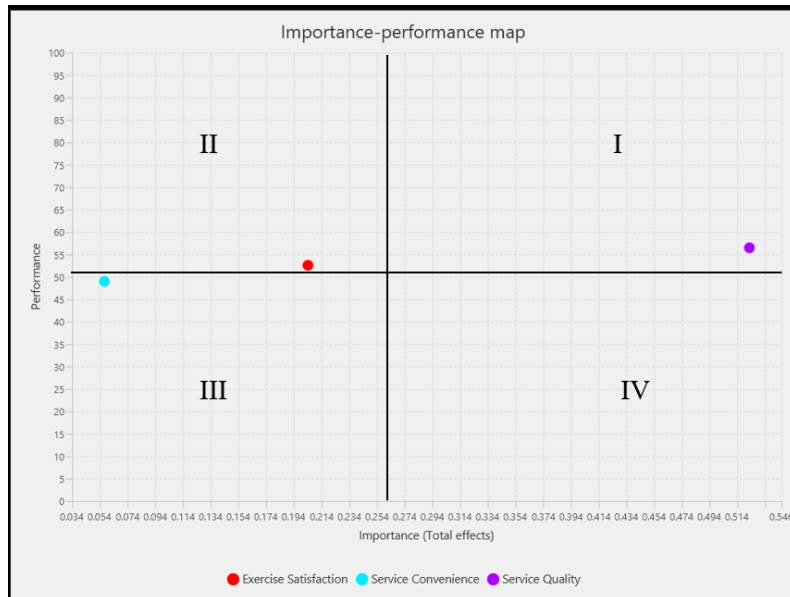


Figure 2. IPMA Variable

Figure 2 shows that there are four quadrants in the IPMA analysis. Quadrant I is an area that is considered important and has high performance. Since all the elements in this quadrant contribute to the purchase intention, they must be retained. The variable that is included in this quadrant is service quality. This means that the service quality of the KYZN clubhouse needs to be maintained. Quadrant II contains variables that are considered not very important but have above-average performance so they are quite excessive. The variable included in this quadrant is exercise satisfaction. This means that exercise satisfaction is considered to have good performance, but it is not the main factor that causes someone to come back to the KYZN clubhouse. Quadrant III is considered not very important but also has a performance that has not been optimal, so that aspects in this quadrant can be improved but not a priority if you want to increase revisit intention. The aspect in this quadrant is service convenience, meaning that service convenience is not an aspect that members pay too much attention to in determining their interest in coming back to the KYZN clubhouse. In addition to IPMA at the variable level, analysis is also carried out on IPMA at the indicator level.

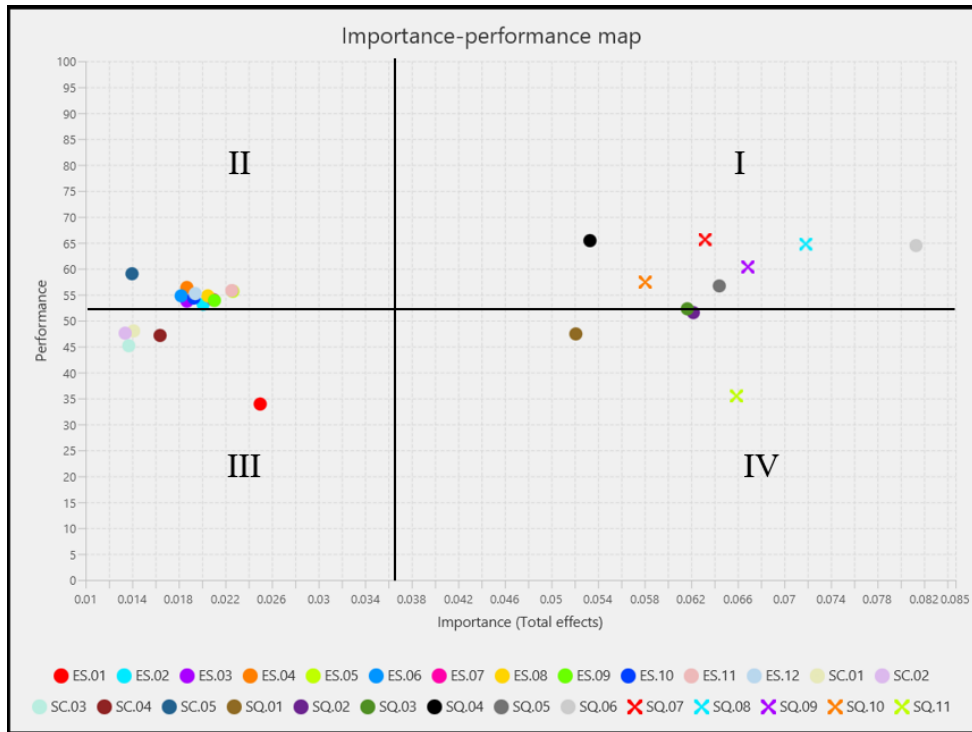


Figure 3. IPMA Indicator

Figure 3 shows the position of each indicator in the four quadrants that interpret the level of importance and performance of each indicator. The indicators in quadrant I are considered important and have good performance, so they need to be maintained. The indicators included in this quadrant are indicators with codes SQ.04, SQ.05, SQ.06, SQ.07, SQ.08, SQ.09 and SQ.10 which show that service quality is considered important and has been considered good by members. Quadrant 2 is this quadrant area, which is with a relatively high level of importance and is perceived by users to be too excessive with a relatively high level of satisfaction. The indicators included in this quadrant are ES.03, ES.04, ES.05, ES.06, ES.07, ES.08, ES.09, ES.10, ES.11, ES.12 and SC.05. Quadrant 3 contains indicators with a relatively low level of importance and the fact that their performance is not too special to pay attention to. The items included in this quadrant have very little influence on the revisit intention of the KYZN clubhouse. The indicators included in this quadrant are ES.01, ES.02, SC.01, SC.02, SC.03 and SC.04. Quadrant 4 contains indicators with a relatively high level of importance with a low level of performance, so in fact it is not in accordance with the expectations of respondents. Items included in this quadrant must be immediately improved in performance. The indicators included in this quadrant are indicators SQ.01 with the statement "The atmosphere at Kyzn BSD Clubhouse is very good", SQ.02 with the statement "The support from the Kyzn BSD Clubhouse community is very good", SQ.03 with the statement "The training program at Kyzn BSD Clubhouse is good", and SQ.11 with the statement "Participating in Kyzn BSD Clubhouse is positive". This shows that these four indicators need attention to be improved immediately, because KYZN clubhouse members consider these indicators important but not optimal.

5. Discussion

The results of the study show that the entire hypothesis is supported, which means that service quality, service convenience, and exercise satisfaction are factors that can influence word of mouth intention. In addition, service quality and exercise satisfaction affect revisit intention, while service convenience and exercise satisfaction influence exercise adherence. These findings highlight the importance for companies to prioritize these aspects to strengthen revisit intention, word of mouth, and exercise adherence among members.

The findings of this study confirm the statement of Siregar et al. (2024), which explains that revisit intention reflects the customer's evaluation of previous experiences, particularly when the experience was satisfactory. When customers feel satisfied with a service, their intention to return or make repeat transactions becomes stronger. Furthermore, Gjestvang et al. (2025) stated that adherence is influenced by various psychological factors. This study supports that service quality significantly affects exercise satisfaction, which then contributes to exercise adherence. Since satisfaction is closely related to emotional fulfillment, good service quality becomes an important psychological driver in shaping member behavior.

Based on the IPMA analysis, several indicators require improvement, specifically those related to atmosphere, community support, and training programs. In terms of atmosphere, management can improve factors such as lighting, cleanliness, layout, and aesthetic elements aligned with KYZN's identity to enhance comfort and member motivation. For community support, activities like group classes, member events, or health discussion forums can strengthen social bonds and foster loyalty. Regarding training programs, variety and personalization are essential—offering flexible schedules, ensuring trainers are competent in their fields, and continuously updating program content to keep it challenging and engaging.

For the service convenience variable, indicators related to payment methods can be improved. Management can enhance convenience by providing faster, more flexible, and secure payment options. Expanding methods such as QRIS, multiple e-wallets, debit/credit cards, and auto-debit for memberships can help members choose their preferred mode of payment. Implementing an integrated digital membership and payment system will reduce queues, minimize administrative errors, and improve transparency through automated transaction records. Staff training on various payment systems and providing clear instructions through apps or videos will further support convenience.

The study also shows that exercise satisfaction greatly influences revisit intention, word of mouth intention, and exercise adherence. To improve exercise satisfaction, management needs to ensure that members experience tangible physical benefits from their workouts. Structured and measurable training programs—such as initial assessments, personalized fitness goals, and regular evaluations—can help members track progress. Coaches can provide education about physiological benefits to

increase awareness of how exercise enhances daily functioning and energy levels. A variety of classes and training methods, along with fitness tracking apps that monitor metrics such as body fat and muscle levels, can help members feel more motivated and satisfied with their progress.

This research involved all KYZN Clubhouse members without differentiating based on sport categories, even though each type of sport may attract different types of consumers. Future research is advised to conduct separate analyses by sport category. Additionally, because this study was conducted in only one clubhouse, the findings cannot be generalized to other locations. Further studies involving multiple clubhouses are recommended to obtain more comprehensive and generalizable results.

6. Conclusions

This study concludes that service quality, service convenience, and exercise satisfaction play crucial roles in increasing revisit intention, word of mouth intention, and exercise adherence among members of KYZN Clubhouse. Companies seeking to strengthen member loyalty and engagement need to ensure that these three aspects are consistently optimized. Improvements in atmosphere, community support, training programs, convenient payment systems, and the delivery of measurable physical benefits are essential for enhancing overall member satisfaction. Future research should explore differences across various sports categories and expand the sample to multiple clubhouses to achieve broader generalization of findings.

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