

THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND CUSTOMER RECOVERY ON CUSTOMER SATISFACTION IN DELI MEDAN SWIMMING POOL

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ABSTRACT

The purpose of this study was to determine the effect of brand image, service quality and service recovery partially on consumer satisfaction. To determine the effect of Brand Image, Service Quality and Service Recovery simultaneously on Customer Satisfaction. This type of research is descriptive quantitative. The population in this study were visitors who swam in the Deli Medan Swimming Pool using a sample of 157 people. Sampling is done by using a non-probability technique with the accidental sampling method. Data collection techniques used in this study are primary data collection techniques using instruments; observations, interviews, and questionnaires. In analyzing the data using multiple linear regression, t-test, F-test, and test of determination. Based on the results of the partial test (t) it can be concluded that Brand Image has a positive and significant effect on Customer Satisfaction, Service Quality has a positive and significant impact on Customer Satisfaction, and Service Recovery has a positive and significant impact on Customer Satisfaction. Based on the results of the F test, it can be concluded that the variables of Brand Image, Service Quality, Customer Recovery together have a positive and significant effect on Consumer Satisfaction. Based on the calculation of the coefficient of determination, it can be seen that the Adjusted R Square value obtained is 0.707. This figure shows that at 70.7%, Customer Satisfaction (the dependent variable) can be explained by the Brand Image, Service Quality and Customer Recovery factors. The remaining 29.03% is influenced by other factors not described in this study.

Keywords: Brand Image, Service Quality and Customer Recovery, Customer satisfaction.

INTRODUCTION

In the current era of globalization, business activities, especially marketing, are growing rapidly from time to time. Information technology is developing rapidly in the practice of the business world. Brand image (Brand image) is formed through consumer satisfaction, sales are automatically obtained through customer satisfaction, because customer satisfaction in addition to repurchasing, will also invite other potential buyers (Aaker in Lupiyoadi & Hamdani, 2011). A strong brand is one that is clear, distinct, and relevantly superior to its competitors. In addition to the brand image of the Deli Medan Swimming Pool, that the quality of services provided by the company is complex to customers, or how close the company's relationship with customers is in providing good service, being able to better understand, meet every customer's needs and desires either directly or indirectly. or indirectly, the company must understand, how to implement, and realize all aspects of service quality appropriately and accurately, because customers in assessing the quality of services provided by a company will use their perceptions, and thoughts by seeing and feeling these aspects. of the quality of services offered by the company.

The number who become members or member customers, namely Deli Swimming Pool customers who have membership cards from table 2 shows an increase from year to year, except in 2020 there was a decline due to the impact of Covid 19. Meanwhile, consumers who visited Deli Swimming Pool from 2016 to 2018 continued to increase, but in 2019 and 2020 it decreased due to the impact of Covid 19 which required the Medan Deli Swimming Pool to close several times the Deli Swimming Pool operations according to the Medan City Government Circular and the Police. In addition to Service Quality, customer recovery is also required. From some of the explanations above, a swimming pool service company should handle customer complaints optimally to retain existing customers by maintaining them as well as possible and creating good relationships for a long period of time. Some visitors to the Deli Medan Swimming Pool, who are occasionally exposed to ceramic shards or the walls and ceramic bottom of the Deli Swimming Pool, usually bleed and get injured. In the event of an accident, the Deli Swimming Pool officers carry out the best possible care, although sometimes there are still service delays, this happens when the Deli Medan Swimming Pool health partner refuses to carry out treatment to restore the customer's health which is part of the Service Recovery for the customer. A good service recovery from a company will give a deep impression to consumers that consumers will really feel cared for by the company, so that the recovery of consumer confidence can be faster in the company. In the event of an accident, the Deli Swimming Pool officers carry out the best possible care, although sometimes there are service delays, this happens when the Deli Medan Swimming Pool health partner refuses to carry out treatment to restore the customer's health which is part of the Service Recovery for the customer.

THEORETICAL BASIS

Brand Image

The author will define the brand image from various sources to get a perfect understanding. Brand Image According to the American Marketing Association (AMA) in Kotler (2007), a brand is a name, term, sign, symbol, or design or guide to these things that is intended to provide an identity for goods or services made or provided by a seller or company. group of sellers and differentiate them from the goods or services provided by competitors. To get a perfect brand image, which is close to a strong magnet in influencing consumer perspectives or brand image is formed through customer satisfaction, because

satisfied consumers will not only buy again, but will also invite other potential buyers (Aaker in Lupiyoadi & Hamdani, 2011). Lamarto (2014), elements designed to identify the goods or services offered, brand image is a complex symbol that can convey six levels of understanding, including: a. Attributes, a brand brings certain attributes into the minds of consumers. b. Benefits (Benefits), existing attributes must be translated into functional and emotional benefits. c. Value (Values), the brand also states something about the value of the maker or producer. d. Culture (Culture), the brand can represent culture. e. Personality, a brand can be a projection and a certain person. f. Users (User), brands can impress certain types of consumers.

Service quality

Service quality is an important key to the realization of customer satisfaction. Good service quality, which is able to meet all the elements of good service will be the key to successful customer satisfaction. Companies that have a strong culture in providing excellent service, then the company will provide good service quality. Zeithaml (2016) suggests that service quality is the final component of customer perceptions of the service products they receive. Especially in a product that is purely a service, service quality will be a very influential component in determining the choice and assessment of customers.

Service Recovery

Customer dissatisfaction with the facilities and services of a company absolutely must be restored so that consumers are satisfied and do not feel disappointed or disappointed for a long time. In the world of marketing, the most important strategy is to be able to retain current customers and be able to attract the attention of new customers or have never even visited the company. According to Etzel and Silvean (2002), customer recovery (service recovery) that is carried out regularly will create a higher level of customer satisfaction compared to service (service) that is done right the first time. So it can be concluded that by providing a strategy on how to solve problems correctly and quickly to customers who have previously received bad service from certain companies, these customers can become regular customers and be loyal compared to customers who have never felt bad service at all.

Consumer Satisfaction

Customer satisfaction is an important reference for companies to make various strategies in achieving customer satisfaction. Satisfied customers in using certain expectations will have an impact on consumer loyalty. Customer satisfaction involves cognitive and affective components that affect the formation of satisfaction. This is in line with the definition of customer satisfaction by Worsfold et al. (2014), which describes customer satisfaction "as a result of an assessment by each customer based on the personally felt experience associated with each service provided. The affective component focuses on how consumers feel about an experience or event that has been felt, for example, whether the consumer likes a particular product or does not like it at all. While the cognitive component is more focused and refers to consumer perceptions, for example, what products or tools to satisfy needs they think can be trusted in the long term. Cognitive components consist of five processes of mental formation, namely: understanding, understanding, designing, and preparing and acting in choosing.

Conceptual Framework

The best service provided by the company or other business ventures is an effort to fulfill the needs and desires of consumers and the accuracy of their delivery to balance consumer expectations. Brand Image, Service quality, and Service Recovery must start from consumer needs and end on consumer perceptions and companies must be able to provide satisfaction to consumers. Companies must be able to respond to customer complaints by providing service recovery (Service Recovery). All parties who buy and consume services will give different assessments of the service strategy provided by the company to consumers.

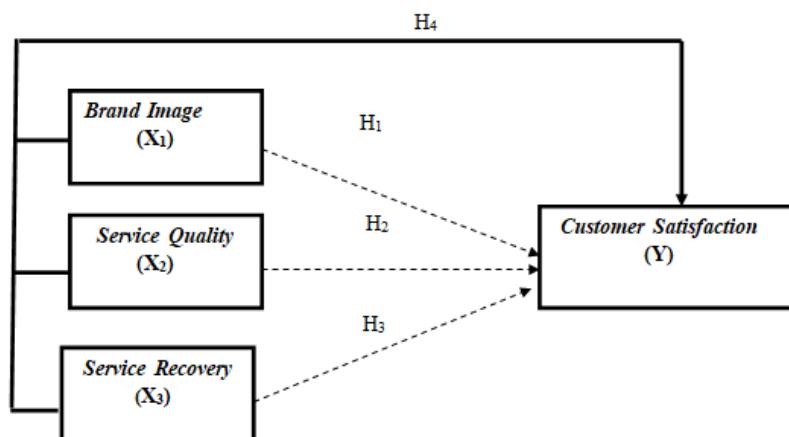


Figure 1. Conceptual Framework

RESEARCH METHODS

The research methodology used is a descriptive survey method with the aim of obtaining facts from the existing symptoms and seeking factual information and explanatory survey methods with the aim of testing the causal relationship between the variables studied. The type of investigation in this study is causality. While the unit of analysis in this research are consumers or visitors to the Deli Medan Swimming Pool.

Population and Sample

The population of this study were consumers or visitors to the Deli Swimming Pool in Medan City, which were recorded from May 2021 to July 2021 incidentally (researchers met consumers who visited the Deli Medan Swimming Pool) totaling 257 consumers who came to the Deli Medan Swimming Pool. This research was conducted during the COVID-19 pandemic. Furthermore, determining the number of samples that are considered representative, using the slovin formula (Umar, 2013) then the sample size obtained is: 157 samples.

Table 1. List of Variables Operations

Variabel	Definisi Operasional Variabel	Indikator	Skala
<i>Brand Image (X1)</i>	Brand Image is the overall perception of a product or brand that is formed from information and past experiences of the product or brand (Sutisna, 2003:83)	a. Image maker (Corporate Image). b. Product Image (product images). c. User image (User Image) (Aaker & Biel, 2009)	Likert
<i>Service Quality (X2)</i>	“ Service quality is a measure of how well a service meets customer expectations. (Boom, 2013)	1. Realibilitas (<i>Realibility</i>) 2. <i>Responsiveness</i> 3. <i>Assurance</i> . 4. <i>Empathy</i> . 5. <i>Tangibles</i> . (Fandy Tjiptono, 2012)	Likert
<i>Service Recovery (X3)</i>	Service recovery is a specific action taken to ensure that customers receive service at a reasonable level after the occurrence of a problem that disrupts normal service. (Lewis and Spyrapoulos, 2012)	1. Distributive justice 2. Procedural justice 3. Interactional Justice (Kau & Loh, 2006)	Likert
<i>Customer Satisfaction (Y)</i>	Customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing his perception or impression of performance that is below expectations, customers are not satisfied. (Kotler, 2009)	1. Fulfillment is the company's response in meeting customer needs 2. Pleasure is satisfaction can also be associated with feelings of pleasure and happiness 3. Relief is a feeling of relief felt by consumers against something negative and a bad image. 4. Ambivalence is a state when there is a combination and combination of positive and negative experiences. (Ziethaml, 2009)	Likert

RESEARCH RESULT

Data analysis technique

Validity Test Validity test is carried out to meet the level of suitability and accuracy of measuring instruments in assessing an object of research. Brand Image (X1), Service Quality (X2), Service Recovery (X3), Consumer Goals (Y). The distribution of a special questionnaire in the validity test was given to 30 respondents outside of the research sample. The minimum requirement for the validity test to be considered eligible is if $r_{st} = 0.30$. So, the correlation between statement items with a total score of less than 0.30, then the statement items are invalid. Based on these data, it can be said that all of the statement items are valid and feasible to be used as research instruments.

Reliability Test

The reliability value for the four variables (Brand Image, Service Quality, Service Recovery, Consumer Satisfaction), namely, Brand Image (X1) is $0.704 > 0.6$ for the Service Quality variable (X2) is $0.705 > 0.6$ Service Recovery variable (X3) of $0.789 > 0.6$ and the variable of Consumer Satisfaction (Y) of $0.791 > 0.6$. Based on these results, if the reliability value is closer to 1, then the research instrument is getting better. The reliability value of the instrument above shows the level of reliability of the research instrument is adequate because it is close to 1 (> 0.6). The reliability value for the four variables (Brand Image, Service Quality, Service Recovery, Consumer Satisfaction), namely, Brand Image (X1) is $0.704 > 0.6$ for the Service Quality variable (X2) is $0.705 > 0.6$ Service Recovery variable (X3) of $0.789 > 0.6$ and the variable of Consumer Satisfaction (Y) of $0.791 > 0.6$. Based on these results, if the reliability value is closer to 1, then the research instrument is getting better. The reliability value of the instrument above shows the level of reliability of the research instrument is adequate because it is close to 1 (> 0.6).

Classic assumption test

Normality test

For testing the normality of the data in this study, it was detected through graphical and statistical Analysis generated through SPSS regression calculations.

Table 2. Kolmogrov-Smirnov One Sample Test

		Unstandardized Residual
N		157
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.18436941
Most Extreme Differences	Absolute	.126
	Positive	.126
	Negative	-.070
Kolmogorov-Smirnov Z		.577
Asymp. Sig. (2-tailed)		.314

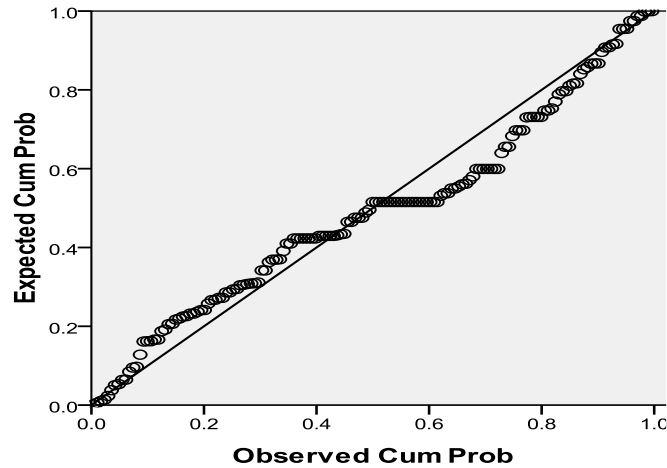
a. Test distribution is Normal.

B b. Calculated from data.

Based on the results of the residual normality test of the Kolmogrov-Smirnov One-Sample, the table shows that the value of Asymp.Sig. (2-tailed) of 0.314. These results indicate that the regression equation model is normally distributed because the significance value is $0.314 > 0.05$.

1. P-Plots Test

The results of the normality test using the P-Plots curve can be seen in the image below:



Source: SPSS 2021 Data Processing

Figure 2. Normal Probability Plot

The figure above shows that the probability plot has a normal distribution pattern because the scattering of data is around the diagonal line and follows the diagonal line. Thus, it can be said that this study meets the assumption of normality.

Heteroscedasticity Test

Scatterplot Graph

Heteroscedasticity is used to test whether in the regression model there is an inequality of variance and residuals from other observations. If the residual variation from one observation to another is constant, it is called homoscedasticity, and if the variance is different it is called heteroscedasticity. A good model is that there is no heteroscedasticity. The results of the heteroscedasticity test of the data in this study can be seen in the figure.

Scatterplot

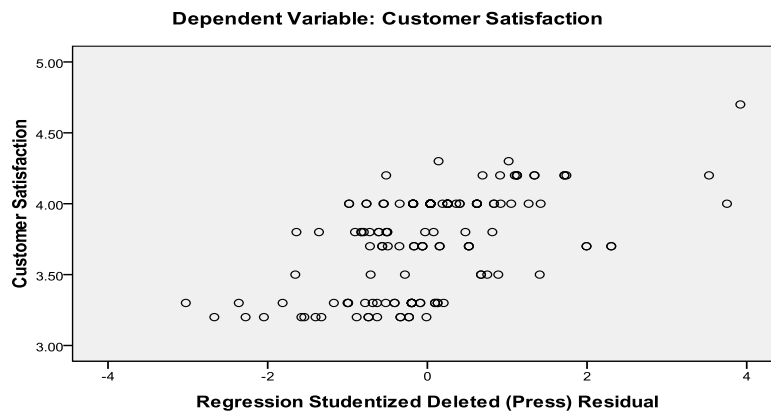


Figure 3. Scatterplot Graph

Based on the figure, it can be seen that the points spread randomly and are spread above and below the number 0 on the Y axis. It can be concluded that there is no heteroscedasticity in the regression model, so the regression model is feasible to use. Symptoms of heteroscedasticity can be seen in a way that is, if there is a certain pattern such as dots that form a regular pattern (wavy widens then narrows), then there has been heteroscedasticity and if there is no clear pattern and the dots spread above and below the number 0 on the Y axis, there is no heteroscedasticity. This means that there is no heteroscedasticity in the regression model, so the regression model is feasible to use to predict the decision to choose based on input from the independent variables.

Glejser test

Detection of the presence or absence of heteroscedasticity can also be done using the Glejser Test method. The Glejser test is carried out by regressing the independent variables to the absolute residual value. As a basic understanding, residual is the difference between the observed value and the predicted value, and absolute is the absolute value. Glejser proposes to regress the absolute value of the residual to the independent variable on the basis of decision making:

1. If the significant value is > 0.05 , then the regression model does not occur heteroscedasticity.
2. If the significant value is < 0.05 , then the regression model indicates that heteroscedasticity has occurred.

Tabel 3. Glejser test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.619	.719		2.250	.259
	Citra Merek	.092	.042	.244	1.808	.070
	Kualitas Pelayanan	.097	.051	.253	1.887	.079
	Pemulihan Pelayanan	.080	.052	.189	1.537	.068

a. Dependent Variable: Abs_Res

Source: Research Result Data processed by SPSS, 2021 (processed data)

Glejser Test Results In Table IV.13 above shows a significant value of Brand Image $0.070 > 0.05$, Service Quality $0.079 > 0.05$, Service Recovery $0.068 > 0.05$. Thus from the Glejser test results it can be said that in the Brand Image variable, Service Quality and Service Recovery is greater than 0.05, there is no heteroscedasticity.

Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent variables in the regression model. If there is a correlation, then there is a multicollinearity problem. In a good regression model there is no correlation between the independent variables. The results of testing the multicollinearity of the data in this study using the SPSS 18 tool, the results can be seen in the following table:

Table 4. Multicollinearity

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Brand Image	.365	2.739
	Service Quality	.328	3.049
	Service Recovery	.368	2.719

Based on the table above, it can be seen that the brand image variable has a variance Inflation Factor (VIF) number of 2.739 which is less than 10, while the tolerance value is 0.365, thus it can be concluded that the regression model does not have multicollinearity. The service quality variable has a Variance Inflation Factor (VIF) number of 3.049 which is less than 10, while the tolerance value is 0.328. Thus, it can be concluded that the regression model does not have multicollinearity. And the customer recovery variable has a variance Inflation Factor (VIF) of 2.719 which is less than 10, while the tolerance value is 0.368. Thus, it can be concluded that the regression model does not have multicollinearity.

Hypothesis Test (t-test)

Partial Test (t-test)

Table 5. Multiple Linear Regression Calculation Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.241	.190		1.269	.207
	Citra Merek	.201	.065	.223	3.107	.002
	Kualitas Pelayanan	.538	.079	.514	6.795	.000
	Pemulihan Pelayanan	.198	.081	.175	2.444	.016

According to Table 4, Partial Hypothesis Testing (t-test) was carried out to see the independent variables, namely Brand Image (X1), Service Quality (X2), and Service Recovery (X3) individually on Consumer Satisfaction. (customer satisfaction)(Y) can be done using statistical tests. Based on the results of data processing with the SPSS 18 program, the results obtained are as shown in the following table:

1. Brand Image Variable (X1)

It can be seen that the statistical results of the t-test indicate that Brand Image has a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool, this is evidenced by the t-count value of 3.107 and t table 1.960 with a significance level of 0.002 because $t_{count} > t_{table}$ ($3.107 > 1.960$), the significance is smaller than 0.05 ($0.002 < 0.05$).

2. Variable Service Quality (X2)

It can be seen that the statistical results of the t-test indicate that Consumer Satisfaction has an effect and is significant on Consumer Satisfaction at the Deli Medan Swimming Pool, this is evidenced by the t-count value of 1.960 with a significance level of 0.000 because $t_{count} > t_{table}$ ($6.795 > 1.960$), the significance is more greater than 0.05 ($0.000 < 0.05$).

3. Service Recovery Variable(X3)

It can be seen that the results of the t-test statistics show that Service Recovery has a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool, this is evidenced by the t-count value of 2.444 and t-table 1.960 with a significance level of 0.016 because $t_{count} > t_{table}$ ($2.444 > 1.960$), the significance is less than 0.05 ($0.016 < 0.05$).

Simultaneous Test (F-Test)

The F test was carried out to see together (simultaneously) the effect of the variable Brand Image (X1), Service Quality (X2), and Service Recovery (X3) on Consumer Satisfaction (Y).

**Table 6. Simultan Test (F)
ANOVA^a**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	13.156	3	4.385	126.533	.000 ^b
	Residual	5.303	153	.035		
	Total	18.459	156			

a. Dependent Variable: Kepuasan Konsumen

b. Predictors: (Constant), brand image, service quality, service recovery

Based on the output above, it is known that the calculated F value > t table is obtained $126,533 > 2.70$ which means it is positive. While the p-value obtained in the column sig $0.000 < 0.05$ means significant. Thus it can be concluded that Brand Image, Service Quality and Service Recovery together or simultaneously have a positive and significant effect on consumer satisfaction at the Deli Medan Swimming Pool.

Coefficient Determination (R²)

Table 7. Coefficient Determination Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.713	.707	.18617

a. Predictors: (Constant), Cbrand Image, Service Quality, Service Recovery

Based on the calculation of the coefficient of determination can be seen from the Adjusted R Square which is obtained at 0.707. This figure shows that 70.7% of Consumer Satisfaction (the dependent variable) can be influenced by the Brand Image variable, Service Quality and Service Recovery, while the remaining 29.03% influenced by other Factors not described in this study.

DISCUSSION

Based on the test have been carried out, the research result obtained:

1. The Effect of Brand Image on Consumer Satisfaction

Based on partial testing, that Brand Image (X1) has a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool, this shows that there is a direct influence of Brand Image on Customer Satisfaction. When viewed from the respondents' answers, the dimension that has the highest value in forming the Deli Medan Swimming Pool Brand Image is the product image dimension with the question item (X1.6, Deli Medan Swimming Pool is always easy to remember by visitors.) Respondents gave an agreeable answer amounting to 132 people (84.1%). These results indicate that the Deli Swimming Pool brand which is easy to remember has an important role in the formation of the Brand Image variable. The question item X1.6 is indicated by the choice of the word Deli as the brand used, where the word is easy to remember by the public so that one of the marketing strategies carried out by the Medan Deli Swimming Pool is used to make it easier for consumers to find the Deli Medan Swimming Pool. The results of this study support the research conducted by Ravita Dwi Yana (2015) with the title "The influence of brand image on customer satisfaction and customer loyalty (Survey on consumers of Muslim clothing products Dian Pelangi in Malaysia)", which concludes that Brand Image has a positive effect on customer satisfaction. Dian Pelangi Muslim fashion product customers in Malaysia. The results of this study are also supported by research conducted by Balqis (2009) which concludes that brand image has a significant effect on customer satisfaction.

2. The Effect of Service Quality on Consumer Satisfaction

Based on a partial test, that Service Quality (X2) has a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool, this shows that there is a direct influence on Service Quality on Consumer Satisfaction. Based on the results of these studies, it is known that the quality of service has a very large influence on the satisfaction of consumers who visit the Deli Medan Swimming Pool. This means that the quality of service provided by the Deli Medan Swimming Pool will determine whether or not the customers are satisfied. Consumer Satisfaction is the actual position where the consumer's feelings exceed the expectations obtained from the benefits of Service Quality. The Deli Medan Swimming Pool always provides the best service through Service Quality, where they try to understand what their customers need and want, they must do their best to provide quality service and trying to be able to communicate well, manners and polite. So, with the implementation of service quality can create customer satisfaction, on the contrary if consumers do not feel the quality of service that is not in accordance with their expectations, then they will not be satisfied. The results of this study support previous research conducted by Dimas Ernanda and Sugiyono (2017) regarding: "The Influence of Store Atmosphere, Hedonic Motive and Service Quality, on the Purchase Decision of Excelo Plaza Marina" states that service quality has an important and most dominant role because Service quality is the first thing that is assessed by customers or consumers and makes an experience that can attract potential customers if they are satisfied with the services provided

3. The Effect of Service Recovery on Consumer Satisfaction

Based on the results of these studies, it is known that Service Recovery has a positive and significant effect on Customer Satisfaction at the Deli Medan Swimming Pool. This means that the Service Recovery provided by the Deli Medan Swimming Pool has met the standards of customer expectations. Where the Deli Medan Swimming Pool always tries to solve existing problems by providing service recovery services. The results of this study support previous research conducted by Cok Raka Surya and Adhitya Bayu Rahanatha (2015) regarding: "Analysis of the Effect of Service Recovery on Customer Satisfaction at Tjampuhan Hotel UBUD" states that Service Recovery (X3) also has an important role needed by customers or consumers because

by providing good service recovery to customers or consumers will feel satisfied and not disappointed with the services provided so that they become loyal. It can be concluded that Service Recovery has a positive and significant effect on consumer satisfaction and the better the services provided, the more customer satisfaction will be.

4. Effect of Brand Image, Service Quality, and Service Recovery Against Consumer Satisfaction

Brand Image, Service Quality, and Service Recovery together or simultaneously have a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool. This shows that if the three variables are applied in the service business at the Deli Medan Swimming Pool, then consumers will feel satisfied with the services provided by the Deli Medan Swimming Pool, the three variables above are brand image, service quality and service recovery (Brand Image, Service Quality). and Service Recovery) simultaneously or jointly has an important role and has a very close relationship with Consumer Satisfaction because it can be used as an instrument in satisfying consumer needs and can encourage consumers to establish a strong relationship with the company. The results of this study are in line with the research of Rahmat Widiyanto, Wahono Sumaryono, Djoharsjah Djoharsjah (2020), namely: The results show that the variable brand image and service quality simultaneously (simultaneously) have a significant positive effect on the variable customer satisfaction.

CONCLUSION

Based on the result of the study, some conclusions that can be drawn in this study are:

1. Brand Image has a positive and significant effect on Consumer Satisfaction at the Deli Medan Swimming Pool.
2. The variable of service quality has a positive and significant effect on consumer satisfaction at the Deli Medan swimming pool.
3. The service recovery variable has a positive and significant effect on customer satisfaction at the Deli Medan Swimming Pool.
4. Simultaneously the three variables of brand image, service quality, and service recovery have a positive and significant effect on customer satisfaction at the Deli Medan Swimming Pool.

SUGGESTION

1. In the future, it is hoped that the Deli Medan Swimming Pool will provide more special services so that service recovery can be carried out as well as possible, so that consumer satisfaction will be obtained. Service recovery strategies that need to be carried out are: a). Anticipating Customer Needs. b). Understanding customer feelings. c). Apologize and have a responsibility. d). Offer Alternatives. e. Make up for Errors.
2. To increase customer satisfaction, Deli Swimming Pool should continue to provide the best service. Service quality strategies that must be developed are: a). Improving the quality of facilities and infrastructure for the Deli Medan Swimming Pool. b). Improve and improve the quality of water PH from an average of PH6, to PH7 and PH 8. c). Caring for an inspiring environment as a place for exercise and relaxation. d). Improve the dexterity, dexterity and friendliness of employees. e). Maintain the quality of environmental cleanliness and canteens with quality snacks that are hygienic. f) Presenting a musical atmosphere that pleases visitors while maintaining educational values.
3. To strengthen the position of the Brand Image (Brand Image) of Deli Swimming Pool, it is recommended to carry out the following strategies: a. Identify target customers, b. Determine the ultimate goal of the business, c. Determining the Enchantment Brand, d. Develop the company's key marketing message. e. Building the Character of the Deli Medan Swimming Pool. f. Promote consistently.
4. For further researchers who want to develop this research, the researcher suggests that they deepen their study of material regarding Brand Image, Service Quality and Service Recovery and it would be better if the next researcher added other variables so that Future research is more perfect and provides new findings related to consumer behavior.

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