

## **ABSTRACT**

*The purpose of this study is to explore The Effect Sport Service Quality to Emotional Experience and User Satisfaction In Atlas Sport Center Surabaya.*

*This study using Structural Equation Modelling with SPSS 18.0 and AMOS 22.0. This study use sampel as many as 150 respondents member Atlas Sports Club Surabaya and still active in last 6 month and live in Surabaya*

*The result of this study prove that sport service quality has positive effect to emotional experience, sport service quality has positive effect to user satisfaction, responsiveness has positive effect to user satisfaction, reliability has negative effect to user satisfaction, core has positive effect to user satisfaction, peripheral has positive effect to user satisfaction, core has positive effect to emotional experience, peripheral has positive effect to emotional experience, value has positive effect to emotional expereinece*

*Keyword : sport service quality, emotional experience, user satisfaction*

