

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis tanggapan member mengenai harga, kualitas layanan, dan kepuasan member, serta pengaruh harga dan kualitas layanan terhadap kepuasan member gym di Fitness City Kota Bandung, baik secara parsial maupun simultan. Penelitian ini dilatarbelakangi oleh tren penurunan jumlah keanggotaan aktif dan fluktuasi kepuasan member di tengah persaingan industri pusat kebugaran yang semakin ketat. Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Populasi penelitian adalah member aktif Fitness City Kota Bandung tahun 2024 dengan rata-rata 234 orang per bulan. Sampel sebanyak 70 responden diperoleh melalui purposive sampling. Data dikumpulkan melalui kuesioner, wawancara, dan studi kepustakaan, kemudian dianalisis menggunakan regresi linier berganda, korelasi, koefisien determinasi, serta uji t dan uji F dengan bantuan IBM SPSS Statistics. Hasil penelitian menunjukkan Secara Simultan: Harga dan Kualitas Layanan berpengaruh positif dan signifikan terhadap Kepuasan Member ($F_{hitung} = 5,167 > F_{tabel} = 3,134$; $p = 0,008 < 0,05$). Nilai Koefisien Determinasi (R^2) sebesar 13,4%, Secara Parsial: Kualitas Layanan terbukti berpengaruh positif dan signifikan terhadap Kepuasan Member ($t_{hitung} = 2,766 > t_{tabel} = 1,996$; $p = 0,007 < 0,05$) dengan kontribusi pengaruh sebesar 11,5%. Sebaliknya, Harga secara parsial tidak berpengaruh signifikan terhadap Kepuasan Member ($t_{hitung} = 0,871 < t_{tabel} = 1,996$; $p = 0,387 > 0,05$) dengan kontribusi hanya sebesar 1,9%.Kepuasan Member lebih dominan dipengaruhi oleh Kualitas Layanan dibandingkan Harga.

Kata Kunci: Harga, Kualitas Layanan, Kepuasan Member, Fitness City Kota Bandung.

ABSTRACT

This study aims to examine and analyze member responses regarding price, service quality, and member satisfaction, as well as the influence of price and service quality on member satisfaction at Fitness City Bandung, both partially and simultaneously. The study was motivated by a downward trend in active memberships and fluctuations in member satisfaction amidst increasingly fierce competition in the fitness center industry. Descriptive and verificative research methods with a quantitative approach were employed. The study population consisted of active members at Fitness City Bandung in 2024, averaging 234 individuals per month. A sample of 70 respondents was selected using purposive sampling. Data were collected through questionnaires, interviews, and literature reviews, then analyzed using multiple linear regression, correlation, the coefficient of determination, as well as t-tests and F-tests with the aid of IBM SPSS Statistics. The results indicate that, simultaneously, Price and Service Quality have a positive and significant effect on Member Satisfaction ($F\text{-calculated} = 5.167 > F\text{-table} = 3.134$; $p = 0.008 < 0.05$). The Coefficient of Determination (R^2) value is 13.4%. Partially, Service Quality was proven to have a positive and significant effect on Member Satisfaction ($t\text{-calculated} = 2.766 > t\text{-table} = 1.996$; $p = 0.007 < 0.05$), contributing 11.5% to the influence. Conversely, Price did not have a significant partial effect on Member Satisfaction ($t\text{-calculated} = 0.871 < t\text{-table} = 1.996$; $p = 0.387 > 0.05$), contributing only 1.9%. Member Satisfaction is influenced more dominantly by Service Quality than by Price.

Keywords: *Price, Service Quality, Member Satisfaction, Fitness City Bandung.*