

## Members' Satisfaction Level on Service Quality at the Melia Gym Fitness Center, Bantul Yogyakarta

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**ABSTRACT:** This study was conducted to investigate the members' satisfaction level on service quality at fitness center Melia Gym Bantul Yogyakarta. This research is compiled from a theoretical study consisting of tangibles, reliability, responsiveness, assurance, and empathy dimensions. This research is a quantitative descriptive study using a survey method with a questionnaire as the data collection technique. The sampling method used in this study was purposive sampling. The data analysis technique used descriptive analysis which was expressed in percentage form. The results of data analysis show that the members' satisfaction level on service quality at the Melia Gym Bantul Yogyakarta fitness center is in the "very satisfied" category. A more detailed explanation of the research results in each dimension are; the tangible dimension obtained a value of 80% with the "very satisfied" category, the reliability dimension obtained 56% or "very satisfied" category, the responsiveness dimension obtained 56% or "very satisfied" category, the assurance aspect obtained 50% or "very satisfied" category and the empathy aspect obtained 70% or "very satisfied" category. Researchers' suggestion for the Melia Gym fitness center is to always improve and maintain the quality of its services in order to meet member satisfaction.

**KEYWORDS:** fitness, members' satisfaction, service quality

### INTRODUCTION

Physical exercise is a physical activity to keep the human body healthy and fit. Exercising regularly provides many benefits such as protecting the body from various diseases, improving life quality, reducing stress, and helping relaxation resulting in good sleep quality. Many people feel that with a fit body, their activities can run smoothly without feeling significant fatigue, and the societal demand for people to be confident with an ideal body is a common expectation for everyone. According to Sulistiono (2014: 224), physical fitness is the ability of a person to carry out daily activities without feeling significant fatigue.

With the increasingly advanced development of sports facilities and infrastructure in Indonesia, sports are no longer difficult to do. Physical activity carried out must be accompanied by adequate sports facilities with satisfaction with the available service quality. People can get these things by going to the available fitness centers. The fitness center is one of the service companies to fulfill the needs of everyone who comes to the place, of course, in achieving a healthy body.

In the development of the world of sports today, physical fitness has become a popular term. Fitness workout is a physical activity that is carried out regularly and periodically, which aims to maintain the body's vitality and practice discipline. Fitness has become a lifestyle trend today, there are many facilities or places that specialize in fitness activities, one of which is in the Special Region of Yogyakarta. In Yogyakarta, fitness centers are growing rapidly. The establishment of several large-scale fitness or gym centers with the concept of mega gym, located in very strategic locations such as in Yogyakarta hotels, creates opportunities in the provision of fitness center infrastructure facilities that have a strong impact on public interest in determining the place of their sport activities.

One of the fitness centers in the Special Region of Yogyakarta is Melia Gym, which is located on Jl. Wates No.30 Sonosewu Ngestiharjo, Kasihan District, Bantul Regency, Yogyakarta. Melia gym is one of the fitness centers chosen because of its strategic location. The location of this service is on the border of Bantul Regency and Yogyakarta City with an easy-to-reach access location, making it easier for new members or customers to find or visit Melia Gym. Currently Melia Gym has a large parking lot, complete weight training equipment, clean and comfortable rooms, fitness instructors who are experienced in their fields, guaranteed security of customer luggage, and friendly and helpful employees in serving, making the Melia Gym fitness center crowded almost every day by those who have become existing members and new customers. However, the place or room for

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weight training at Melia Gym is far from the standard compared to other fitness centers close to Melia Gym and the personal trainer has no sports education background. Members or customers look for and want a fitness center to have complete equipment, a clean and comfortable place, friendly staff and affordable prices.

The facilities provided by fitness centers are varied. Common examples of facilities include equipment for weight training, parking lots and the location's cleanliness. The availability of parking lots needs to be considered by the owner. Parking lots are among the first facilities that both members and new customers feel when they come to the gym. Easy parking access has an impact on the psychology of members or new customers. This is because members can park their vehicles quickly without wasting time, so that members and new customers are satisfied with the facilities provided by Melia Gym as a fitness center service provider.

When a member or new customer trains at a fitness center, some service providers offer supporting facilities such as fitness instructors who can help them train. This is called a personal trainer (PT) in the fitness world. The provision of services from PT to members has its own uniqueness to create member satisfaction. Member satisfaction is certainly very much needed for the fitness center owner and the PT. Fitness center members want the results of the exercise to be obtained instantly. Being a PT is not an easy thing, because the knowledge and understanding of sports-related sciences such as anatomy is needed to make sure that the training program can fulfill the member's expectations and avoid injury. Many PTs have participated in PT certifications that have been held in various places. The short time duration makes it impossible to understand all of the above knowledge. Certification cannot be used as evidence as a professional PT. PTs must come from sports graduates, where they study this knowledge during lectures, in order to obtain an official diploma from the sports department and certification for supporting documents as experts in their fields.

In the fitness center industry, service quality is very important for customers. Maulana (2016: 117) says service quality is a series of activities where these activities are expected to provide answers to customer desires. Whether or not the needs of fitness center service customers are met is closely related to the satisfaction issue. Therefore, the satisfaction of fitness members or customers is a measure of the success of the fitness center. According to the formulation of Richard L Oliver in (Tjiptono, 2019: 123) "customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing between the performance (or results) of the perceived product and its expectations". By providing quality service that affects members' approval, the fitness center experiences an increase in customers or members. Members are always looking for services that can provide satisfaction for themselves, with costs, knowledge and income limitations of the members. Satisfaction can be defined as a person's sense of pleasure or disappointment that arises after comparing his perceptions or impressions of the performance (results) of a product and his expectations. The satisfaction from the services provided is certainly inseparable from the quality of service provided, so customers will come back to use the fitness club as a preferred sports facility.

Based on the problems above, the researchers are interested in conducting research with the title "Members' Satisfaction Level on service quality at Melia Gym Fitness Center Bantul Yogyakarta". The researchers aim that the results of the study can be used as evaluation material for fitness centers or gyms used as a research site by researchers, so that fitness centers can find out whether the services provided to members are classified as very satisfying, satisfying, dissatisfying or even very dissatisfying. After knowing the level of customer satisfaction, the fitness center can consider services that must be improved or may have to be improved based on the results of the research conducted to ensure that member satisfaction with the services provided can be fulfilled.

## **RESEARCH METHODS**

### **Research Design**

This research used a survey method with a descriptive study approach to collect data and information that supports this research. Sugiyono (2014: 7) says that descriptive research is research that provides a clearer picture of social conditions. Therefore, this research design used descriptive quantitative research with survey methods. Data was collected using a questionnaire in the form of a google form. It is hoped that the results of this study can describe the actual situation regarding the level of member satisfaction with the service quality of the Melia Gym fitness center.

### **RESEARCH POPULATION AND SAMPLE**

According to Prof. Dr. Nana (2015: 250) population is a real target population ensuring the sample becomes the object of research. The population in this study were Melia Gym fitness members, which were members actively registered in 2022. Based on the member data, it is known that the number of Melia Gym members in May 2022 was 80 people. The sample in this study used a purposive sampling technique method. Sugiyono in Rosdianto, Murdani & Hendra (2017: 57) stated that purposive sampling is a sampling method based on certain considerations. The use of purposive sampling method is to support the

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research conducted. There are 2 sampling criteria that must be met so that the sample can be used as a sample of this study. The criteria applied by researchers in selecting samples are as follows: (a) registered active members at Melia Gym in 2022 (b) members aged 20 years to 40 years (c) have been members at Melia Gym for at least more than 2 months (d) willing to become research respondents. The number of samples for this study was determined by fitness members who were willing to fill out a questionnaire during the research period.

### RESEARCH INSTRUMENTS

The instrument in this study was used to measure the level of member satisfaction with service quality at the Melia Gym fitness center, with a close ended questions method or questionnaire which consists of 5 dimensions of questions, namely tangible, empathy, reliability, responsiveness, and assurance. The five dimensions were arranged for 30 questions. Closed questionnaire with the question items was answered by Melia Gym fitness members and the answers were used as the research data by the researchers.

Close ended question (Closed Ended Items) is a questionnaire where the questions written have been provided with optional answers so that the respondent just chooses one of the answers provided (Suharsimi, 2010: 195). Furthermore, according to Arikunto (2006: 168), a close ended questions is a questionnaire that is presented in such a form that the respondent just gives a check list (v) in the appropriate column or place. It can be concluded that a questionnaire is a tool used as a technique to collect data by providing a written question and given to a person or group to get the answers and information needed by the researchers.

According to Masri Singarimbun and Sofian Effendi (in Fatoni, 2015: 57), to determine the score in this study, we can use the "Likert scale". The Likert scale is a scale used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2013: 132). The Likert scale contains five levels of answers regarding respondents' agreement with the statements presented through the answer options provided. The Likert scale has five alternative answers and the middle answer is eliminated because it is an undecided or neutral answer. The measurement method is done by presenting a respondent with a statement and then asked him/her to provide an answer according to the perceived feelings. Each statement had four answer options, namely: strongly agree, agree, disagree, strongly disagree. The following is the scoring of respondents' answers.

The scoring of respondents' answer

Answers	Score
Strongly Agree	4
Agree	3
Disagree	2
Strongly Disagree	1

In this study, the validity test was carried out on other fitness members and found 20 respondents. The r table in this study used degree of freedom (df) = n-2, in this case, the n is the sample, resulting (df) 20-2 = 18 with the results of the r table obtained at 0.443. The results of the validity test that has been carried out are known that all question items have  $r\text{-count} > r\text{-table}$ , so it can be concluded that all question items in this study are declared valid. Reliability test results a total of 30 question items were analyzed using the Cronbach alpha technique showing  $r_{tt} > 0.600$ , so it can be concluded that all questions in this study were declared reliable.

### DATA COLLECTION TECHNIQUE

The data collection plan procedure was arranged chronologically. The data collection technique in this study was a questionnaire. Questionnaire is a data collection instrument used in indirect communication techniques, meaning that respondents indirectly answer written questions sent through certain media (Drs. Subana, 2015).

The distribution of questionnaires in this study was carried out through online media, namely Google form. Researchers distributed the Google form questionnaire link <https://forms.gle/5pnQQpaPLQU34BGx8>. through private messages using WhatsApp addressed to Melia Gym members. Furthermore, the answers from the members were processed and analyzed to draw conclusions.

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### DATA ANALYSIS TECHNIQUE

After the data was collected, the next step was to analyze the data to draw a conclusion. The data analysis technique in this study was descriptive analysis techniques. The calculation used a percentage which aimed to determine the level of member satisfaction with service quality at the Melia Gym fitness center. According to Sugiyono (2013: 200) descriptive statistical calculations use percentage descriptive statistics, because those included in descriptive statistics include presenting data through tables, graphs, pie charts, pictograms, calculating mean, mode, median, decile calculation, percentile, data distribution calculation, average and standard deviation calculations and percentage calculations.

The data analysis used in this study was calculated using the mean and grand mean formulas. Mean was used to calculate the average value of each question indicator arithmetically. While the grand mean was used to calculate the total average value. The following is the mean formula in Sugiyono (2016: 4):

$$\text{Mean } \chi = \frac{\sum x}{N} \quad \text{Grand Mean } GM = \frac{\text{total rata-rata hitung}}{\text{jumlah pertanyaan}} \quad \text{GM} = \text{total average score/number of questions}$$

To give meaning to the results of existing data, descriptive percentage analysis techniques were used, with the following formula from Anas Sudijono (in Fatoni, 2015: 58):

$$P = \frac{f}{N} \times 100\%$$

The data was grouped into four category classifications that are Very High, High, Low, and Very Low. The categorization used the mean and standard deviation according to B. Syarifudin (in Fatoni, 2015: 58) in the following scale:

Category classification reference table.

No.	Scale range	Category
1.	$X \geq M + 1,5 \text{ SD}$	Strongly agree/very satisfied
2.	$M + 0,5 \text{ SD} \leq X < M + 1,5 \text{ SD}$	Agree/satisfied
3.	$M - 1,5 \text{ SD} \leq X < M - 0,5 \text{ SD}$	Disagree/dissatisfied
4.	$X < M - 1,5 \text{ SD}$	Strongly disagree/very dissatisfied

### RESEARCH RESULTS AND DISCUSSION

The results of the research on the member satisfaction level on the service quality at the Melia Gym fitness center obtained a maximum value of 120 and a minimum value of 30. The mean was 91.73 and the standard deviation was 15.62. The data is categorized into four categories based on the mean and standard deviation values obtained with an assessment of the five dimensions used to describe the data on members' satisfaction level on service quality at the Melia Gym fitness center. Based on the predetermined category formula, data analysis obtained the results of members' satisfaction level on service quality at the Melia Gym fitness center in the following figure:

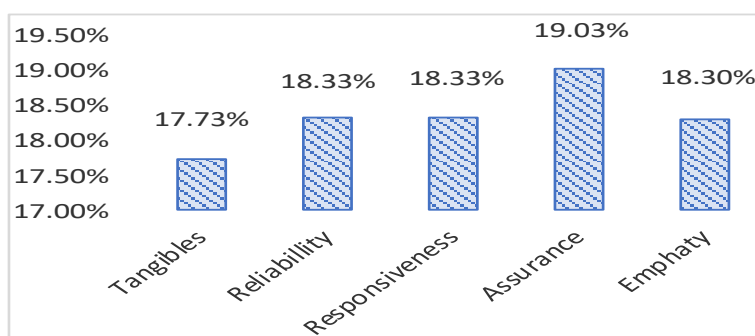
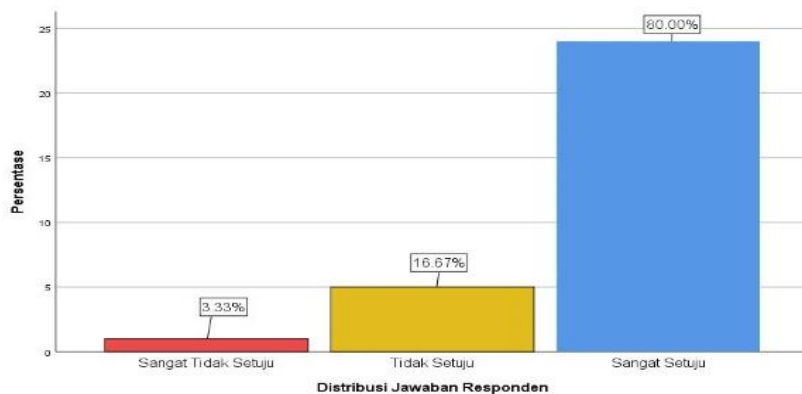


Diagram of the research results on the satisfaction level of Melia Gym fitness members.

Based on the data range shown in the diagram and table above, it can be concluded that the members' satisfaction level on the service quality at the Melia Gym Bantul Yogyakarta fitness center was very satisfied. To see the research results more deeply, here is a description of the members' satisfaction level on the service quality at Melia Gym based on each dimension.

#### 1. Tangibles Dimension

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Strongly disagree

Disagree

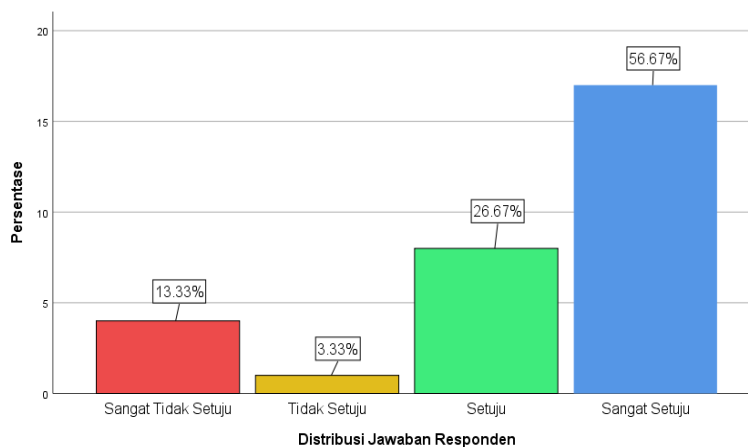
Strongly agree

### Respondents' Answers Distribution

Overall, the members' satisfaction level on the service quality at the Melia Gym fitness center based on the tangibles dimension found 1 person (3.3%) in the category of strongly disagree with the evidence available at the gym, 5 people (16.7%) disagreed, and 24 people (80%) strongly agreed with member satisfaction in terms of the tangibles factor. The highest frequency is in the strongly agree category, so it can be concluded that the members' satisfaction level on the service quality at the Melia Gym fitness center based on the tangibles dimension is very satisfied.

Member satisfaction shows a very satisfied category from the tangibles dimension because the toilets and locker rooms at Melia Gym are clean, the gym room is comfortable to use, the tools and facilities at Melia Gym can support member training programs, and the instructor is always available at the Melia Gym fitness area to assist the training. Tangibles are physical evidence of services that can be in the form of physical facilities, and the equipment (Fandi Tjiptono, 2002). This physical evidence also has a positive influence on member satisfaction, because the better the quality of the facilities used in providing services, the better the member satisfaction.

### 2. Reliability Dimension



Strongly Disagree

Disagree

Agree

Strongly Agree

### Respondents' Answers Distribution

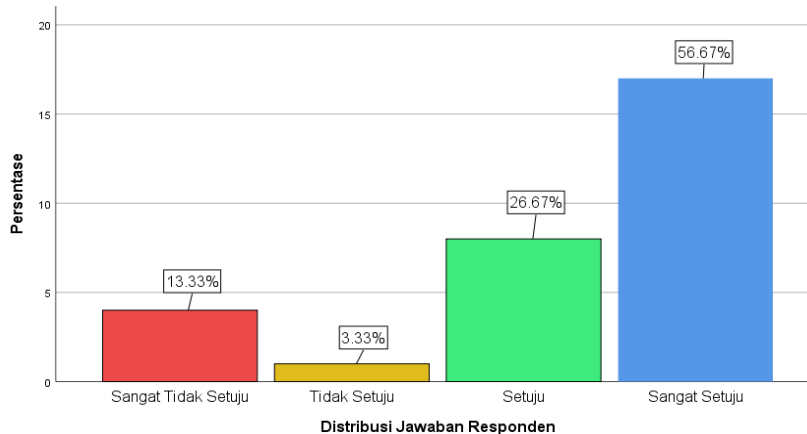
In general, the members' satisfaction level on the service quality at the Melia Gym fitness center based on the reliability dimension found 4 people (13.3%) in the category of strongly disagree with the reliability of the Gym, 1 person (3.3%) disagreed, 8 people (26.7%) agreed, and as many as 17 people (56.7%) strongly agreed with member satisfaction in terms of the reliability dimension. The highest frequency is in the strongly agree category, so it can be concluded that the members' satisfaction level on the service quality at the Melia Gym fitness center based on the reliability dimension is very satisfied.

Member satisfaction shows a very satisfied category from the reliability dimension because the opening and closing hours at Melia Gym are consistent, the Melia Gym employees are responsive in helping members when they encounter difficulties or

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problems in training, fitness instructors at Melia Gym provide a schedule for the members to consult, and the explanation given by Melia Gym instructors to members is easy to understand. The ability of service providers to carry out the promised services consistently and reliably influences customer satisfaction. Customer satisfaction is fulfilled if the quality of the product/service provided is in accordance with the promises to the customers (Kotler in Adhen Willy Munendra (2011)). In this dimension, a consistent commitment is needed to keep the agreement between the management and the members. Not only the management but also the employees have participated in keeping the promise for member satisfaction.

#### 3. Responsiveness Dimension



Strongly Disagree

Disagree

Agree

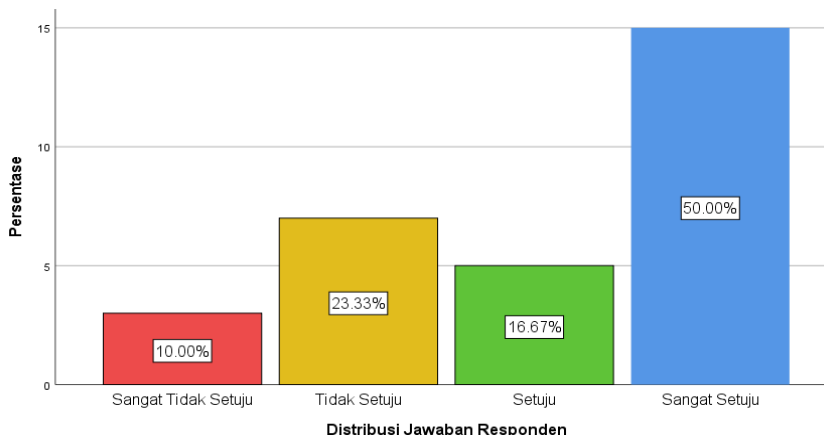
Strongly Agree

Respondents' Answers Distribution

Overall, the level of member satisfaction on service quality at the Melia Gym fitness center based on the responsiveness dimension found 4 people (13.3%) in the category of strongly disagree with the reliability of the Gym, 1 person (3.3%) disagreed, 8 people (26.7%) agreed, and 17 people (56.7%) strongly agreed on customer satisfaction in terms of the responsiveness dimension. The highest frequency is in the strongly agree category, so it can be concluded that the level of member satisfaction on service quality at the Melia Gym fitness center based on the responsiveness dimension is very satisfied.

Members' satisfaction shows a very satisfied category from the responsiveness dimension because Melia Gym was attentive and responsive to member complaints, Melia Gym's front office was attentive in serving and responding quickly to criticisms and suggestions given by members, and Melia Gym instructors help members with pleasure. The willingness to help members and provide services quickly or responsively can affect customer satisfaction. Responsiveness has a good influence on member satisfaction, because a good response also results in a good satisfaction value.

#### 4. Assurance Dimension



Strongly Disagree

## Members' Satisfaction Level on Service Quality at the Melia Gym Fitness Center, Bantul Yogyakarta

Disagree

Agree

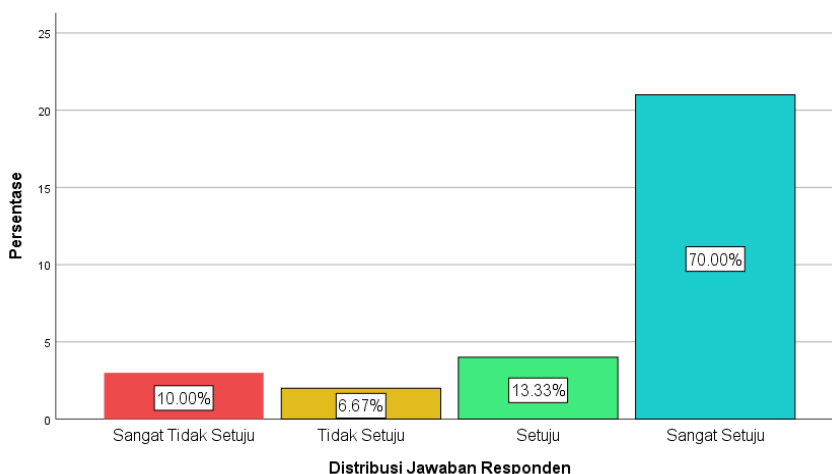
Strongly Agree

Respondents' Answers Distribution

Overall, the level of member satisfaction with service quality at the Melia Gym fitness center based on the assurance dimension found 3 people (10%) in the category of strongly disagree with the assurance in the Gym, 7 people (23.3%) disagreed, 5 people (16.7%) agreed, and 15 people (50%) strongly agreed with member satisfaction in terms of the assurance dimension. The highest frequency is in the strongly agree category, so it can be concluded that the level of member satisfaction with service quality at the Melia Gym fitness center based on the assurance dimension is very satisfied.

Members' satisfaction shows a very satisfied category from the assurance dimension because there is a place to store belongings for members at Melia Gym, Melia Gym has CCTV to monitor security, Melia Gym provides first aid kits in case of accidents in training, members' belongings are always kept safe, and fitness equipment is always well maintained so that safety in using the equipment is guaranteed. Members agree if there is an assurance of the quality of service provided by the service provider and the safety of members' belongings. Of course, the member's concentration is not focused if they are thinking about their belongings during the exercise, so the exercise is not optimal. This assurance dimension is an action taken to convince members by providing a guarantee of the quality of service offered.

### 5. Empathy Dimension



Strongly Disagree

Disagree

Agree

Strongly Agree

Respondents' Answers Distribution

Overall, the level of member satisfaction on service quality at the Melia Gym fitness center based on the empathy dimension found 3 people (10%) in the category of strongly disagree with the empathy in the Gym, 2 people (6.7%) disagreed, 4 people (13.3%) agreed, and 21 people (70%) strongly agreed with member satisfaction in terms of the empathy dimension. The highest frequency is in the strongly agree category, so it can be concluded that the level of member satisfaction with service quality at the Melia Gym fitness center based on the empathy dimension is very satisfied.

Member satisfaction indicates a very satisfied category from the empathy dimension because Melia Gym provides easy requirements to become a member, Melia Gym provides a schedule for consultation for members, Melia Gym's front office is always patient in serving members, and Melia Gym fitness instructors are friendly in communicating and motivating members when training. There is a sense of caring, giving personal attention to members. This is important because member satisfaction is also achieved if there is a sense of comfort experienced by members in using the services provided. Melia Gym fitness center is able to understand the wishes and expectations of members, so that services in general can satisfy members and instructors are able to pay special attention to each member or get to know the members personally.



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### CONCLUSION

The results of research on the member satisfaction level on service quality at the Melia Gym fitness center in each dimension show that the tangible dimension obtained a value of 80% with "very satisfied" category, reliability dimension obtained 56% or "very satisfied", responsiveness dimension obtained 56% or "very satisfied", assurance aspect obtained 50% or "very satisfied" and empathy aspect obtained 70% or "very satisfied". Based on the results of research that has been conducted on fitness members, it can be concluded that the Level of Member Satisfaction with Service Quality at the Melia Gym Fitness Center, Bantul Regency Yogyakarta is in the very satisfied category.

Based on the research results, conclusions, and limitations of the research regarding the members' level of satisfaction on service quality at the Melia Gym fitness center, the authors propose the following suggestions: 1) The results of this study can be used as a reference in providing input to the fitness center management or Melia Gym management to constantly improve and maintain the quality of its services in order to meet the satisfaction of members and customers. 2) Further research needs to be carried out involving several other variables.

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