

THE INFLUENCE OF FACILITIES AND SERVICE QUALITY ON MEMBER SATISFACTION OF THE GOLDEN STIK KELAPA DUA DEPOK GYM

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Abstract

This research aims to analyze the influence of facilities and service quality on member satisfaction at the Golden Stik Kelapa Dua Depok Gym. In the fitness industry, member satisfaction is an important factor that determines the success and sustainability of a fitness center. This research uses quantitative methods with a survey involving a number of Golden Stik Gym members as respondents. The data collected was analyzed using statistical techniques to determine the influence of facilities and service quality on member satisfaction. The research results show that both facilities and service quality have a significant influence on member satisfaction. Complete and high-quality facilities, such as modern equipment, maintained cleanliness and comfortable spaces, contribute positively to member satisfaction. Apart from that, service quality, which includes staff professionalism, responsiveness to member needs, and the ability to provide personalized service, has also been proven to have a big impact. This research provides valuable insight for Golden Stik Gym management in their efforts to increase member satisfaction. In addition, the results of this research can be used as a reference for other fitness centers in developing strategies to increase their member satisfaction and loyalty. With the right focus on improving facilities and services, it is hoped that fitness centers can meet member expectations and continue to grow in this competitive industry.

Keywords: Member Satisfaction, Gym Facilities, Service quality

1. INTRODUCTION

In this modern era, a healthy lifestyle and physical fitness have become a priority for many individuals. Gyms or fitness centers are one of the main choices for those who want to maintain their health and fitness. In the midst of increasingly fierce competition in the fitness industry, member satisfaction is a key factor that determines the success of a gym. The two main components that influence member satisfaction are the facilities provided and the quality of service provided by the gym. The facilities provided by the gym are very

important in increasing member satisfaction. One example of a very useful facility is gym equipment which is suitable for beginners.

The facilities provided by the gym are very important in increasing member satisfaction. One example of a very useful facility is gym equipment which is suitable for beginners. The article "Recommended 7 Gym Equipment for Beginners and Tips Before Starting" by SVRG provides recommendations on 7 gym equipment suitable for beginners, such as the Smith Machine and Lat Pull-Down. These tools are specifically designed to meet the needs of those who are just entering the world of fitness, with different benefits and training focuses. By having appropriate facilities, members can begin training safely and effectively, increasing their satisfaction and increasing awareness of the importance of physical fitness (Svrg.id, 2024).

Golden Stick Gym, located in Kelapa Dua, Depok, is a fitness center that strives to provide the best facilities and services for its members. To understand the extent to which these two factors contribute to member satisfaction, it is necessary to look at how the brand image, location and facilities of the Golden Stick gym affect customer loyalty. Previous research has shown that brand image, location and facilities have a significant influence on customer loyalty at the Golden Sport Club Salatiga gym (Nanang & Pasharibu, 2021). therefore, it can be concluded that Golden Stick gyms should also consider these factors in increasing member satisfaction and loyalty. Additionally, it is also important to understand how member interactions and experiences at Golden Stick gyms influence their satisfaction. Research has shown that social support and community at the gym can help increase member satisfaction and their motivation to continue exercising. Therefore, Golden Stick gyms can increase member satisfaction by creating a supportive and motivating environment, as well as providing opportunities to interact with other people who have the same interests.

This also influences the development of fitness equipment and infrastructure which is one of the driving factors for the growth of the fitness industry in Depok City, seeing competition between each other in meeting the community's needs for facilities and infrastructure in terms of both the quality and quantity of output produced. Fitness as a service organization providing services and facilities within it, is required to provide satisfaction to the users of these services, namely members and non-members (Sudiana, 2014).

In this context, the role of physical fitness has significant implications in the development of fitness equipment and infrastructure. Physical fitness is an initial feature, driver and source of strength that enables the development and growth of the body in a better direction, thus enabling the development of better facilities and infrastructure. Skill-related components of physical fitness, such as speed, cardiovascular endurance, and strength, enable the development of fitness equipment that is more effective and efficient in improving the quality of physical life. Thus, the development of fitness equipment and better

infrastructure can improve people's physical quality of life, meet their needs, and increase the satisfaction of fitness service users (Putri et al., 2023).

It is important to pay attention to the services of a Fitness Center in order to attract and provide comfort to members who are training and prospective members who want to register to become members at the Fitness Center. Fitness services can be physical services (visible) or non-physical services (not visible). Non-physical services can include the hospitality of fitness employees, knowledge provided by instructors, training methods provided, consultations provided by instructors and so on, while physical services can include a comfortable fitness center, as well as competent instructors. Everyone must be in a fitness center or fitness center, therefore prospective members who want to join will feel comfortable and can achieve the goal of wanting to enter the fitness center.

Golden Stik Fitness has very good facilities in the structure of facilities and infrastructure, however it is not yet known how comfortable members are with the services and facilities provided by Fitness. The importance of knowing the quality of service for the comfort of members or customers really needs to be considered. Because the future of a company is very influential, even in the fitness sector.

2. RESEARCH METHOD

This research uses a quantitative approach method, which produces data findings that are achieved (obtained) using statistical procedures or other methods of quantification (measurement). The quantitative approach focuses on symptoms that have certain characteristics in human life which are called variables (Priyono, 2016). This research is a type of survey, namely direct research conducted in the field or on respondents who are members of the Golden Stik Gym. Researchers first define concepts as variables originating from existing theories. Then the researcher collected research data using questionnaires.

Population and Sample

The population in this study was data from less than 100 Gym members at Golden Stik Kelapa Dua Depok who actively exercised. The sampling technique used in this research used the method of all Golden Stik Gym members, totaling 50 people, because the population was less than 100.

Data Collection Techniques

1. Questionnaire

This research uses a closed questionnaire, namely a questionnaire where the questions written have provided optional answers, so that respondents just have to choose one of the answers provided. Meanwhile, based on who must fill out the questionnaire, this is

done using a direct questionnaire, that is, the questionnaire is completed by the subject under study themselves.

2. Interview

Structured interviews were used as a data collection technique in this research. According to (D. Sugiyono, 2013) structured interviews are a method used when researchers or data collectors know exactly what information will be obtained. In a structured interview, the researcher has prepared a research instrument in the form of written questions to which the answers have been prepared, such as in multiple choice form. This allows researchers to collect data in a more systematic and efficient way, and allows for easier and more accurate data analysis.

3. Observation

In this research, the observations carried out were directly at the research location, Golden Stik Kelapa Dua Gym, Depok, West Java.

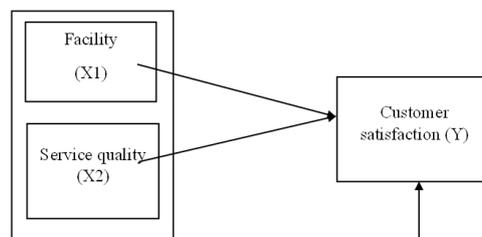


Figure 1. Framework

Hypothesis

According to (M. P. P. Sugiyono & Kuantitatif, 2009) who state that hypotheses are important in research and conjecture while there is a relationship between the independent variable (X) and the dependent variable (Y). A hypothesis is a conjecture or temporary statement used to solve a problem in research whose truth must be tested empirically. Based on the description and framework of thinking above, the hypothesis in this research is:

1. Is there an influence of facilities on customer satisfaction at the Golden Stik Kelapa Dua Depok gym.
2. Is there an influence of service quality on customer satisfaction at the Golden Stik Kelapa Dua Depok gym.
3. Is there an influence of facilities and service quality on customer satisfaction at the Golden Stik Kelapa Dua Depok gym.

3. RESULTS AND DISCUSSION

3.1 Respondent Component

The identity of the respondent was obtained from a questionnaire that was filled in by 39 respondents. In this study, the samples were members of the Golden Stik gym. The

data in this research is primary data, meaning that the data is obtained directly from the sample through field research by distributing questionnaires.

Table 1. Distribution of Respondents Based on Gender

No	Gender	Responden	Presentase
1	Man	34	64,1%
2	Woman	5	35,9%
	Total	39	100%

From the data above, it can be seen that based on the gender grouping of the respondents, of the total 39 respondents, the largest number of respondents who answered the questionnaire were male respondents with 34 respondents (64.1%), while for female respondents there were 5 respondents (35.9%).

Table 2. Distribution of Respondents Based on Job Level

No	Job Level	Responden	Presentase
1	Student/Students	24	61,5%
2	Entrepreneur	3	10,3%
3	Private sector employee	10	23,1%
4.	Civil Servants (PNS)	2	5,10%
	Total		

From the table above it can be seen that based on job level groupings, of the total 39 respondents there were 24 people with student backgrounds, 3 people with entrepreneurial backgrounds, 10 people with private employee backgrounds and 2 people with civil servant (PNS) backgrounds.

3.2 Processing Research Results Data

a. Normality test

Table 3. Normality test

One-Sample Kolmogorov-Smirnov Test

		Unstandardize d Residual
N		40
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.47038157
Most Extreme Differences	Absolute	.128
	Positive	.075
	Negative	-.128
Test Statistic		.128
Asymp. Sig. (2-tailed)		.200 ^c

Based on the normality test, it can be concluded that the data is normally distributed for data on the Influence of Facilities, Service Quality and Member Satisfaction with a significant level of $0.200 > 0.1$

b. Multicollinearity Test

Table 4. Multicollinearity Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	17.922	2.775		6.458	.000		
Pengaruh Fasilitas	-.198	.087	-.326	-2.288	.028	.895	1.117
Kualitas Pelayanan	.267	.065	.586	4.108	.000	.895	1.117

Sumber: Data diolah dari SPSS, (2023)

Based on table 4, it can be seen that there is no independent (free) variable that has a tolerance value of less than 0.10 and the VIF results also show the same thing where there is not a single independent (free) variable that has a VIF higher than 10. Independent variables The influence of facilities is at a tolerance value of 0.895, the variable Service Quality is at a tolerance value of 0.895. This is also the same as the variable The influence of facilities is at a VIF value of 1.117, the variable Service Quality is at a VIF value of 1.117 so that in this analysis there are no symptoms of multicollinearity or independent variables. (The Influence of Facilities and Service Quality) shows a different influence on the variability of the dependent variable (Member Satisfaction).

c. Multiple Linear Regression Test

Table 5. Multiple Linear Regression

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	
	B	Std. Error	Beta		
1	(Constant)	9.594	8.877		1.081
	Pengaruh Fasilitas	.349	.127	.057	1.389
	Kualitas Pelayanan	.276	.320	.490	3.357

Sumber: Data diolah dari SPSS, (2023)

From calculations using the SPSS computer program, namely:

$$a = 9.594$$

$$X1 = 0.349$$

$$X2 = 0.276$$

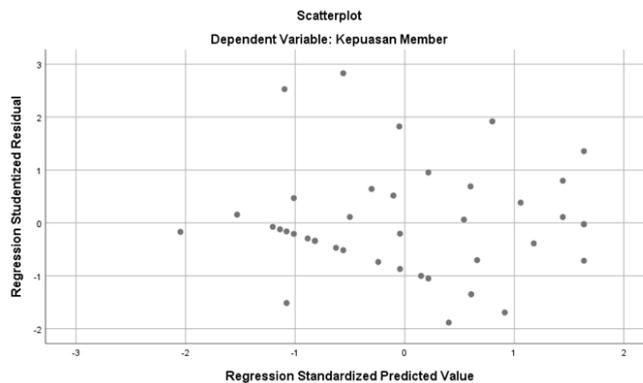
So the multiple linear regression equation for the two predictors (Influence of Facilities and Service Quality) is:

$$Y = 9.594 + 0.349 + 0.276$$

The equation above shows that all independent variables (Influence of Facilities and Service Quality) have positive coefficients, a constant value of 9.594, the regression value of the Influence of Facilities variable is 0349 and the regression value of the variable Service Quality is 0.276. This means that all independent variables have a unidirectional influence on variable Y (Member Satisfaction).

d. Heteroscedasticity Test

Table 6. Heteroscedasticity Test



The image above shows that the points are spread randomly, do not form a clear/regular pattern, and are spread both above and below the number 0 on the Y axis. Thus "heteroscedasticity does not occur" in the regression model.

3.3 Hypothesis Testing

a. Coefficient of Determination Test (Adjusted R²)

Table 7. Coefficient of Determination Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.571 ^a	.326	.290	1.52149

Sumber : Data diolah dari penelitian menggunakan spss, 2023

From the table above, it can be seen that the Adjusted R-Square value is 0.290 or equal to 29.0%, meaning that Employee Quality and Employee Work Discipline have an influence of 29.0%.

b. F Test (Simultaneous)

Table 8. F Test (Simultaneous)

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
Regression	41.448	2	20.724	8.952	.000 ^b	
Residual	85.652	37	2.315			
Total	127.100	39				

Sumber : Data diolah dari penelitian menggunakan spss, 2023

Based on the table above, it is known that Fcount is 8,952 while it is 3.25. This means $F_{count} > F_{table}$, namely $8,952 > 3.25$, so it can be concluded that there is a significant influence between the Influence of Facilities and Service Quality on Member Satisfaction

c. Partial Test (t Test)

Table 9. Persial Test (t Test)

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	9.594	8.877		1.081	.287
Pengaruh Fasilitas	.049	.127	.057	2.389	.700
Kualitas Pelayanan	1.076	.320	.490	3.357	.002

Sumber : Data diolah dari penelitian menggunakan spss, 2023

The influence of facilities (X1) on Member Satisfaction (Y) is obtained by $t_{count} > t_{table}$ of $2.389 > 2.026$. From these results it can be concluded that the Effect of Facilities (X1) partially has a significant influence on Member Satisfaction (Y).

3.3 Discussion/Interpretation of Research Results

a. Effect of Facilities (X1) on Gym Member Satisfaction (Y)

Hypothesis testing proves that the influence of facilities is positive and significant on the effectiveness of Member Satisfaction, with the t-test results of the influence of

facilities = 2.389 with $\text{sig.} 0.700 < \alpha = 0.05$. This means that the Influence of Facilities with significant and positive numbers indicates that members are related to the Influence of Facilities from the gym so that it really influences Member Satisfaction. Based on the research conducted, the finding was that the variable Influence of Facilities (X1) had an effect on Gym Member Satisfaction (Y). The results of this research indicate that the influence of facilities (X1) has a significant effect on Binasehat Customer Satisfaction (Y). This means that facilities also have an important role in companies operating in the service sector. Facilities are a means of expediting and facilitating the implementation of a function.

b. Service Quality (X2) on Member Satisfaction (Y)

The Influence of Service Quality (X2) on Member Satisfaction (Y) is a study that investigates how the quality of service provided by a gym influences the satisfaction of members who use the facility. The research results show that service quality has a positive and significant influence on gym member satisfaction. In this research, service quality is defined as a combination of several aspects, including tangibles (facilities), reliability (reliability), responsiveness (responsiveness), assurance (guarantee), and empathy (empathy). The research results show that every aspect of service quality has a significant influence on gym member satisfaction (Robustin, 2016).

c. Influence of Facilities (X1) and Service Quality (X2) on Member Satisfaction (Y)

Based on the results of the hypothesis test from the F test, it is shown that all independent variables, namely the Influence of Facilities (X1) and Service Quality (X2), together or simultaneously influence Member Satisfaction (Y) positively and significantly. This can be seen from the F value in the F-test of 8.952 which is greater than the value of $\alpha = 0.005$ and the probability value of 0.000. Thus, the higher the Influence of Facilities (X1) and Service Quality (X2), the greater the Member Satisfaction (Y) at GYM Golden Stik Kelapa Dua Depok.

Nilai adjust r square sebesar 29,0% ($0,290 \times 100,0\%$) atau dapat diartikan bahwa Pengaruh Fasilitas dan Kualitas Pelayanan mampu menjelaskan sebesar 29,0% Kepuasan Member. Berdasarkan penelitian yang dilakukan, maka diperoleh temuan bahwa variabel Pengaruh Fasilitas (X1) dan Kualitas Pelayanan (X2) berpengaruh terhadap Kepuasan Member Gym (Y) (Siburian, 2022).

4. CONCLUSION

Hypothesis testing in studies related to gym member satisfaction and its influence on gym service quality shows that facility variables have a direct and significant influence on gym member satisfaction. This means that gym members who have access to better facilities, such as comfortable waiting rooms, spacious exercise rooms, and a variety of fitness equipment, tend to be more satisfied with the services provided by the gym. In synthesis, hypothesis testing shows that there is a direct influence of facility variables on gym member satisfaction. This means that gym members who have access to better facilities tend to be more satisfied with the services provided by the gym, and gyms that want to increase member satisfaction must maintain and improve the quality of the facilities available.

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