ABSTRAK

NOVI DIANI SARI NIM. 6163210032. "Tingkat Kepuasan Member Terhadap Kualitas Pelayanan _Personal Trainer_ Di _Vizta Gym_ Mutiara Palace"

(Pembimbing : Rima Mediyana Sari)
Skripsi : Fakultas Ilmu Keolahragaan Unimed 2022

Penelitian ini bertujuan untuk mengetahui: bagaimana tingkat kepuasan _member_ terhadap kualitas pelayanan _personal trainer_ di _Vizta Gym_ Mutiara Palace. Penelitian ini disusun dari kajian teori dari 5 dimensi yaitu _tangibles, reliability, responsivenes, assurance, emphaty._

Penelitian ini merupakan penelitian deskriptif kuantitatif menggunakan metode survei dengan teknik pengambilan data menggunakan angket. Metode pengambilan sampel yang digunakan pada penelitian ini yaitu _Accidental Sampling_ dengan kriteria sampel yaitu: (a) terdaftar member aktif di _Vizta Gym_ tahun 2022 (b) member usia 20 tahun sampai 40 tahun (c) bersedia menjadi responden penelitian. Sehingga penelitian ini mendapatkan 60 orang sampel dari 113 member aktif. Uji validitas instrument menggunakan korelasi product moment dan diperoleh hasil 37 soal pertanyaan dinyatakan valid dengan nilai korelasi $\geq$ r_{tabel} 0.312 dan hasil uji reliabilitas. Sebanyak 37 item pertanyaan dianalisis menggunakan teknik alpha cronbach menunjukkan $r_{hitung} > 0.600$, maka dapat disimpulkan bahwa semua pertanyaan dalam penelitian ini dinyatakan reliabel. Teknik analisis data menggunakan analisis deskriptif yang dituangkan dalam bentuk persentase.

Hasil analisis data menunjukkan tingkat kepuasan member terhadap kualitas pelayanan _personal trainer_ di _Vizta Gym_ Mutiara Palace masuk dalam kategori "sangat puas". Penjelasan lebih detail hasil penelitian pada masing-masing dimensi, dimensi tangible menghasilkan nilai 88,26 % dengan kategori "sangat puas", dimensi reliability 81,82 % "sangat puas", dimensi responsiveness 85,65 % "sangat puas", aspek assurance 85,37 % "sangat puas" dan aspek empathy 87,20 % "sangat puas.

Kata kunci: _personal trainer_, kepuasan _member_, kualitas pelayanan

ABSTRACT

NOVI DIANI SARI NIM. 6163210032. "Members Level of Satisfaction with the Quality of *Personal Trainer* Service at *Vizta Gym* Mutiara Palace"

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Thesis: Faculty of Sports Science Unimed 2022

This study aims to find out: how is the level of member satisfaction with the quality of service at the *Vizta Gym* Mutiara Palace Medan fitness center. This research was compiled from a theoretical study of 5 dimensions namely tangibles, reliability, responsiveness, assurance, empathy.

This research is a quantitative descriptive study using a survey method with data collection techniques using a questionnaire. The sampling method used in this study was *Accidental Sampling* with sampling namely: (a) registered active members at *Vizta Gym* in 2022 (b) members aged 20 years to 40 years (c) willing to be research respondents. So that this study obtained 60 samples from 113 active members. Test the validity of the instrument using product moment correlation and the results obtained are 37 questions declared valid with a correlation value $\geq$ r table 0.312 and the results of the reliability test. A total of 37 question items were analyzed using the Cronbach alpha technique showing rtt > 0.600, it can be concluded that all questions in this study were declared reliable. The data analysis technique uses descriptive analysis as outlined in the form of proportions.

The results of data analysis show the level of member satisfaction with the quality of service at the *Vizta Gym* Mutiara Palace Medan fitness center in the "very satisfied" category. A more detailed explanation of the results of research on each dimension, the tangible dimension produces a value of 88.26% in the "very satisfied" category, the reliability dimension is 81.82% "very satisfied", the responsiveness dimension is 85.65% "very satisfied", the assurance aspect 85.37% "very satisfied" and 87.20% empathy aspect "very satisfied.

Keywords: *personal trainer, member satisfaction, service quality*