

ABSTRAK

Yoga Ravicky Siregar, Nim 7202510005, “Pengaruh Harga Dan Kualitas Pelayanan Terhadap Keputusan Berlangganan Jasa Fitness Center (Studi Kasus Neo Gym Fitness Center Kota Binjai)”. Skripsi Jurusan Manajemen, Program Studi Manajemen, Fakultas Ekonomi Universitas Negeri Medan.

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Berlangganan Jasa Fitness Center (Studi Kasus Neo Gym Fitness Center Kota Binjai). Teknik pengambilan sampel yang digunakan adalah *simple random sampling* dengan metode *probability sampling* dan jumlah sampel sebanyak 150 orang konsumen Neo Gym Fitness Center Kota Binjai. Teknik pengumpulan data dalam penelitian dilakukan dengan Evaluasi Model Pengukuran (*Outer Model*) dan Evaluasi Model Struktur (*Inner Model*) dan Uji Hipotesis dengan menggunakan Smart PLS 4.0

Berdasarkan hasil penelitian uji hipotesis menunjukkan bahwa Harga berpengaruh positif dan signifikan terhadap Keputusan Berlangganan Jasa Neo Gym Fitness Center Kota Binjai sebesar 66%. Kualitas Pelayanan berpengaruh positif dan signifikan terhadap Keputusan Berlangganan Jasa Neo Gym Fitness Center Kota Binjai sebesar 49,9%.

Kata Kunci: Keputusan Berlangganan, Harga, Kualitas Pelayanan



ABSTRACT

Yoga Ravicky Siregar, Nim 7202510005, "The Influence of Price and Service Quality on the Decision to Subscription to Fitness Center Services (Case Study of Neo Gym Fitness Center Binjai City)". Management Department Thesis, Management Study Program, Faculty of Economics, Medan State University.

This research is a quantitative study which aims to determine the influence of price and service quality on the decision to subscribe to fitness center services (case study of the Neo Gym Fitness Center in Binjai City). The sampling technique used was simple random sampling, a probability sampling method with a sample size of 150 consumers of the Neo Gym Fitness Center in Binjai City. The data collection technique in the research was carried out using Measurement Model Evaluation (Outer Model) and Structure Model Evaluation (Inner Model) and Hypothesis Testing using Smart PLS 4.0

Based on the results of hypothesis testing research, it shows that price has a positive and significant effect on the decision to subscribe to Neo Gym Fitness Center services in Binjai City by 66%. Service quality has a positive and significant effect on the decision to subscribe to Neo Gym Fitness Center services in Binjai City by 49.9%.

Keywords: Subscription Decision, Price, Service Quality