

ABSTRAK

**FRINANTA TARIGAN, NIM : 6221210004. Pengaruh Kompetensi *Personal trainer* terhadap Tingkat Kepuasan Member di Vizta Gym Focal Point. (Pembimbing: Dr. Mesnan M. Kes, AIFO)
Skripsi: Fakultas Ilmu Keolahragaan UNIMED 2026**

Tujuan penelitian ini untuk mengetahui pengaruh kompetensi *personal trainer* terhadap tingkat kepuasan member di Vizta Gym Focal Point. Sampel dalam penelitian ini sebanyak 35 member. Pengambilan sampel dilakukan dengan menggunakan *purposive sampling*. Instrumen pengumpulan data yang digunakan adalah angket dalam bentuk *Skala Likert* dan dokumentasi, yang dimana angket meliputi aspek teknis, interpersonal, profesional, maupun penampilan visual dari seorang *personal trainer*.

Hasil analisis data menunjukkan persamaan regresi linier sederhana pada penelitian ini yaitu $Y = 42,546 + 0,294X$, berarti ada pengaruh kompetensi *personal trainer* terhadap tingkat kepuasan member di Vizta Gym Focal Point. Pengujian secara persial (Uji-T) untuk uji hipotesis pengaruh kompetensi *personal trainer* terhadap tingkat kepuasan member di Vizta Gym Focal Point menunjukkan hasil t hitung $> t$ tabel ($20,634 > 2,723$) dengan nilai signifikan sebesar $0,000 < 0,05$. Hasil penelitian menunjukkan bahwa pada indikator keandalan kepuasan member mencapai 70,57%, daya tanggap mencapai 43,80%, jaminan mencapai 38,08%, empati mencapai 32,37% dan bukti fisik kepuasan member mencapai 51,42%.

Maka dari hasil penelitian yang dilakukan peneliti diperoleh bahwa variabel kompetensi *personal trainer* dengan variabel kepuasan member di Vizta Gym Focal Point terdapat pengaruh positif dan signifikan.

Kata kunci : *Personal trainer*, Kepuasan member, Kompetensi *Personal trainer*.

ABSTRACT

FRINANTA TARIGAN, NIM : 6221210004. *The Influence of Personal trainer Competence on Member Satisfaction at Vizta Gym Focal Point.* (Supervisor: Dr. Mesnan M. Kes, AIFO)
Thesis: Faculty of Sports Science, UNIMED 2026

The purpose of this study was to determine the effect of personal trainer competence on member satisfaction at Vizta Gym Focal Point. The sample size for this study was 35 members. Sampling was conducted using purposive sampling. The data collection instruments used were a Likert-scale questionnaire and documentation, which covered the technical, interpersonal, professional, and visual appearance aspects of a personal trainer.

The results of the data analysis showed a simple linear regression equation in this study, namely $Y = 42.546 + 0.294X$, indicating that personal trainer competence influences member satisfaction at Vizta Gym Focal Point. A partial test (T-test) to test the hypothesis of the influence of personal trainer competence on member satisfaction at Vizta Gym Focal Point showed a calculated t-value $> t$ -table ($20.634 > 2.723$) with a significance value of $0.000 < 0.05$. The results showed that the reliability indicators for member satisfaction reached 70.57%, responsiveness reached 43.80%, assurance reached 38.08%, empathy reached 32.37%, and tangible evidence of member satisfaction reached 51.42%.

Therefore, the results of the study showed that the personal trainer competency variable and member satisfaction at Vizta Gym Focal Point had a positive and significant effect.

Keywords: *Personal trainer, member satisfaction, personal trainer competence.*