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## CUSTOMER SATISFACTION WITH FITNES SERVICES AND EQUIPMENT FACILITIES IN GYM ACADEMIC FACULTY OF SCIENCE

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**Abstract** This study aims to determine the level of customer satisfaction facilities for services and fitness equipment at the Academic Gym, Faculty of Sport Science, State University of Jakarta. The implementation of this research was carried out at *Academic Facility*, Faculty of Sport Science, State University of Jakarta. The distribution of questionnaires was carried out in June - July 2020 using *Google forms and shared through to the WhatsApp Group*. *The method of this research using survey and descriptive analysis. It means that the data obtained from the results of distributing questionnaires on forms collected according to the indicators are then analyzed and finally presented in a report in descriptive form. The population used in this study were all users of the Academic Fitness equipment who are members of the network and not members. While the sample was determined using cluster random sampling, namely the sampling technique in groups. The data returned by respondents indicates that the average respondent is satisfied with the facilities, facilities and infrastructure included in the physical evidence indicator which almost reaches 85%. For reliability indicators, customers who are satisfied and almost satisfied are almost 100%, namely 97.8%. The level of satisfaction and very satisfying indicators of the responsiveness of officers at the Academic Gym reached 93.5%. The guarantee indicator offered by the Academic Gym also scored quite high, namely 90.7%. Meanwhile, the indicator of empathy is also quite high, reaching 96.4% for the satisfaction level of the attitude of the Academic Gym officers. Finally, the decision to be taken by customers who will be loyal to use the Akademik Gym as a fitness center is only 68.6%, meaning that the possibility of the indicator will switch to another fitness place is 31.4%.*

**Keyword** : Level of Customer Satisfaction, service and fitness facilities, academic gym.

## INTRODUCTION

The fitness center is a sport facility that is very well known and popular at this time. Fitness Center with weight training has become a body activity that is increasingly in demand by both young people and adults, because the land for field facilities or sports buildings is getting narrower, so nowadays there are many fitness centers that do not require such a large area. Hamada, (2014: 16). "The existence of a fitness center through a program in the pattern of people's lives creates a new phenomenon, especially regarding the diversity of community needs that appear in its activities. Some people use sports to make ends meet. This relates to human needs which include physiology, security, self-actualization, self-esteem, and the need for love and dependence. Various ways are done by each individual to meet all needs, one of which is by becoming a member of the fitness center. Community needs for a lifestyle that is completely practical but still healthy is an opportunity for a fitness center business. Moreover, most of the urban workers with high levels of activity. There are various reasons urban people prefer to exercise in a fitness center, including fitness centers equipped with sophisticated equipment and facilities, as well as a variety of programs that make members excited to move their bodies and supervised by a professional instructor /

trainer, as well as aerobic exercise classes at the fitness center can add variety to exercise so that it is not boring, other benefits to members of certain fitness centers are considered to increase one's prestige. In addition to the health benefits, exercising at the gym is also a great place to socialize, get to meet new people, including the opposite sex, or make friends, go hang out after exercise to a location that is usually close to the gym. Komala Hardiansyah, (2014). This is because in the fitness center members can meet other members of various ages and professions. According to Butarbutar, (2002: 19). The reason individuals do fitness sports activities at the fitness center is to satisfy their needs, in other words individuals have different motivations in doing fitness sports activities at the fitness center. "Motivation of Fitness Center Members in Doing Physical Fitness Exercises (Case Study of Wana Gym Members in Banda Aceh 2015).

Many fitness centers (fitness centers) that offer the best facilities such as facilities and infrastructure to attract many customers. The facilities and infrastructure in question are facilities that offer complete equipment commonly used in a fitness center. The training program provided by the instructors and the comfort of the room needed by the customer. However, this concept is widely used by almost all fitness centers. Competition between fitness centers makes

fitness management have to think about its marketing strategy to get as much profit as possible. One of the efforts to gain increasing profit, the fitness center management conducted a research study by seeking information and opinions from visitors regarding the satisfaction of facilities and services to customers.

Fitness center facilities, which means everything that is provided by the fitness center management that makes the training process easier and easier in that place. There are many examples of fitness center facilities including a comfortable place / building, complete exercise equipment and other facilities. The facilities in question are weight training tools and aerobic classes that are commercialized for both the public and students. Examples of tools for weight training at the Gym Academy, Faculty of sports sciences, for example: seated pec deck, abdominal machine, chest press machine, incline press machine, machine row, bench press, leg extention machine, leg press machine, shoulder press machine, dip machine, treadmill, static bicycle, and many more.

Management means a series of efforts that aim to explore and utilize all the potential that is owned effectively and efficiently in order to achieve certain goals that have been planned in advance. The management indicators themselves consist of planning, organizing, implementing, directing and

supervising. Facilities and infrastructure are included as one of the indicators for assessment of management. There are several types of equipment that require special management and maintenance with different handlers. The facilities and infrastructure are still far from the level of safety or the security is still lacking. Customer / visitor satisfaction is an important instrument in a service object. One indicator of self-satisfaction is service or employee performance provided to customers. Satisfaction is the customer's evaluation of a product or service in terms of whether that product or services has meet the customer's needs and expectations"(Tjiptono, 2006, p. 339). Satisfaction of a customer or service user will not be obtained just like that and with different levels of service users with one another, this shows that there are various factors that affect the level of customer / service user satisfaction. It is necessary to know what factors influence the satisfaction obtained by service customers.

Services can satisfy a person or group of people being served, there are four main requirements, namely; (1) polite behavior, (2) how to convey something related to what should be received by the person concerned, (3) appropriate delivery time, and (4) hospitality. In addition, another factor that affects customer satisfaction is satisfaction that comes from the awareness of the officers involved in the service. There are several factors that affect satisfaction, namely

features, reliability, conformance, durability, tangibles, assurance (Tjiptono, 2006, p. 25).

### **METODE**

This research method using survey and analysis in research is descriptive analysis. This means that the data obtained from the results of distributing questionnaires on google form are collected according to the indicators then analyzed and finally presented in a report in descriptive form.

The population used is all users of the Academic Fitness equipment who are members of the membership and non-members. While the sample is determined using cluster random sampling, namely the sampling technique in groups. The purpose of the Cluster Random Sampling method, among others, is to examine something in different parts of an agency.

### **RESULT AND DISCUSSION**

Respondents in this study amounted to 28 people. The respondents consisted of various job statuses

**Table 1.** Job Status of Gym Academic Customers

No.	Profession	Sum	&%
1.	Student	16	57
2.	Alumni	1	4
3.	Employee	4	14
4.	Therapist	2	7
5.	Trainer	1	4
6.	PE Teacher	4	14
Total		28	100

From the distribution of the respondent's status data, it can be seen that the Academic Gym can be used by various groups even though its location is in the campus

environment. The level of satisfaction to customers can be seen from various aspects. The first aspect is the physical aspect that can be seen such as equipment, facilities and infrastructure. The second aspect is reliability which relates to the care and qualifications of officers towards customers, the variety of programs offered, evaluation of programs that have been passed by customers. The third aspect is the responsiveness of gym managers such as receiving and responding to complaints, providing consultation to customers regarding exercise programs and so on. The fourth aspect is to provide guarantees to customers regarding the safety and comfort of using fitness equipment, security of customer property that is deposited in a locker to security in the parking lot, the fifth aspect is empathy which provides comfort to customers through the friendliness of officers, provides flexibility to customers regarding schedule changes etc. and the last aspect is the customer's decision to keep using Academic Fitness.

**Table 2.** Satisfaction Level on Physical Evidence Indicators

No.	STATEMENT	Very Satisfi ed	Satisfi ed	Quite Satisfi ed	Dis-satisfie d	Very Dis-satisfie d	Total
1.	Equipment Condition	9	14	5	0	0	28
2.	Gym Room Condition	11	12	4	1	0	28
3.	Gym Location	15	11	2	0	0	28
4.	Infrastructure	12	6	8	2	0	28
5.	Officers	16	12	0	0	0	28
Total		63	55	19	3	0	140
Percentage		45,0	39,3	13,6	2,1	0,0	100,0

Physical Evidence (Tangible) is one of the indicators raised in research that concerns customer assessment of the real conditions of the Academic Gym such as physical buildings, equipment and equipment and facilities that can be used by customers. Based on data from customers who rated satisfied and very satisfying, it reached more than 80%.

**Table 3.** Tingkat Kepuasan pada Indikator Kehandalan

No .	STATEMENT	Very Satisfi ed	Satisfi ed	Quite Satisfi ed	Dis-satisfi ed	Very Dis-satisfi ed	Total
1.	Officer Careness	16	12	0	0	0	28
2.	Officer Qualifications	13	14	1	0	0	28
3.	Exercise program	17	11	0	0	0	28
4.	Responsive	17	11	0	0	0	28
5.	Evaluation	16	10	2	0	0	28
Total		79	58	3	0	0	140
Percentage		56,4	41,4	2,1	0,0	0,0	100,0

## CONCLUSION

The results of the analysis show that most of the respondents are male, which is almost 90 percent. While the work status of the respondents is mostly FIK UNJ students, namely 57%, because the Academic Gym is located on campus. The second rank of respondents with the status of employees and physical education teachers respectively by 14%. This is because most of the employees who work on campus and also alumni. Likewise, respondents with physical education teacher status are alumni of the faculty of sport science Universitas Negeri Jakarta.

The level of customer satisfaction with the services of the Academic Gym in the FIK

UNJ campus environment. Based on the data returned by the respondents, it indicates that the average respondent is satisfied with the facilities, facilities and infrastructure incorporated in the physical evidence indicator, which is almost close to 85%. For reliability indicators, customers are satisfied and very satisfied, almost close to 100%, namely 97.8%. The level of satisfaction and very satisfying indicators of the responsiveness of officers at the Academic Gym reached 93.5%. The guarantee indicator offered by the Academic Gym also scores quite high, namely 90.7%. Meanwhile, the empathy indicator also puts it quite high, reaching 96.4% for the satisfaction level of the attitude of the Academic Gym officers. Finally, an indicator of the decision to be taken by the customer to be loyal to use the Akademik Gym as a fitness center is 68.6%, meaning that the possibility of switching to another fitness place is 31.4%

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