

ABSTRAK**ALASAN–ALASAN PEMILIHAN FITNESS CENTER/GYM DITINJAU DARI
ASPEK HARGA, TEMPAT, PROMOSI DAN PRODUK
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Penelitian ini bertujuan untuk mengetahui alasan-alasan konsumen memilih fitness center/gym ditinjau dari aspek harga, tempat, promosi dan produk. Penelitian ini merupakan survey yang lokasi penelitiannya diadakan di Tri Tunggal Fitness Center Wirosaban. Teknik pengumpulan data yang digunakan dalam penelitian ini adalah kuesioner. Populasi dalam penelitian ini adalah member dan konsumen dari Tri Tunggal Fitness Center. Sampel yang diteliti sebanyak 50 orang dan teknik sampling yang digunakan *Accidental sampling*. Uji Validitas menggunakan teknik Korelasi *Product Moment* dan Uji Reliabilitas menggunakan rumus *Cronbach Alpha*. Teknik analisis data yang digunakan dalam penelitian ini adalah 1) Analisis Persentase untuk mengetahui identitas responden, 2) Analisis Cochran Q-Test untuk mengetahui alasan-alasan konsumen memilih fitness center/gym ditinjau dari aspek harga, tempat, promosi dan produk.

Dari analisis persentase diperoleh hasil yaitu paling banyak konsumen yang diteliti adalah laki-laki (96%) dan berdasarkan lama penggunaan jasa konsumen yang diteliti paling banyak adalah <1 Tahun (70%). Dari analisis Cochran Q-Test menunjukkan bahwa alasan sebagai sarana memperluas pergaulan, ingin memperluas relasi sosial, memiliki fasilitas yang lengkap alat fitness yang baik sesuai dengan kebutuhan, memiliki lahan parkir yang aman, dekat dengan rumah sakit/PUSKESMAS/layanan kesehatan lainnya mempunyai pengaruh yang signifikan terhadap alasan-alasan konsumen memilih fitness center/gym ditinjau dari aspek harga, tempat, promosi dan produk.

Kata Kunci:

Alasan-alasan, pemilihan fitness center, harga, tempat, promosi, produk

ABSTRACT**THE REASONS FOR SELECTING FITNESS CENTER / GYM BASED ON
THE PRICE, PLACE, AND PRODUCT PROMOTION ASPECTS****The case study on the consumers / members of Tri Tunggal Fitness Center
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This study aims to determine the reasons of the consumers in choosing a fitness center / gym based on the aspect of the price, place, promotion and product aspects. This study is a survey research that was held at Trinity Fitness Center, Wirosaban. The data collection technique used in this study was a questionnaire. The population in this study was taken from the member and customer of the Trinity Fitness Center. The samples examined in the research were 50 people and the sampling technique used in this research was *Accidental Sampling*. The validity testing used *Product Moment* Correlation technique and the reliability test used *Cronbach Alpha* formula. The data analysis techniques used in this study were 1) Percentage analysis was used to determine the identity of the respondents, 2) Analysis of the Cochran Q-Test was used to find out the consumers reasons in choosing a fitness center / gym based on the price, place, promotion and product aspects.

From the percentage analysis, it was found out that most consumers surveyed were male (96%) and based on the duration of the consumer services, it was found that the most studied consumer services was <1 year (70%). From the analysis of Cochran Q-Test, it showed that the reasons of choosing the fitness center were as a means of building up the relationship with others, expanding the social relationship, having complete fitness facilities and equipments that fits well with the needs of the consumers, having a safe parking lot, located close from the hospital / public clinics / other health care. Those reasons had significant influences to the consumers reasons in choosing a fitness center / gym based on the aspects of price, place, promotion and product.

Keywords :

The reasons, choosing a fitness center, price, place, promotion, product