

ABSTRAK

Perusahaan jasa tempat olah raga dan kebugaran harus berusaha menanggapi keinginan dari konsumennya dan dapat meningkatkan kualitas pelayanan, sehingga dapat menciptakan kualitas konsumen dengan cara membandingkan pelayanan yang mereka terima dengan pelayanan yang mereka harapkan. Penelitian berjudul Pengaruh Kualitas Pelayanan Dan Store Atmosphere Terhadap Kepuasan Konsumen Di Helios Fitness Metro Indah Mall Bandung. Tujuan penelitian untuk mengetahui pengaruh kualitas pelayanan dan store atmosphere secara parsial dan untuk mengetahui pengaruh kualitas pelayanan dan store atmosphere secara simultan di Helios Fitness Bandung. Selain itu penelitian juga bertujuan untuk menganalisis persepsi kualitas pelayanan, store atmosphere dan kepuasan konsumen di Helios Fitness Bandung. Metode penelitian yang digunakan yaitu metode deskriptif verifikatif. Teknik pengumpulan data melalui penyebaran kuesioner. Hasil penelitian menunjukkan bahwa kualitas pelayanan berpengaruh terhadap kepuasan konsumen pada Helios Fitness sebesar 22.56% dan memiliki hubungan yang kuat sebesar 0.475. Store atmosphere berpengaruh terhadap Kepuasan pelanggan di Helios Fitness 46.37% dan memiliki hubungan yang kuat sebesar 0.4637. Kualitas Pelayanan dan Store Atmosphere berpengaruh terhadap Kepuasan Konsumen di Helios Fitness berdasarkan perbandingan F_{hitung} dengan F_{tabel} adalah H_0 ditolak karena : $F_{hitung} 33,337 > F_{tabel} 3.07$. Persepsi Kualitas Pelayanan bagi Kepuasan Konsumen dapat dikatakan baik karena dengan nilai rata-rata sebesar 3,87, yang artinya baik karena berada pada interval 3,40 – 4,19. Persepsi Store Atmosphere bagi kepuasan konsumen nilai rata-rata keseluruhan sebesar 3,81, yang artinya penting karena berada pada interval 3,40 – 4,19. Hal ini menunjukkan bahwa store atmosphere menjadi perhatian penting bagi Helios Fitness Metro Indah Mall. Persepsi Kepuasan konsumen nilai rata-rata keseluruhan sebesar 3,79, yang artinya tinggi karena berada pada interval 3,40 – 4,19.

Kata kunci: kualitas pelayanan, store atmosphere, kepuasan konsumen

ABSTRACT

The service company gyms and fitness should try to respond to the demands of its customers and can improve the quality of service, so as to create consumer by comparing the quality of service they receive with the service they expect. The study entitled Effect of Service Quality And Customer Satisfaction Store Atmosphere At Helios Fitness Metro Indah Mall Bandung. The aim of research to determine the effect of service quality and store atmosphere partially and to determine the effect of service quality and store atmosphere simultaneously in Helios Fitness Bandung. In addition the study also aims to analyze the perception of service quality, store atmosphere and customer satisfaction at the Helios Fitness Bandung. The method used is descriptive method verification. Data collection through questionnaires. The results showed that service quality affects customer satisfaction at Helios Fitness at 22,56% and have a strong relationship at 0.475. Store atmosphere influence on customer satisfaction in Helios Fitness 46.37% and have a strong relationship of 0,46,37. Quality of Service and Store Atmosphere influence on consumer satisfaction in Helios Fitness by comparison Fhitung with Ftabel is H_0 rejected because: $33.337 > Ftabel 3,07$. Perception of Service Quality for Customer Satisfaction can be said to be good because the average value of 3.87, which means that either because they are in the interval from 3.40 to 4.19. Perception Store Atmosphere for customer satisfaction overall average score of 3.81, which means that important because it is in the interval from 3.40 to 4.19. This indicates that the store atmosphere is an important concern for Helios Fitness Metro Indah Mall. Consumer satisfaction perception overall average score of 3.79, which means that high because it is in the interval from 3.40 to 4.19.

Keywords: service quality, store atmosphere, customer satisfaction