

PENGARUH LOKASI, KUALITAS PELAYANAN, DAN *WORD OF MOUTH* TERHADAP KEPUTUSAN MENJADI MEMBER PADA FARIS FITNESS LUMAJANG

ABSTRAK

Faris Fitness Lumajang adalah pusat kebugaran jasmani yang ada di Kabupaten Lumajang. Faris Fitness Lumajang memiliki banyak alat yang lengkap dan modern. Studi ini tujuannya adalah mengetahui pengaruhnya lokasi, kualitas pelayanan, dan *word of mouth* pada keputusan menjadi member di Faris Fitness Lumajang. Pada penelitian ini metode yang digunakan yaitu, kuantitatif. Kumpulan data dilakukan dengan pendistribusian kuesioner ke 80 responden. Total populasi studi ini yaitu seluruh member Faris Fitness Lumajang, dan teknik sampling yang digunakan teknik *incidental sampling*. Dalam penelitian ini, hipotesis diuji menggunakan analisis regresi linier berganda. Hasil yang didapatkan setelah uji t atau secara parsial adalah bahwa: lokasi dan kualitas pelayanan tidak berpengaruh signifikan pada keputusan menjadi member pada Faris Fitness Lumajang, sedangkan *word of mouth* berpengaruh signifikan terhadap keputusan menjadi member pada Faris Fitness Lumajang. Koefisien determinasi (R^2) yang diperoleh sebesar 35,3% keputusan menjadi member dapat dijelaskan oleh variabel lokasi, kualitas pelayanan, dan *word of mouth* (WOM), sisanya dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini seperti promosi, harga, *brand image*, fasilitas, dan lain-lain.

Kata kunci: Lokasi, Kualitas Pelayanan, *Word of Mouth* (WOM), dan Keputusan Menjadi Member

THE EFFECT OF LOCATION, SERVICE QUALITY, AND WORD OF MOUTH ON THE DECISION TO BECOME A MEMBER OF FARIS FITNESS LUMAJANG

ABSTRACT

Faris Fitness Lumajang is a fitness center in Lumajang Regency. Faris Fitness Lumajang has many complete and modern equipment. This study aims to determine how much influence location, service quality, and word of mouth have on the decision to become a member of Faris Fitness Lumajang. In this study, the method used is quantitative. Data collected by distributing questionnaires to 80 respondents. The population of this study is all members of Faris Fitness Lumajang, and the sampling technique used is incidental sampling. In this study, the hypothesis was tested using multiple linear regression analysis techniques. After partial testing or t-testing, the following results were obtained: location and service quality have no significant effect on the decision to become a member of Faris Fitness Lumajang, while word of mouth has a significant effect on the decision to become a member of Faris Fitness Lumajang. The coefficient of determination (R^2) obtained was 35.3%, the decision to become a member can be explained by the variables of location, service quality, and word of mouth (WOM), the rest is influenced by other variables not examined in this study such as promotion, price, brand image, facilities, and others.

Keywords: Location, Service Quality, Word of Mouth (WOM), and Decision to Become a Member