

ABSTRAK

Najihin, Muhammad Irsyadun. 2021. Persepsi Member Galaxy Gym Terhadap Strategi Pemasaran. Program Studi Pendidikan Jasmani. Fakultas Pedagogi dan Psikologi. Universitas PGRI Adi Buana Surabaya. Pembimbing Yandika Fefrian Rosmi, S.Pd., M.Or.

Kata Kunci : persepsi , fitness center, strategi pemasaran.

Penelitian ini dilatarbelkangi oleh pangsa pasar yang begitu besar diantara tempat kebugaran di Surabaya yang menimbulkan banyaknya persaingan. Tujuan yang ingin dicapai penelitian ini untuk mengetahui persepsi member Galaxy Gym terhadap strategi pemasaran.

Jenis penelitian ini adalah penelitian Kualitatif deskriptif. Teknik pengumpulan data dilakukan dengan observasi, wawancara dan dokumentasi. Sumber data di penelitian ini ditujukan kepala Member Galaxy Gym. hasil penelitian diantaranya : 1) Faktor lokasi, Galaxy Gym memiliki lokasi yang strategis, dimana tempat tersebut berada di keramaian dan lokasi mudah dijangkau para Member Gym. 2) Faktor Sarana dan Prasarana, memiliki alat yang lengkap tapi ada beberapa kendala di faktor ini yang membuat Member Gym kurang nyaman yaitu kurang tertatanya alat dan sarana prasarana yang kurang bersih. 3) Faktor Harga, dimana harga relative murah dengan alat yang lengkap. 4) Penyedia Jasa, ada kendala di penyedia jasa yaitu terutama kurangnya tawaran yang dilakukan oleh pihak penyedia jasa.

ABSTRACT

Najihin, Muhammad Irsyadun. 2021. Perceptions of Galaxy Gym Members on Marketing Strategy. Physical Education Study Program. Faculty of Pedagogy and Psychology. PGRI Adi Buana University, Surabaya. Advisor Yandika Fefrian Rosmi, S.Pd., M.Or.

Keywords: perception, fitness center, marketing strategy.

This research is motivated by a huge market share among fitness venues in Surabaya that causes a lot of competition. The goal that this study wants to achieve is to find out the perception of Galaxy Gym members to marketing strategies.

This type of research is descriptive qualitative research. Data collection techniques were carried out by observation, interviews and documentation. The source of data in this study is addressed to the head of the Galaxy Gym Members. The results of the research include: 1) Location factor, Galaxy Gym has a strategic location, where the place is in a crowd and the location is easily accessible by Gym Members. 2) Facilities and Infrastructure Factors, having complete tools but there are several obstacles that make Gym Members less comfortable, namely the lack of organized tools and infrastructure that are less clean. 3) Price factor, where the price is relatively cheap with complete tools. 4) Service Providers, there are obstacles in service providers, namely mainly not offering what is done by the service provider.