

ABSTRAK

Tina Juniar Puspitasari, 1300220, “Upaya Meningkatkan *Intent to Renew Membership* Melalui *Involvement*, *Service Quality* dan *Perceived Value* di Bandung Giri Gahana Golf & Resort (Survey Terhadap Member Bandung Giri Gahana Golf & Resort)”, dibawah bimbingan Bagja Waluya, M.Pd dan Oce Ridwanudin, SE., MM.

Bandung GiriGahana Golf & Resort merupakan salah satu *country club* yang dihadapkan pada permasalahan rendahnya niat paramembarnya untuk memperbaharui keanggotaan mereka. Klub memiliki masalah dalam mempertahankan member setelah dua tahun pertama bergabung, sementara itu merekrut member baru lebih sulit dan mahal daripada mempertahankan partisipan yang saat ini sudah menjadi member. Seiring dengan hal tersebut maka penurunan jumlah member pun terjadi, masalah penurunan member yang diakibatkan oleh rendahnya keinginan partisipan untuk memperbaharui keanggotaan mereka merupakan masalah yang sedang dihadapi oleh beberapa *country club*. Bandung GiriGahana Golf & Resort selalu berupaya untuk mempertahankan member yang ada saat ini dengan melakukan berbagai upaya melalui berbagai program ataupun event-event untuk membuat para member yang ada tetap bertahan. Dalam penelitian ini, variabel bebas (X) yang digunakan yaitu *involvement*, *service quality* dan *perceived value*. Variabel terikat (Y) dalam penelitian ini yaitu *intent to renew membership*. Jenis penelitian yang digunakan adalah deskriptif, verifikasi, dan metode yang digunakan adalah survei dengan teknik *systematic random sampling*, maka diperoleh sampel dengan jumlah 108 responden yang merupakan member di Bandung GiriGahana Golf & Resort. Teknik analisis data dan uji hipotesis yang digunakan adalah *path analysis*. Hasil penelitian menunjukkan bahwa tingkat *involvement* dan *perceived value* memiliki pengaruh positif terhadap *intent to renew membership* di Bandung GiriGahana Golf & Resort, sedangkan *service quality* memiliki pengaruh negatif terhadap *intent to renew membership* di Bandung GiriGahana Golf & Resort, diharapkan pihak Bandung GiriGahana Golf & Resort terus memperhatikan serta meningkatkan keterlibatan para member (*involvement*), dan *perceived value* guna meningkatkan *intent to renew membership*.

Kata Kunci : *Involvement*, *Service Quality*, *Perceived Value*, *Intent to Renew Membership*

ABSTRACT

Tina Juniar Puspitasari, 1300220, “The Efforts to Improve Intent to Renew Membership Through Involvement, Service Quality and Perceived Value in Bandung Giri Gahana Golf & Resort (Survey on Member of Bandung Giri Gahana Golf & Resort)”, under the guidance of Bagja Waluya, S.Pd., M.Pd and Oce Ridwanudin, SE., MM.

Bandung Giri Gahana Golf & Resort is one of the country clubs who faced the problem of the low intentions of its members to renew their membership. Clubs have problems in retaining members after the first two years of joining, whereas recruiting new members is more difficult and costly than maintaining current member. Along with this problem, the number of members decreased, this problem is a problem that faced by some country clubs. Bandung Giri Gahana Golf & Resort always strives to retain the existing members by making various efforts through various programs or events to make the existing members still join the club. . In this research, the independent variable (X) is involvement, service quality and perceived value, the dependent variable (Y) is intent to renew membership. This type of research is descriptive verification and the method used survey withsistematic random sampling technique, then obtained a sample with a total of 108 respondents who are members in Bandung Giri Gahana Golf & Resort. The data analysis technique and hypothesis testing used path analysis. The results showed that the level of involvement and perceived value has a positive effect on intent to renew membership in Bandung Giri Gahana Golf & Resort, whereas service quality has a negative effect on intent to renew membership in Bandung Giri Gahana Golf & Resort, therefore Bandung Giri Gahana Golf & Resort should continue to pay attention and increase the involvement level of the members and perceived value in order to increase intent to renew membership.

Key Word : Involvement, Service Quality, Perceived Value, Intent to Renew Membership

