

ABSTRAK

Nadya, 1304918 “Pengaruh *Perceived Value* Dalam Meningkatkan *Customer Loyalty* Di *Celebrity Fitness PVJ*“. Skripsi 2017, dibawah bimbingan Dr. Vanessa Gaffar,. SE.Ak.,MBA dan Oce Ridwanudin,SE.,M.M. Perkembangan wisata olahraga dunia mengalami pertumbuhan yang signifikan dan memeberikan pengaruh yang kuat terhadap sektor lain salah satunya yaitu meningkatkan kunjungan wisata di suatu Negara. Wisata olahraga yang menjadi salah satu pilihan wisatawan di bandung adalah fitness center. *Celebrity Fitness* merupakan salah satu fitness center yang teletak di paris van java mall. Jumlah *loyalitas member* di *Celebrity Fitness* mengalami penurunan. Oleh karena itu, manajemen *Celebrity Fitness* melakukan strategi *Perceived value*. Tujuan penelitian ini adalah untuk memperoleh temuan mengenai sejauhmana *Perceived value* memberikan pengaruh terhadap *customer loyalty* di *Celebrity Fitness*. Jenis penelitian yang digunakan bersifat deskriptif dan verivikatif dengan metode yang digunakan yaitu *explanatory survey*. Sampel dalam penelitian ini sebanyak 100 responden dengan teknik penarikan sampel yang digunakan yaitu *random sampling*. Teknik analisis data yang di gunakan yaitu analisis regresi berganda. Variabel *independent* dalam penelitian ini yaitu *perceived value* (x) yang terdiri dari *Brand value* (x1), *Emotional value* (x2) , *Social value* (x3), *quality of service* (x4) dan *Perceived cost* (x5) sedangkan variabel *dependent* yaitu *customer loyalty* (Y) yang terdiri dari *word of mouth communication*, *repurchase intention*, *price insensitivity*, dan *complaint behavior*. Hasil penelitian menunjukkan bahwa tanggapan responden terhadap *perceived value* dan *customer loyalty* secara umum tinggi. Hasil penelitian menunjukkan bahwa empat variabel *perceived value* yaitu *Brand value*, *Emotional value*, *Social value*, *quality of service* memberikan pengaruh yang signifikan terhadap peningkatan *customer loyalty*.

Kata kunci: *perceived value*, *customer loyalty*

i

Nadya, 2017

PENGARUH PERCEIVED VALUE DALAM MENINGKATKAN CUSTOMER LOYALTY DI CELEBRITY FITNESS PVJ

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

ABSTRACT

Nadya, 1304918 “The influence of Perceived Value in Increasing Customer Loyalty of Celebrity Fitness in PVJ“. Research paper 2017, under the guidance of Dr. Vanessa Gaffar,. SE.Ak.,MBA and Oce Ridwanudin,SE.,M.M.

The development of world sport tourism is growing significantly, and it gives a strong influence to other sectors, one of the influences is the increase of tourist visit in a country. One of the sport tourisms in Bandung that becomes the choice of tourists is a fitness center. Celebrity Fitness is one of fitness centers, which location is in Paris Van Java Mall. The amount of loyalty member in Celebrity Fitness experienced a decline. Therefore, Celebrity Fitness management did a “perceived value” strategy. The aim of this research is to acquire findings about how far “perceived value” contribute influence toward customer loyalty in Celebrity Fitness. This research can be considered as a descriptive and verificative research which used explanatory survey as the method. The samples of this research involved 100 respondents which are obtained by using a random sampling technique. The data analysis technique used in this research is multiple regression analysis. Independent variable in this study is perceived value (x) which consists of brand value (x1), emotional value (x2), social value (x3), service quality (x4), and perceived cost (x5), while the dependent variable is customer loyalty (Y) which involves word of mouth communication, repurchase intention, price insensitivity, and complaint behavior. The result of this study showed that the respondent response toward perceived value and customer loyalty are generally high. The result revealed that the fourth variables of perceived value such as brand value, emotional value, social value, and service quality gave a significant influence toward the increase of customer loyalty.

Key words: *perceived value, customer loyalty*