

ABSTRAK

TRI ULA IKA , Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Member Melalui Citra Merek Pada Industri Jasa Kebugaran (Dibimbing oleh Hasyim)

Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan dan harga terhadap kepuasan member melalui citra merek. Objek penelitian ini adalah tempat *fitness Clark Hatch Fitnes Center* yang terletak di Saripan Pacific Hotel Jln MH.Thamrin No 6 Jakarta Pusat. Metode yang digunakan dalam pengambilan sampling pada penelitian ini adalah menggunakan metode *purposive sampling* dengan penentuan kriteria dan jumlah sampel sebanyak 90 responden dari 778 responden pada tahun 2017. Teknik analisis data yang digunakan dalam penelitian ini adalah uji validitas , uji realibilitas, *Analisis Path* (analisis Jalur) dan Sobel test.

Hasil penelitian berdasarkan analisis path dan sobel test menunjukkan bahwa pengaruh kualitas pelayanan dan harga terhadap citra merek adalah signifikan namun pada uji sobel test pengaruh tidak langsung kualitas pelayanan terhadap kepuasan member melalui citra merek adalah lebih kecil dari pengaruh langsungnya ,sehingga variabel citra merek bukan merupakan variabel *intervening* .Namun pada uji sobel test variabel harga terhadap kepuasan *member* melalui citra merek menunjukkan bahwa pengaruh tidak langsung lebih besar dari pada pengaruh langsung sehingga citra merek merupakan variabel *intervening*.

Kata kunci : Kualitas pelayanan , Harga ,Citra Merek, Kepuasan member

ABSTRACT

Tri Ula Ika, the influence of the quality of service and price Satisfaction against the Member through the brand image on a Fitness service industry (supervised by Hasyim)

This research aims to know the influence of the quality of service and price to satisfaction of member through the brand image. The object of this research is Clark Hatch fitness Fitness Center which is located in the Saripan Pacific Hotel Jln MH. Thamrin No. 6, Central Jakarta. Methods used in sampling-taking on research is using the method of purposive sampling with the determination of the criteria and the number of samples as much as 90 respondents from 778 respondents in the year 2017. Data analysis techniques used in this research is to test the validity of the test, realibilities, Analisis Path and Sobel test

Research results based on the analisis path and sobel test shows that the influence of the quality of service and price against the brand image is significant however at sobel test test of indirect influence on the quality of service to the satisfaction of the member through brand image is smaller than the direct influence of the variable, so that the brand image is not an intervening variable. But sobel test trials on the variable price against member satisfaction through brand image shows that indirect influence greater than direct influence so that the brand image is the intervening variables.

Keywords: quality of service, price, brand image, member Satisfaction