

Survey of Member Satisfaction Levels Regarding Service Quality At Defilla Sport

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ABSTRACT

This study aims to describe the level of member satisfaction with service quality at Defilla Sport based on five aspects of service quality: tangible, reliability, responsiveness, assurance, and empathy. The method used is quantitative descriptive research with a survey approach. The population of this study consists of all active members at Defilla Sport. The sample for this study consists of active members aged 18-40 years who are willing to participate as respondents. Data was obtained from 30 respondents who are active members of Defilla Sport. The data was analysed descriptive to determine the distribution of satisfaction based on each service dimension. The results of the study show that 20 respondents 67 were satisfied with the service provided, while 7 respondents 23 were dissatisfied, and 3 respondents 10 were very dissatisfied. Based on this study, it can be concluded that overall, the quality of service at Defilla Sport is considered good and capable of meeting the expectations of the majority of members, although improvements are still needed in terms of physical aspects and supporting facilities. This study provides insights for Defilla Sport management to continue improving service quality to maintain member satisfaction and loyalty.

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A. Conception and design of the study;
B. Acquisition of data;
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INTRODUCTION

Engaging in physical exercise significantly contributes to both physical and mental well-being. Consistent physical activity enhances stamina, supports cardiovascular health, promotes better blood circulation, and lowers the likelihood of developing metabolic conditions such as high blood pressure, obesity, and diabetes (Palar et al., 2015). Beyond its physical advantages, exercise also positively influences mental health by alleviating stress and anxiety, as well as enhancing sleep quality (Arsyad et al., 2023). Amid the rapid pace of modern life, maintaining a healthy lifestyle has become more essential than ever. One way to maintain physical fitness is through membership or active participation at a fitness center.

Fitness centers offer various facilities and exercise programs such as cardio workout, weight training, and group classes like yoga and aerobics, all designed to improve overall health and fitness (Martono et al., 2022). Fitness centers come in various forms, ranging from public fitness centers open to the general public, specialized fitness centers offering specific types of exercise, corporate fitness centers designed for employees, to private fitness centers managed by a personal trainer. Sports activities cannot be done carelessly and must be done with the correct techniques and rules (Prativi et al., 2013). Therefore, fitness centers need to pay attention to safety factors and equipment provided to support activities aimed at improving a person's fitness. Regular exercise at a fitness center not only provides physical benefits but also offers social and psychological advantages (Yang et al., 2024). Social interaction and commitment to following a fitness program.

Currently, the fitness trend in Indonesia is showing a significant increase. This is evidenced by the increasing number of new fitness facilities reflects a heightened public awareness of healthy living (Pratiwi & Sawitri, 2020). Furthermore, the presence of health and fitness content shared by influencers and personal trainers through social media platforms has contributed to making fitness a popular lifestyle choice. However, the rapid increase in the number of fitness centres has also intensified the competitive environment, and service quality becomes a critical factor in attracting and retaining customers (Wibowati, 2021). Excellent service can enhance customer experience, foster loyalty, and strengthen the reputation of a fitness business (Khattiyasuwan, 2021).

In the service industry, service quality is a key element that determines success and competitiveness. Customers who have a high level of satisfaction are more likely to recommend products or services to others, such as friends and family. This is one of the contributions that customers make to companies in terms of marketing and can enhance the company's reputation (Murjana et al., 2025). Service providers that are able to deliver superior service will gain customer trust, while poor service can cause customers to switch to other providers (Arrasy et al., 2021). Previous studies have demonstrated that various dimensions of service quality, such as tangibles, reliability, responsiveness, assurance, and empathy, significantly influence customer satisfaction. For example, a study by Maulidiah et al. (2023) found that staff quality, physical facilities, and influenced customer satisfaction. Another study by Kurniawan & Sugiharto (2017) demonstrated that the SEVQUAL dimension had a positive impact on customer loyalty mediated by satisfaction at Celebrity Fitness. These studies confirm the relevance of service quality in the fitness industry in shaping positive customer experiences.

Despite the availability of such studies in several urban centers, there is a lack of research focusing on fitness centers in semi-urban areas like Kaliwungu Selatan. Until now, no research has specifically examined the quality of service and customer satisfaction at Defilla Sport, a local fitness facility operating in this region. This presents a research gap that deserves to be addressed, especially considering the unique characteristics of the clientele in this area, which may differ from those in larger cities. In addition, many existing studies rely solely on quantitative approaches and do not

explore customer perceptions more deeply regarding which service dimensions are most impactful.

Based on the above description, this study aims to determine the level of customer satisfaction with the service quality at Defilla Sport in Kaliwungu Selatan. This research also seeks to identify which dimensions of service are most influential in shaping satisfaction, using a structured measurement approach based on established service quality frameworks. The novelty of this study lies in its contextual focus on a previously unexamined location, as well as its application to a service quality model tailored to the operational characteristics of Defilla Sport.

METHODS

This study was conducted using a descriptive quantitative approach using a survey method to describe the level of member satisfaction with service quality at Defilla Sport based on five dimensions of service quality, namely tangibles, reliability, responsiveness, assurance, and empathy, as proposed by. The research was conducted over a period of one week in November 2024.

The population in this study included all active Defilla Sport members registered in 2024. The sampling was conducted using a purposive sampling technique based on the criteria (1) active members of the Defilla Sport, (2) aged between 18 and 40 years, (3) bersedia menjadi responden meeting the inclusion criteria. The total sampling was 30 people.

The data collection technique was conducted directly at the research location by distributing questionnaires to members. The research instrument employed was a structured, closed-ended questionnaire grounded in the five dimensions of service quality. To assess validity, construct validity was examined by consulting experts by computing the Cronbach's Alpha coefficient using SPSS version 25, aimed at measuring the internal consistency of the instrument.

The type of data used in this study is primary data, which was obtained directly from respondents through questionnaire completion (Sulung & Muspawi, 2024). The collected data were analyzed using descriptive statistics by calculating the average score of each service quality dimension to determine respondents' perceptions of the service provided. Initial data processing and categorization were carried out using Microsoft Excel, while reliability analysis and descriptive statistics were performed using SPSS version 25 software.

RESULTS AND DISCUSSION

Result

The results of the study on members' satisfaction with service quality at Defilla Sport obtained a maximum score of 115 and a minimum score of 71. The mean obtained was 97, and the standard deviation was 12,975. The data was then categorized into four categories based on the mean and standard deviation values to describe the determined

categorization formula. The results of member satisfaction levels regarding service quality at Defilla Sport are presented in Table 1 as follows:

Table 1.

Member Satisfaction Levels Across the Five Service Quality Dimensions

No	Category	Frequency	Percent Value
1	Very Satisfied	0	0
2	Satisfied	20	67
3	Dissatisfied	7	23
4	Very Dissatisfied	3	10
Total		30	100

Based on the results of data calculation and analysis, the study shows that overall, the level of member satisfaction with the service quality at Defilla Sport falls into the agree category regarding the services provided. Therefore, it can be concluded that the members are satisfied with the service quality at Defilla Sport. From Table 1. The level of satisfaction with the service quality of service at Defilla Sport can be present in the following diagram:

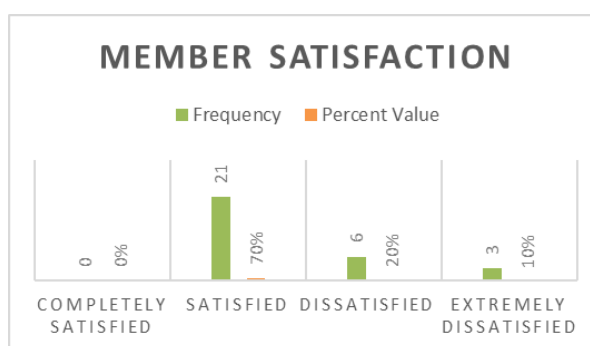


Figure 1.

Member Satisfaction Diagram

To gain a more detailed understanding of the results of this study, a description of member satisfaction levels with service quality at Defilla Sport is presented based on each of the following service dimensions :

Tangibles

The research results obtained a maximum value of 23 and a minimum value of 15. The mean was 18,63333 and the standard deviation was 2,141. Based on the predetermined category formula, the results showed a low level of member satisfaction with the quality of service at Defilla Sport based on the tangibles dimension, as shown in Table 2

Table 2.

Satisfaction Levels Based on Direct Tangibles Dimensions

NO	Class Interval	Frequency	Percent Value	Category
1	$X > 22$	4	13,3	Very Satisfied
2	$19 \leq X < 22$	9	30	Satisfied
3	$15 < X \leq 17$	15	50	Dissatisfied
4	$X \leq 15$	2	6,7	Very Dissatisfied
Total		30	100	

The result of the member satisfaction survey shows that member satisfaction with the direct tangibles dimension falls into the dissatisfied category.

Reliability

The research results obtained a maximum value of 24 and a minimum value of 14. The mean was 20 and the standard deviation was 2,870. Based on the predetermined category formula, member satisfaction with the quality of service at Defilla Sport is based on the reliability dimension, as shown in Table 3

Table 3.
Satisfaction Levels Based on Direct Reliability Dimensions

No.	Class Interval	Frequency	Percent Value	Category
1	$X > 24$	0	0	Very Satisfied
2	$21 \leq X < 24$	16	53,3	Satisfied
3	$16 < X \leq 19$	11	36,7	Dissatisfied
4	$X \leq 16$	3	10	Very Dissatisfied
Total		30	100	

Based on the results in Table 3, it shows that most members feel that the service provided by Defilla Sport is good. The satisfaction level in terms of reliability shows that Defilla Sport can meet most of the customers' expectations in terms of consistency and accuracy of service.

Responsiveness

The research result obtained a maximum value of 23 and a minimum value of 13. The mean was 19,3 and the standard deviation was 2,938. Based on the predetermined category formula, the results of member satisfaction with the quality of service at Defilla Sport, based on the dimension of responsiveness, are presented in the following.

Table 4.
Satisfaction Levels Based on Direct Responsiveness Dimensions

No	Class Interval	Frequency	Percent Value	Category
1	$X > 24$	0	0	Very Satisfied
2	$20 \leq X < 24$	18	60	Satisfied
3	$14 < X \leq 18$	8	26,7	Dissatisfied
4	$X \leq 14$	4	13,3	Very Dissatisfied
Total		30	100	

Based on Table 4 shows that the satisfied category has the highest frequency, so it can be concluded that the level of member satisfaction with the quality of service at Defilla Sport, based on the responsiveness dimension, is in the satisfied category.

Assurance

The research obtained a maximum value of 24 and a minimum value of 14. The mean was 19,33333 and the standard deviation was 2,879. Based on the predetermined category formula, the results of member satisfaction with the quality of service at Defilla Sport, based on the assurance dimension, are presented in the following table.

Table 5.
Satisfaction Levels Based on Direct Assurance Dimensions

No	Class Interval	Frequency	Percent Value	Category
1	$X > 23$	2	6,7	Very Satisfied
2	$20 \leq X < 23$	15	50	Satisfied
3	$15 < X \leq 18$	10	33,3	Dissatisfied
4	$X \leq 15$	3	10	Very Dissatisfied
Total		30	100	

Based on Table 5, the satisfied category shows the highest frequency, so it can be concluded that the level of member satisfaction with service quality in the assurance dimension at Defilla Sport is in the satisfied category. These results show that most members are satisfied with the services provided by Defilla Sport in the assurance dimension. However, there are still some members who express dissatisfaction and even very satisfied. This indicates that there are still aspects of the service that need improvement.

Emphaty

The research result obtained a maximum value of 24 and a minimum value of 13. The mean was 19,56667 and the standard deviation was 3,350. Based on the predetermined category formula. The results of member satisfaction with quality of service at Defilla Sport based on the dimension of emphaty are presented in the following table.

Table 6.

Satisfaction Levels Based on Direct Emphaty Dimensions

No	Class Interval	Frequency	Percent Value	Category
1	$X > 24,5$	0	0	Very Satisfied
2	$21 \leq X < 24,5$	16	53,3	Satisfied
3	$14,5 < X \leq 18$	8	26,7	Dissatisfied
4	$X \leq 14,5$	6	20	Very Dissatisfied
Total		30	100	

Based on Table 6, the data show that the majority of respondents were satisfied, so satisfaction in the empathy dimension was categorized as satisfied. This shows that most respondents rated the service at Defilla Sport as quite good in terms of empathy. The results of the study show that there are still some members who are dissatisfied to very dissatisfied. This shows that there are still shortcomings in the aspect of personal service that need to be improved.

Discussion

Based on the results of calculations and data analysis, it is known that overall member satisfaction with the quality of service at Defilla Sport is in the satisfied category. The majority of members agree with the services provided, but several aspects of service are considered unsatisfactory, particularly in terms of direct evidence. Further analysis of each dimension of service quality is presented as follows;

Tangibles

Tangibles refer to consumers' evaluation of the appearance of physical facilities, equipment, personnel, and communication tools. For example, users' perceptions of the spatial environment, sport equipment or facilities, and the appearance of sports center employees constitute the tangibles of that sports center (Huang & Kim, 2023). The dominant issues that arise in this dimension include suboptimal toilet and changing room hygiene, as well as damage to some equipment and facilities that interfere with user comfort. Although the gym is considered quite comfortable, most members feel that the space capacity is inadequate. When these facilities are not well maintained, customer perceptions of service quality can decline, as customers' initial assessments are generally formed from what they see and feel directly. Good and adequate facilities can

provide comfort and convenience for customers, thereby significantly increasing their level of satisfaction (Maulidiah et al., 2023). Therefore, management needs to pay serious attention to hygiene, equipment maintenance, and space layout. Staff appearance also needs to be maintained as part of the customer's visual perception.

Reliability

Member satisfaction is reflected in consistent service, punctuality, and the readiness of instructors to provide guidance. Most members are satisfied with Defilla Sport services, especially in terms of consistency and accuracy, such as punctual operating hours, availability of consultation schedules, easy-to-understand explanations from instructors, and instructors' readiness to assist with training programs. This shows that Defilla Sport can meet customer expectations in terms of reliability. These findings are consistent with the theory of Lupiyoadi (2014), which emphasizes reliability as the ability to provide accurate and dependable services. This study is also consistent with the findings, Agustiani et al. (2022), which shows that reliability is a key factor in influencing customer satisfaction. However, there are still shortcomings in terms of service accuracy and response to complaints. Improvements can be made through regular training for staff to be more responsive and professional.

Responsiveness

Members felt that staff were quick and responsive in providing services. This finding was reinforced by research (Murthaza et al., 2023), which confirms that responsiveness has a positive correlation with customer satisfaction. However, some members still feel neglected, especially when it comes to handling complaints. Therefore, managers need to improve the mechanism for handling suggestions and criticism to make it faster and more responsive. The same results were also revealed in a study by Renata (2024), which confirmed that responsiveness is an important factor in increasing member satisfaction at fitness centers. These various studies reinforce the results of this study, namely that services that are provided accurately, quickly, and promptly in meeting member needs play a significant role in determining customer satisfaction.

Assurance

These results indicate that most members are satisfied with the services provide by Defilla Sport in terms of security, which includes a sense of safety when using the facilities due to the presence of CCTV cameras for security surveillance in the Defilla Sport area, as well the availability of luggage storage facility for members, ensuring the safety of stored belongings, whether vehicles in the parking lot or valuable in lockers. Facility security, such as CCTV, luggage storage, and trust in staff, is are key indicator of satisfaction in this dimension. This study is consistent with other studies that emphasize the importance of safety and professionalism in fitness service (Erliana Indah Hidayati Saputri et al., 2024). However, the availability of first aid equipment and the maintenance of fitness tools are considered insufficient. Defilla Sport does not have a complete first aid kit and does not maintain the equipment used during training to provide better assurance regarding the safety and comfort of members during training. This is an

important concern for the management to address to enhance the quality of safety assurance for members.

Emphaty

The results of the study show that most respondents rated the service at Defilla Sport as quite good in terms of empathy, especially regarding membership requirements. Defilla Sport always makes it easy to register as a member, and the fitness instructors are friendly in their communication and motivate members during training. Theory supports the idea that empathy plays an important role in building customer loyalty (Maulana, 2019). However, there are still shortcomings in personal communication and attention to individual needs. It is necessary to improve the interpersonal skills of staff, not only in terms of academic qualifications, but also in terms of character and attitude, such as politeness, professionalism, and the ability to create a sense of security in order to build better relationships with members (Ferreira-Barbosa et al., 2022). Because Ability, attitude, appearance, attention, action, and responsibility all have a simultaneous effect on customer satisfaction. Companies must continue to improve, pay attention to, maintain, and enhance the quality of their services so that customers remain highly satisfied and comfortable (Alhanani & Santoso, 2023).

CONCLUSION

Based on the results of the study, it can be concluded that, in general, Defilla Sport Members are satisfied with the quality of service provided. Most dimensions, particularly reliability, responsiveness, assurance, and empathy, received positive evaluations. However, the tangible dimension, especially the physical condition and supporting facilities, was identified as a notable weakness requiring attention.

While these findings provide practical insights for fitness center management, this study is limited to a single facility and based on quantitative self-reported data, which may affect generalizability. Future research should consider comparative studies across different centers and possibly integrate qualitative approaches to provide a more comprehensive understanding of service quality in the fitness industry.

This research advances the understanding of service quality in the context of fitness centers by emphasizing the role of physical environment in shaping customer satisfaction, an aspect that has received limited attention in prior studies.

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