



Validity and Reliability Test Instrument Fitness Centre Service Quality Assessment

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Abstract. The purpose of this study was to produce a monetary instrument used to assess the quality of service at fitness centers in Yogyakarta, Indonesia. This research is a qualitative research. The instrument development procedure in this research is to determine the purpose of the instrument; developing a theoretical framework, developing indicator items or instrument questions, compiling instrument items, testing instrument validity, and conducting reliability tests. The research instrument was tested at eleven fitness centers in the Special Region of Yogyakarta Province. The technique used is purposive sampling technique. Data were analyzed using Pearson correlation, and Cronbach's alpha was calculated to check each validity and reliability criterion with the help of the SPSS for Windows 23 computer program. The results of the analysis show that the Pearson Correlation coefficient value for these variables has a Pearson Correlation coefficient value above 0.444, the conclusion is that the instrument items are valid. From this data, it is known that the Cronbach's alpha coefficient value for these variables has a Cronbach's alpha coefficient value of 0.967, so the conclusion is that the instrument is reliable and can be used as a data collection tool to determine the quality of fitness center services.

Keywords: instruments, quality, management, fitness center..

1 Introduction

Sport is one of the positive activities that is popular with people in Indonesia. Initial studies conducted by researchers showed that the number of members was not optimal and the use of promotional media used by fitness centers was not optimal. Preliminary research can be seen in the following data where fitness centers are experiencing a decreasing trend in members.

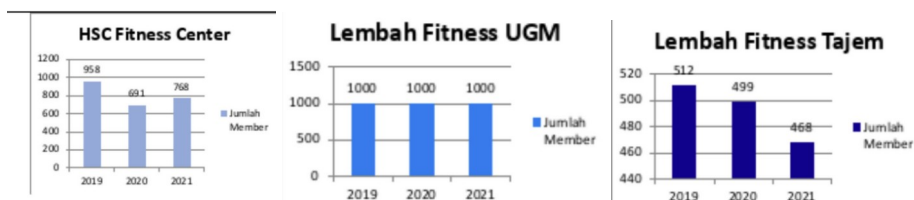


Fig. 1. Number of Fitness Center Members 2019 – 2021

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The aforementioned data suggests that the Covid-19 outbreak has resulted in a decrease in the number of fitness centre members in the Special Region of Yogyakarta. Corona Virus Disease 2019 (Covid-19) has a multi-sectoral impact throughout Indonesia which causes low investor sentiment towards the market which ultimately brings the market towards a negative trend [1]. The government's role in making policies is to think long and hard about efforts to save the economy [2]. There is a global pandemic spreading the Covid-19 virus which requires all activities to be carried out at home [3]. The impact of Covid-19 is difficulty finding work, difficulty meeting family needs, reduced income, and the Covid-19 pandemic also has an impact on various areas of life [4]. According to Tursunbaevich, BB (2021), "the Covid-19 pandemic is a crisis that is different from previous crises which have an impact on aggregate demand and supply as well as economic instability.[5].

The COVID-19 pandemic has resulted in business disruption in the informal sector, some of which are even unable to survive. The success of a business relies on management's capability to deliver satisfactory service to its customers. According to Baena -Arroyo, MJ, "As service experience has become a key factor in customer satisfaction, organizations are starting to prioritize management" [6]. Customer satisfaction can be an important weapon to win the competition, but it can also do the opposite: it can backfire and destroy a manager's position in the world of business economics where competition is increasingly complex. In addition to offering a range of services and amenities for existing facilities and infrastructure, management frequently provides other offerings such as ample parking spaces, initiatives to enhance information technology, material services, and pilot services, all with the intention of enhancing the quality of service [7].

The public's assessment of the management services of a business is influenced by how the public interprets the management services or services received by customers. According to Budi, Providing high quality service is very important to achieve maximum customer satisfaction and loyalty. Service quality, location, offers, and customer satisfaction are all factors that contribute to customers remaining loyal to a product or service. Management plays a crucial role in maintaining service quality and enhancing facilities and infrastructure. The assessment of service quality is primarily based on customer loyalty, indicating the customers' loyalty to the product or service. "Customer retention heavily relies on customer loyalty, service quality, and customer satisfaction"[8].

Therefore, maintaining service quality is very important to create satisfaction for customers. According to Macon, "managers must consider all phases of service, industry, and general marketing to satisfy customers" [8]. Creating satisfaction in accordance with customer desires, this can directly or indirectly result in customers having a high level of loyalty. Ensuring the contentment of clientele is an imperative duty for any purveyor of fitness center services, as it bestows numerous advantages upon the company. The seamless correlation between the caliber of service and customer satisfaction can aid in targeting markets with restricted means of marketing and advertising [9].

Panjaitan (2016) regarding "The influence of service quality on customer satisfaction at JNE Bandung Branch shows that service quality (X) which includes reliability, guarantee, reality, empathy and responsiveness has a significant effect on

customer satisfaction. The value (p-value) is $0.003 < 0.05$ [10]. Several test results show that only the empathy variable has a partial effect on consumer satisfaction with a significant number of variables (p-value) $0.021 < 0.05$.

Apart from product quality, price also has a positive effect on customer satisfaction. If the price is affordable and in line with consumer expectations, the level of consumer satisfaction increases, so that price becomes one of the influencing factors in efforts to satisfy consumers. This is in accordance with the findings of research conducted by Cynthia (2017) which shows that price has a positive and significant effect on consumer satisfaction [11]. Apart from that, research findings conducted by Ehsan, Mudasar and Hafiz (2012) show that price is also correlated with customer satisfaction and the lowest price increases [12].

2 Method

This research is quantitative descriptive. This research was conducted at a fitness center in Yogyakarta Province.

2.1 Research Participants

The research subjects consisted of eleven fitness center institutions located in the Yogyakarta Province, Indonesia.

2.2 Data Collection and Instrumentation

The chosen research instrument for this study entails a closed questionnaire, thereby enabling respondents to simply select from the provided answer options. Statements or questions asked through the answer choices provided [14]. Fitness center customers may be able to answer various levels on each question item, researchers used a scale of 4 so there is no middle or neutral score. This is intended to avoid the tendency of respondents (customers) to choose answers and choose the middle score of the scale used [15].

2.3 Statistical Analysis

The data analysis technique used is Pearson correlation, and Cronbach's alpha is calculated to check each validity and reliability criterion with SPSS Windows 23.

3 Result

The preparation of fitness center service quality assessment instrument is carried out by mapping several training service organization management standards, namely: 1) curriculum program standards 2) training standards 3) assessment standards 4) educator (trainer) standards 5) facilities and infrastructure standards 6) management standards 7) financial standards 8) competition standards.

Seven experts who were developing measuring instruments for sports organization management were asked to evaluate (validate) the quadratic instrument and instrument extracts to assess the quality of sports center services prepared by the researcher. Expert suggestions regarding the points in the instrument statements were summarized by the researcher. It is said to be valid if the number $r > r$ table with a significance level of 95%. The research validity test was carried out using the SPSS for Windows 23 computer program. A questionnaire is considered invalid if the calculated r value $< r$ table (0.361). This is done by comparing the calculated r with the r table [16]:

- a. if r count $> r$ table then the question item or indicator is declared valid.
- b. If r count $< r$ table then the question item or indicator is declared invalid.

The test results were analyzed using SPSS for Windows version 23 software. The analysis results are shown in the following table:

Table 1. Instrument Validity Results

matrix components ^a		component	
		1	2
Statement 1	VAR00001	.648	-.431
Statement 2	VAR00002	.616	-.010
Statement 3	VAR00003	.703	.111
Statement 4	VAR00004	.533	.388
Statement 5	VAR00005	.337	-.016
Statement 6	VAR00006	.473	.567
Statement 7	VAR00007	.435	.089
Statement 8	VAR00008	.576	.246
Statement 9	VAR00009	.605	-.265
Statement 10	VAR00010	.542	.428
Statement 11	VAR00011	.339	-.030
Statement 12	VAR00012	.641	.260
Statement 13	VAR00013	.508	.510
Statement 14	VAR00014	.456	.312
Statement 15	VAR00015	.677	.289
Statement 16	VAR00016	.763	.092
Statement 17	VAR00017	.702	.085
Statement 18	VAR00018	.734	.022
Statement 19	VAR00019	.599	-.184
Statement 20	VAR00020	.369	-.101
Statement 21	VAR00021	.564	-.079
Statement 22	VAR00022	.694	.116
Statement 23	VAR00023	.746	-.136
Statement 24	VAR00024	.520	-.337
Statement 25	VAR00025	.608	-.130
Statement 26	VAR00026	.829	-.023
Statement 27	VAR00027	.842	.039
Statement 28	VAR00028	.732	-.083

Statement 29	VAR00029	.781	.199
Statement 30	VAR00030	.638	.309
Statement 31	VAR00031	.712	-.069
Statement 32	VAR00032	.614	-.185
Statement 33	VAR00033	.583	-.109
Statement 34	VAR00034	.397	-.388
Statement 35	VAR00035	.572	.000
Statement 36	VAR00036	.534	.253
Statement 37	VAR00037	.442	.111
Statement 38	VAR00038	.621	-.067
Statement 39	VAR00039	.622	.044
Statement 40	VAR00040	.448	.107
Statement 41	VAR00041	.733	.010
Statement 42	VAR00042	.736	-.161
Statement 43	VAR00043	.818	.224
Statement 44	VAR00044	.247	.006
Statement 45	VAR00045	.688	-.071
Statement 46	VAR00046	.683	-.192
Statement 47	VAR00047	.493	.562
Statement 48	VAR00048	.462	.114
Statement 49	VAR00049	.608	-.573
Statement 50	VAR00050	.742	-.409
Statement 51	VAR00051	.673	-.376
Statement 52	VAR00052	.275	.614
Statement 53	VAR00053	.559	-.511
Statement 54	VAR00054	.694	-.028
Statement 55	VAR00055	.676	-.404

From instrument testing, the results obtained were 55 statements, there were 51 valid statements and 4 statements were invalid or void. Statements entered at the next stage are eliminated or removed from the list of statements by the researcher.

Instrument Validity Results:

This instrument obtains 55 statement items, namely 51 valid statements and 4 invalid or void statements. Statements entered at the next stage are eliminated or removed from the list of statements by the researcher. The reliability of the instrument in the research was 0.967 or had very high or very good reliability.

Reliability is the level of confidence in measurement results. This means that a measurement result is said to be reliable if several measurements on the same group of subjects obtain relatively the same results, if the aspects measured by the subject do not change. Relative significance shows tolerance for small differences between measurement.. The difference is, the measurement results are unreliable or unreliable.. In this study, to determine the reliability of the tool, the Alpha Cronbach formula was used, using a computer program or SPSS for Windows 23 software with very reliable measurement results with a result of 0.967.

According to Arikunto, the calculation results are interpreted in coefficient levels as follows:

Between 0.800 to 1.00= excellent

Between 0.600 to 0.799= good
 Between 0.400 to 0.599= moderate
 Between 0.200 to 0.399= less
 Between 0.000 to 0.199= very poor [17]

The results of the analysis are presented in table 2 below::

Table 2. Reliability Test Results

Reliability Statistics		
Alfa Cronbach	Cronbach's Alpha Based on Standard Items	N Item
.967	.967	55

4 Discussions

The aim of this research is to create a tool to measure the quality of fitness center services. Researchers have identified seven marketing combinations that can be applied to measure customer satisfaction in fitness centers. Marketing tools consist of four main groups known as the 4Ps, namely product , price, place and promotion [18] . Along the way, the development of the services marketing mix has become increasingly widespread [19].

According to Yazid, physical evidence (physical evidence or the physical environment where services are provided) and processes were added from 4P to 7P [20]. Meanwhile, according to Lupiyoadi the service marketing mix consists of the elements of product, price, place, promotion, people, process and customer service [21]. Meanwhile, according to Lupiyoadi, customer service is one of the areas mentioned by previous experts [19]. Researchers use 7P elements including product, price, place, promotion, people, process and physical evidence.

4.1 Product

A product refers to anything that can be presented to a market in order to gain attention, be acquired, used, or consumed, and ultimately fulfill a desire or requirement [22]. This means that a product is an object (both tangible and intangible) that attracts consumers' interest in using the object and is ultimately able to meet consumer expectations. Products are one of the important elements in a marketing program [23]. Therefore, we can conclude that a product is a collection of components or goods and services that create value for customers. A product is said to be able to create value for customers if the product or service offered to consumers is very good in terms of design, service, quality and appearance. In the sense that a product can be anything (whether physical or not) that can be offered to customers to fulfill certain needs and desires.

One type of product offered is a service product. According to Kotler, a service is an intangible activity or benefit that one party can provide to another party, without resulting in ownership of anything. So service products focus more on service, so that

the benefits of these services can be felt even though they are intangible or not in the form of goods. According to Kotler, there are four characteristics of service products, namely: (1) Intangibility is a service that is abstract and intangible. (2) Heterogeneity/variability means services that are not standard and vary greatly. (3) Inseparability is a service that is generally produced and consumed simultaneously with consumer participation in the process. (4) Perishability is a service that cannot be stored in inventory [24].

If the product quality is good and the customer feels the benefits and creates more interest in the customer, the customer will decide to buy [19]. So, if the product has good quality (both in terms of excellence and service), then many people will use the product. Therefore, manufacturers must continue to maintain and improve the quality of their products, because products can influence purchasing decisions.

This product has a positive impact on consumer decisions when using the Fast Safe Credit (KCA) product at the Pegadaian branch service unit in the Manado City [25]. This is in accordance with other research which shows that product variables have a positive influence on savings decision process variables [19]. According to Sukotjo, Hendry, and Radix A's research, product variables have a positive impact on consumers' purchasing decisions at the Teta Beauty Clinic in Surabaya [23]. The same thing also indicates that the product positively impacts patients' decisions to use outpatient services at Bina Sehat Hospital in Jember Regency [26]. According to the explanation and hypothesis provided, it can be inferred that the product positively affects consumer satisfaction. H1: Products have a positive effect on customer satisfaction.

4.2 Price

Price, as defined by Kotler and Armstrong, refers to the monetary value paid by customers in order to acquire or utilize a product or service [22]. From this definition we can see that the price paid by the buyer includes the services provided by the seller, in the sense that the buyer obtains profits from the use of the product or service provided by the producer. So that consumers are willing to decide and pay for the products or services provided by the producer at a certain price.

Based on previous research, price has a positive influence on tourists' decision-making processes when visiting tourist attractions in Padang City [27]. In addition, the decision to use outpatient services at Bina Sehat Jember Hospital is negatively influenced by the price, as patients believe that the hospital's price or any related factors do not play a role in their decision-making. In other words, patients do not consider prices more deeply before seeking treatment [26], prices also have a negative impact on savings decisions made at Bank Muamalat Malang branch [19]. If the price matches the quality of the product, consumers will decide to buy [27].

So according to the law of demand, if the price of a product offered is high then consumers will not decide to buy. Apart from that, if there is a discount or discount on the price offered, consumers will decide to buy. Therefore, price must always be considered in relation to the product, because price can influence purchasing decisions. Based on the explanation and hypothesis provided, it can be inferred that price negatively impacts customer satisfaction. H2: Price has a negative effect on customer satisfaction.

4.3 Promotion

Promotion is an act employed to transmit information from sellers to consumers or other entities within the sales channel, with the aim of influencing attitudes and behavior [23]. Meanwhile, according to Lovelock and Wright (2005:20) promotion is all activities and tools that stimulate communication designed to build customer preferences for certain services and service providers [28]. So it can be concluded that promotion cannot be separated from good communication activities with customers, so that customers decide to choose or buy the products offered by the company.

Various kinds of promotions that can be carried out include written advertising services. For example: banners, posters, brochures. Apart from that, collaborate with other companies or increase links to make it easier to carry out promotions. Word of Mouth also plays an important role in making promotion easier. Likewise with the form of promotion by presenting a promo card program as a loyalty program from the business unit to customers, partners and also business unit employees.

Based on four previous research findings, promotions have a positive impact on consumer decisions regarding the use of Fast Secure Credit (KCA) products at Pegadaian branch service units in the Manado City area [25], deciding to buy products from Teta Beauty Clinic in Surabaya with promotions [23], The decision-making process of tourists visiting tourist attractions in Padang City is positively influenced. [27] and the decision to use outpatient services at Bina Sehat RSUD Jember [26]. If promotions are carried out in an educational and persuasive manner, for example in the form of print and electronic advertisements, as well as through the implementation of memberships, coupon purchases, and very effective monthly event promotions, people will decide to buy [23]. So if the promotion is done well (educational and persuasive) then consumers will decide to buy. Therefore, promotions must be carried out regularly accompanied by interesting promotional activities, because promotions can influence purchasing decisions.

It can be inferred from the explanation and hypothesis provided above that promotions have a favorable impact on customer satisfaction. H3: Promotion has a positive effect on customer satisfaction.

4.4 Place

Distribution channels consist of a collection of organizations that engage in all activities (functions) necessary for the distribution of products and the transfer of ownership, from producers to consumers [18]. Based on the given definition, it is clear that the distribution channel of a product encompasses all the actions involved in transferring the product and its ownership from the manufacturer to the end consumer or user industry. Distribution pertains to the convenience of acquiring a product in the market and its availability as per consumer demand.

Distribution refers to the range of activities undertaken by a company in order to make its products or services accessible to its intended customers [23]. In essence, distribution involves the act of delivering goods or services to consumers during the

marketing process. Distribution plays a crucial role in the company's efforts to distribute or facilitate the usage of the products and services offered to consumers. Several types of distribution channels that facilitate the process of distributing goods are near residential areas, apartments, restaurants, busy centers/hearts of cities and fairly prestigious locations. Apart from the distribution channel which can be done online via the internet or telephone, within the distribution channel there is also a parking lot.

Previous research findings indicate that the location of Bina Sehat RSUD Jember has a notable and favorable impact on the decision to access outpatient services. [26]. Furthermore, based on previous research findings, location influences consumer decisions in using Fast Secure Credit (KCA) products at Pegadaian branch service units in the Manado City area [25]. In addition to that, the location variable greatly influences the purchasing decisions for Teta beauty clinic products in Surabaya [23]. Similarly, the findings from prior studies indicate that the location of tourist attractions in Padang City positively affects the decision-making processes of tourists [27]. If the manufacturer's location has complete facilities, a comfortable place, and is easy to reach, then people will decide to buy. So if the distribution channel is easy for consumers to reach, consumers will decide to buy [26]. Therefore, manufacturers must always improve the comfort of the place and the completeness of supporting facilities, because the place can influence purchasing decisions.

After considering the explanation and hypothesis provided, it can be inferred that the location positively impacts customer satisfaction. H4: Place has a positive effect on customer satisfaction.

4.5 People

What is meant here is that the people referred to are either employees who offer services and sales or individuals who are directly or indirectly engaged in the service process [22]. Good or bad service from service providers will determine the quality of the company's service and among service users will influence current and future purchases.

According to Lovelock and Wright [28] the people in question are employees (and sometimes other customers) involved in the production process. So that other customers can increase satisfaction with quality and can also reduce satisfaction and quality, or have a negative impact on the service experience due to disruptive behavior and/or causing delays in service to consumers.

According to previous research findings, it has been demonstrated that both the community and officers play a beneficial role in influencing the choice to seek outpatient services at Bina Sehat RSUD Jember [26]. Additionally, the community has a positive impact on consumer decisions regarding the usage of Fast Safe Credit (KCA) products at the Pegadaian Branch Service Unit in the Manado City area [26]. Moreover, from the results of earlier studies, it can be inferred that personnel have a favorable influence on tourists' decisions to visit tourist attractions in Padang City [27].

At the same time, society has a positive influence on the decision to save, but some people have a negative influence on the decision to save [19]. If employees serve quickly, communicate clearly, consumers decide to buy [26]. This means that if

an employee has good skills in his field, consumers will choose to buy. Therefore, employees must continue to improve and maintain good performance in serving consumers and other employees, because employees can influence purchasing decisions. Based on the explanation and hypothesis above, it can be concluded that society has a positive influence on customer satisfaction. H5: Employees have a positive effect on customer satisfaction.

4.6 Process

Process is an activity that represents how a service is provided to consumers when purchasing an item [23]. Thus, the process has real steps experienced by consumers, or the operational flow of the service becomes evidence that consumers will use to assess the service. Meanwhile, according to Lovelock and Wright (2005:19) a process is a method of operation or a certain series of actions, which are generally the steps required in a predetermined sequence [28] which more or less means that every marketing activity requires good steps or a series of actions so that the production process of a good or service runs well. According to previous research, this process has a beneficial influence on the decision to save [19], the process also influences the consumer's decision to use the Fast Safe Credit (KCA) product at the Pegadaian Branch Service Unit in the Manado City area [25], on the decision process of tourists visiting the place Padang City tourism [27] and consumer decisions in purchasing Teta beauty clinic products in Surabaya [23].

If the process is easy and fast, people will decide to buy [19]. So if the process of getting service for the product is fast then consumers will decide to buy. Therefore, manufacturers must process and process their products on time, because this process can influence purchasing decisions. Based on the explanation and hypothesis provided, it can be concluded that the process positively impacts customer satisfaction. H6: Process has a positive effect on customer satisfaction.

5 Conclusion

Conclusions can be drawn from the research and discussion mentioned above, which involved compiling 55 statement items into 51 question items. These question items were based on input from experts and testing the validity of the instrument. Out of the 51 statement items, 51 were declared valid and can be used to measure service quality at fitness centers. The overall validity score is higher than 0.444. The reliability test of the instrument resulted in a coefficient of 0.967, indicating a high degree of reliability. The fitness center service quality assessment instrument is suitable for use as it has passed both the validity and reliability tests. National and regional football associations can consider adopting this instrument to assess the quality of fitness center services.

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