

VALIDITY AND RELIABLE TEST INSTRUMENT FITNESS CENTER SERVICE QUALITY ASSESSMENT

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Abstrak

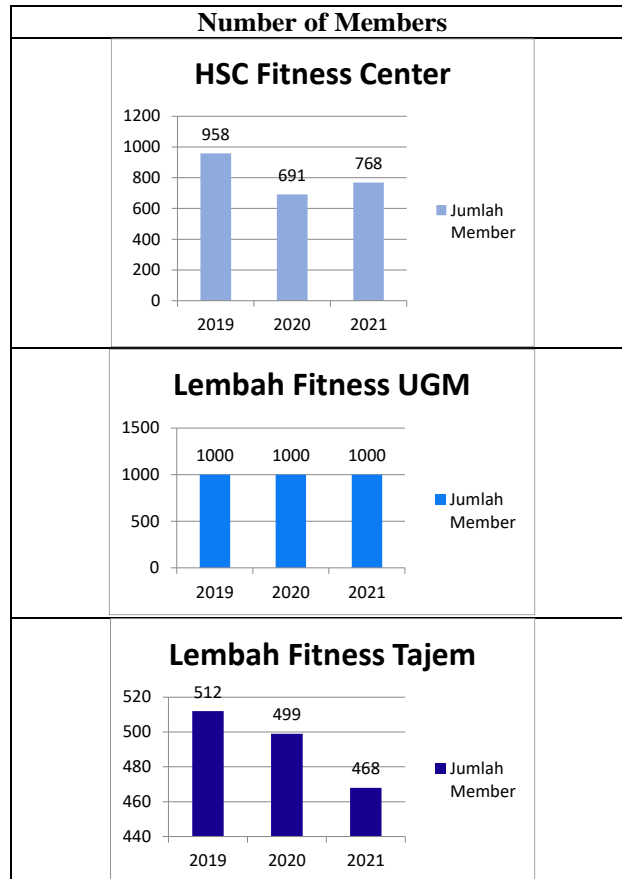
The research conducted aims to produce an instrument to assess the quality of service in the fitness center. This research instrument is carried out with a quantitative research approach. The instrument development procedure is to determine the objectives of the instrument, compile a theoretical framework, compile indicators of instrument items or questions, compile instrument items, test the validity of instruments, and conduct reliability tests. The instrument was tested at eleven fitness centers in the Special Region of Yogyakarta Province with *purposive sampling* selection techniques. Test the validity of the contents using *product moment* correlation and reliability tests using *Alpha Cronbach*, with the help of the SPSS *for Windows 23* program computers. The data analysis to be used is qualitative. The validity test result is above 0.444. The reliability test result was 0.967. Fitness center service quality instruments can be declared suitable for use. Fitness center service quality instruments can be utilized by the fitness center management.

Keywords: instrument, quality, management, fitness center.

INTRODUCTION

Sports are a positive activity that is favored by people in Indonesia. Preliminary studies conducted by researchers show that the number of members has not been maximized and the use of promotional media used by fitness centers has not been optimal. Preliminary research can be seen in the following data where fitness centers experience a tendency to decrease members:

Number of Fitness Center Members in 2019 – 2021



From the data above, it can be concluded that the COVID-19 pandemic has resulted in a decrease in the number of members in various fitness centers in Yogyakarta. The *Corona Virus Disease 2019* (Covid-19) pandemic, which has a multisectoral impact throughout Indonesia, has caused low investor sentiment towards the market which ultimately brings the market towards a negative trend (Nasution *et al.*, 2020). The role of the government in making policies has been thinking far about efforts to save the economy (Astuti, 2020). There is a global pandemic spread of the Covid-19 virus which requires all activities at home (Setyawati, 2020). The impacts of Covid-19 that occurred were difficulties in finding jobs, difficulty in meeting the needs of daily life and also not having income in meeting daily needs and also many difficulties received from all sectors of the economy in all fields also felt the impact of Covid-19 (Hanoatubun, 2020). According to Tursunbaevich, B. B. (2021), "pandemic is an external "blow" to aggregate demand and aggregate supply, macroeconomic stability, and differs greatly from previous economic crises in terms of scale and damage." The impact of the COVID-19 pandemic on livelihood loss in the informal sector needs to be more vigilant. The success of a business is determined by the ability of management in providing satisfactory service to its customers. According to Baena-Arroyo, M. J. (2020), "As the service experience has become a key factor in customer satisfaction, organizations have begun to prioritize management." Customer satisfaction can be a mainstay weapon to emerge victorious in the competition but it can also be the other way around, it can backfire which can destroy the position of the manager in the business world where the competition is increasingly complex. In addition to offering a variety of services and facilities for existing facilities and infrastructure, management also usually offers other products such as adequate parking lots, efforts to improve information technology, physical services, and non-physical services are also intended to improve the quality of services (Ariyani, 2008).