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CUSTOMER SATISFACTION SURVEY BASED ON MIX MARKETING AT ELITE GYM MADIUN IN 2025

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Abstract

This study aims to evaluate customer satisfaction at Elite Gym in Madiun City in 2025 based on the mix marketing approach, which includes product, price, place, promotion, people, process, and physical evidence. Using a quantitative descriptive method, data were collected through a 4-point Likert scale questionnaire administered to 70 active gym members. Data analysis employed descriptive statistics to calculate percentages and mean scores for each marketing mix element. Findings revealed that the highest satisfaction levels were found in process (86.01%), physical evidence (85.99%), product (85.97%), place (84.55%), and people (84.38%), all categorized as "very satisfied." However, price (49.35%) and promotion (56.27%) had the lowest satisfaction scores, indicating a need for improvement in pricing strategies and promotional efforts. These results provide practical implications for Elite Gym's management to optimize specific marketing elements in order to increase customer loyalty and competitiveness.

Keywords: Customer satisfaction, mix marketing, Elite Gym

INTRODUCTION

In recent years, the importance of maintaining physical fitness has become a global concern, especially in urban communities facing sedentary lifestyles and increased health risks. Physical fitness is an important part of a healthy lifestyle. The increasing public awareness of the importance of exercising regularly has encouraged the growth of fitness centers in urban areas, including in Madiun City. One of the prominent facilities is Elite Gym which offers a variety of fitness programs and modern equipment (Tjiptono, 2017). Fitness centers or gyms have become the top choice for individuals seeking structured physical activity, supported by professional equipment and trained instructors. However, to maintain a competitive edge, it is imperative for such businesses to understand and evaluate customer satisfaction on a regular basis.

As the fitness industry becomes more competitive, customer satisfaction has emerged as a crucial indicator of success. Customer satisfaction in the context of fitness services does not merely depend on the availability of equipment or the

qualifications of instructors, but also on the overall service experience—including pricing, accessibility, cleanliness, promotional offers, and staff interaction. Therefore, evaluating satisfaction from a comprehensive marketing perspective is essential.

⁵ The marketing mix (7P)—consisting of product, price, place, promotion, people, process, and physical evidence—provides a structured framework for assessing service quality in fitness centers. This model, traditionally applied in commercial and service marketing, has gained relevance in the sports and recreation industry, including gyms, due to its focus on customer-oriented service delivery (Jerome, 1978).

Previous research has demonstrated the effectiveness of the mix marketing in influencing customer behavior. For example, (Nurzaman & Hermawan, 2024) found that service quality and facilities significantly affect customer satisfaction in fitness centers in West Java. Similarly, (Kaniu et al., 2023) highlighted that product, promotion, and pricing play dominant roles in shaping gym customers' loyalty decisions. However, most of these studies were conducted in large urban areas or focused on national fitness brands.

What sets this study apart is its focus on a regional gym—Elite Gym in Madiun City, offering insights from a mid-sized fitness center that has grown organically through community engagement rather than mass promotion. The novelty of this research lies in its localized context and detailed application of the 7P mix marketing model to assess customer satisfaction holistically (Gelders & Ihlen, 2010).

This study aims to investigate how each element of the mix marketing contributes to customer satisfaction at Elite Gym. The findings are expected to serve as a strategic reference for local gym managers and sports business stakeholders in improving service quality and customer retention (Oliver, 2010).

The contribution of this research is two fold: Providing empirical evidence on customer satisfaction dynamics in the fitness industry using the 7P framework, offering practical recommendations for gym operators, especially in regional areas, to enhance their competitive positioning through targeted marketing improvements.

In conclusion, the research offers a deeper understanding of consumer expectations in fitness services and reinforces the relevance of integrated marketing strategies in the management of sports facilities.

METHOD

This research ¹uses a descriptive quantitative approach with a survey method, which aims ²to obtain an objective picture of the level of customer satisfaction with the elements in the mix marketing applied at Elite Gym Madiun City. This design was chosen to be able to present data based on customer perceptions of fitness services systematically, especially through the ⁶seven elements of the mix marketing, namely product, price, location, promotion, people (HR), service process, and physical evidence (Ummah, 2019).

This research was conducted at Elite Gym Madiun City, which is located on Jalan Pakel, Taman District. The choice of this place is based on the consideration that Elite Gym is one of the fitness centers that is quite active and has a sufficient number of regular customers to be used as research objects. The research implementation time took place in June 2025

The population in this study were all active Elite Gym customers recorded during the research period, which was 100 people. Determination of the sample size was carried out using the Slovin formula with an error rate of 10%, so that a total sample of 70 respondents was obtained. The sample selection was carried out through a simple random sampling technique, where each member of the population had the same opportunity to be selected as a respondent (Sugiyono, 2019).

Data collection was done using a google form based on a 4-point Likert scale. The questionnaire was structured based on indicators of the seven elements of the mix marketing (Arikunto, 2010). Respondents were asked to rate various statements related to service quality, facility convenience, price, promotion, staff interaction, service process, and physical condition of the gym room. The questionnaire instrument was distributed directly to customers after they finished using the gym facilities.

Before being used in the main research, the questionnaire was first tested through validity and reliability tests. The validity test was carried out by means of expert judgment to expert validators. While the reliability test was carried out using the Cronbach's Alpha coefficient. The test results show ³ that all items in the questionnaire have valid and reliable values, with a Cronbach's Alpha value above 0.871 which indicates that the instrument is suitable for measuring customer satisfaction (Sukendra & Atmaja, 2020).

The collected data were then analyzed using quantitative descriptive statistics. The analysis was carried out by calculating the frequency, percentage, and average score for each mix marketing indicator. The results of these calculations are then classified into four categories of satisfaction levels, namely very dissatisfied, dissatisfied, satisfied, and very satisfied. This classification is used to interpret and draw conclusions about ² the level of customer satisfaction with the services provided by Elite Gym (Rangkuti, 2009).

Tabel 1. Scale categorization

Percent	Category
1% - 25%	Very Dissatisfied
26% - 50%	Dissatisfied
51% - 75%	Satisfied
76% - 100%	Very Satisfied

RESULT AND DISCUSSION

² This study aims to determine the level of customer satisfaction with the services provided by Elite Gym Madiun City based on the mix marketing approach which consists of seven elements, namely product, price, location, promotion, people (HR), service process, and physical evidence (Sekaran, 2016). Data was obtained from 70 respondents who were active customers of Elite Gym using a

closed questionnaire with a 4-point Likert scale. The results of the recapitulation of the average score, percentage of satisfaction, and category of assessment of each mix marketing element are presented in the following table:

Table 2. Customer Satisfaction Results Based on Mix Marketing at Elite Gym, Madiun City.

Element	average score	satisfaction percentage	category
Marketing Mix			
Procces/Service	3,44	86,01%	Very satisfied
Physical Evidence	3,44	85,99%	Very satisfied
Product	3,43	85,97%	Very satisfied
Place	3,38	84,55%	Very satisfied
People (HR)	3,38	84,38%	Very satisfied
Promotion	2,25	56,27%	Satisfied
Price	1,97	49,35%	Dissatisfied

Based on the results in Table 1, it is found that five out of seven marketing mix elements show a very high level of customer satisfaction, namely service process, physical evidence, product, location, and people. While the other two elements, namely promotion and price, show relatively low satisfaction and require special attention from Elite Gym management.

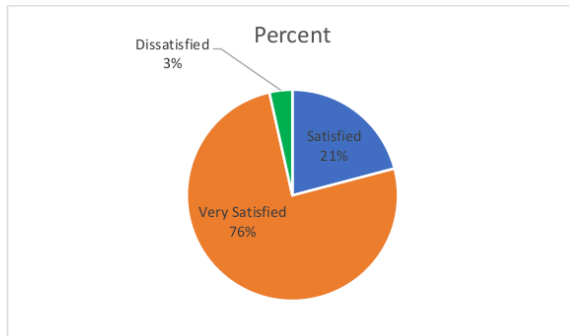


Figure 1. The results of the process and service

Service process with a percentage of 76% very satisfied. This shows that customers feel that the service flow at Elite Gym is fast, clear and efficient, starting from the registration process to the use of facilities. This success is in line with the service concept put forward by (Zeithaml et al., 2010) that the ease and efficiency of the process is a key indicator in shaping perceptions of service quality.

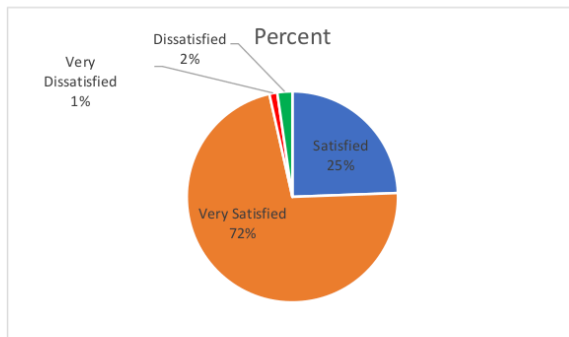


Figure 2. The results of the physical evidence

The physical evidence element received a percentage of 72% very satisfied. Customers assess that the physical facilities at Elite Gym, such as fitness

equipment, layout, cleanliness, lighting, and room atmosphere have provided a comfortable training experience. Physical evidence is very important in services such as gyms that are intangible, so that visualization and the atmosphere of the place can strengthen customer perceptions of service quality, as explained by (Tjiptono, 2017).

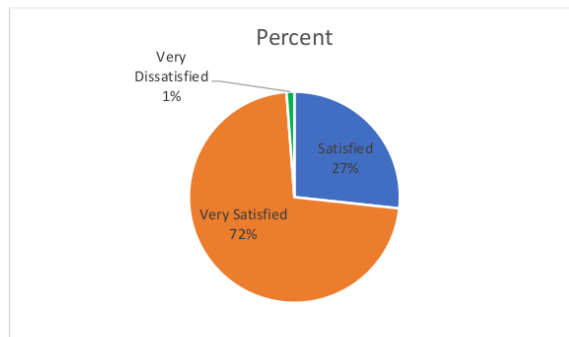


Figure 3. The results of the product

The product element gets a percentage of 72% very satisfied, which indicates that the variety of training programs, the completeness of sports equipment, and the ability of instructors meet customer expectations. Products in the context of fitness services are not only tools, but also the experience and results felt by customers after participating in the exercise program.(Supriyono & Leonardo Budi Hasiolan, 2015)

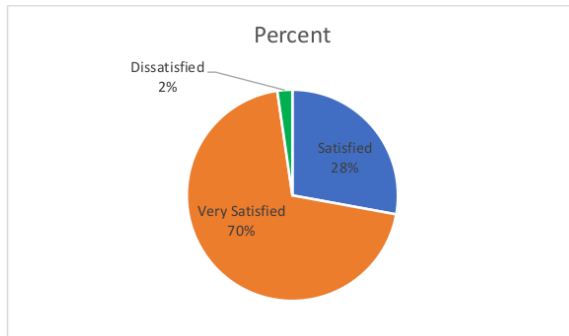


Figure 4. The results of the location

The gym location received a percentage of 70% very satisfied. The strategic location, easy to reach, and equipped with parking facilities is one of Elite Gym's competitive advantages. This supports the theory of (Swasta & Handoko, 2010) which emphasizes the importance of accessibility in site selection for services.

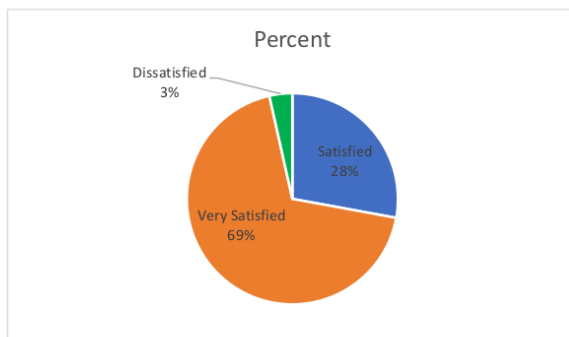


Figure 5. The results of the people

The people element obtained a percentage of 69% very satisfied, which shows that the staff and trainers at Elite Gym are considered friendly, professional,

and able to provide good service to customers. Interaction between staff and customers is one of the keys to maintaining loyalty in the sports service industry. Discussion (Maghfiroh, 2021)

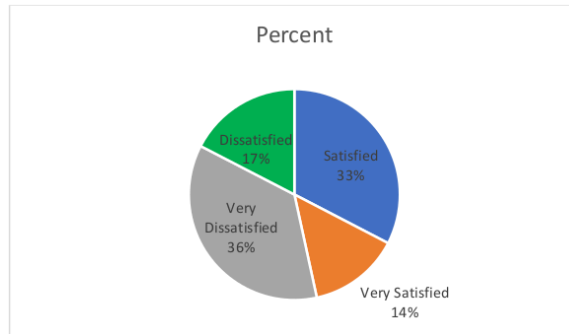


Figure 6. The results of the promotion

However, the promotion element gets 36% very dissatisfied. Many customers stated that information about discount programs, special offers, and promotional events had not been conveyed optimally. This shows that the marketing communication strategy carried out still does not reach all customers effectively. In a service marketing perspective, promotions not only aim to attract new customers but also strengthen long-term relationships with existing customers (Rangkuti, 2009)

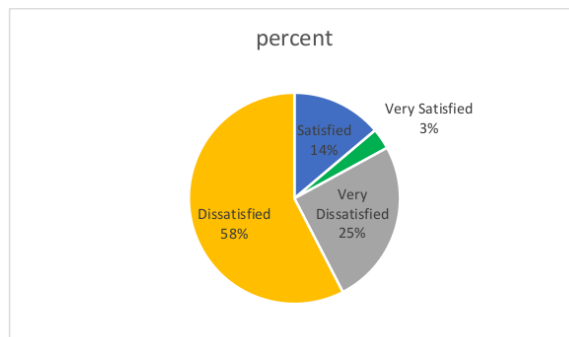


Figure 7. The results of the price

The price element received a percentage of 58% dissatisfied. Most respondents felt that the membership prices offered were still relatively expensive compared to the services available, or compared to other gyms in the surrounding area. The mismatch between price and perceived benefits will have an impact on decreasing customer perception value, as explained by (Kotler & Keller, 2016) that prices that are too high without being balanced with increased value will reduce the level of satisfaction and even customer loyalty.

4 DISCUSSION

The findings of this study reveal important insights into customer satisfaction at Elite Gym Madiun City based on the seven elements of the marketing mix. From the descriptive analysis, five of the seven mix marketing elements process, physical evidence, product, place, and people showed very high levels of customer satisfaction, while promotion and price were rated significantly lower. These findings provide empirical confirmation that in the fitness service industry, operational excellence and tangible service quality are strongly linked to customer satisfaction.

These findings confirm prior studies in the field. (Nurzaman & Hermawan, 2024) found that service quality and facilities had significant influence on customer satisfaction in fitness centers, particularly in regional contexts. Meanwhile (Kaniu et al., 2023) highlighted the impact of product, price, and promotion in shaping customer decisions and loyalty within the gym industry. This study supports and extends these insights by applying the 7P marketing framework to a mid-sized, community-based fitness center—an approach that highlights the strategic value of marketing even outside major urban gyms.

Taken together, this discussion illustrates that while Elite Gym has succeeded in delivering high operational standards and service quality, improvements are needed in pricing models and promotional communication to ensure full alignment between customer expectations and service delivery.

These findings underscore the importance of balancing all elements of the marketing mix to achieve comprehensive customer satisfaction in competitive fitness markets.

CONCLUSION

¹Based on the results of the data analysis that has been carried out, it is concluded that most customers are very satisfied with five of the seven mix marketing elements, namely product, place, people (HR), service process, and physical evidence. This shows that the core services and operational implementation of Elite Gym have met customer expectations and provided a positive sports experience.

On the other hand, the level of satisfaction with price and promotion is still relatively low. Customers feel that the membership fee is not in line with the value of the benefits obtained, and the promotion strategy has not provided sufficiently extensive or interesting information. This condition indicates a gap between customer expectations and perceptions of these two elements. In this context, (Kotler & Keller, 2016) emphasize that customer satisfaction is influenced by the

extent to which service performance is able to meet or exceed customer expectations, including in terms of value for money and clarity of promotional communication.

Theoretically, these findings strengthen the relevance of the mix marketing concept in the fitness service industry. Research by (Nurzaman & Hermawan, 2024) shows that the quality of facilities and services ⁴ has a significant influence on fitness center customer satisfaction. In line with that, (Kaniu et al., 2023) found that elements in the mix marketing, especially product, promotion, and price, play an important role in shaping customer decisions and perceptions in fitness centers.

This research contributes practically in providing an evaluative basis for Elite Gym managers to improve marketing strategies, especially in the aspects of price adjustment and strengthening digital promotions. Meanwhile, academically, this research opens up opportunities for further in-depth studies using inferential methods to determine the causal relationship between mix marketing variables and customer loyalty. In addition, the development of research objects to several other gyms in different regions can also provide a more comprehensive comparison.

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