

## INTISARI

Tujuan dalam penelitian ini adalah untuk mendeskripsikan perilaku konsumen di Surabaya dalam membuat keputusan pemilihan *fitness center* yang berlokasi di dalam *mall* di kota Surabaya dengan menggunakan elemen *consumers in the marketplace, how consumers see the world and themselves, consumers as decision makers, consumers and their social groups, culture and lifestyles*. Target populasi yang digunakan dalam penelitian ini adalah responden yang masih aktif menjadi anggota maupun yang pernah menjadi anggota *fitness center* yang berlokasi di dalam *mall* di kota Surabaya. Metode pengolahan data yang digunakan dalam penelitian ini antara lain adalah : tabel frekuensi, diagram pie, tabulasi silang.

Penelitian ini didapatkan hasil bahwa konsumen *fitness center* yang berlokasi di dalam *mall* di kota Surabaya terbanyak adalah berjenis kelamin laki laki, berlokasi di Surabaya Timur, berusia 16–25 tahun, rata rata memiliki mobil, berprofesi sebagai pegawai swasta, berstatus belum menikah. Berdasarkan alasan pemilihan *fitness center* yang berlokasi di dalam *mall* di kota Surabaya sebagian besar responden memilih *Celebrity Fitness Galaxy Mall* karena fasilitas yang diberikan *Celebrity Fitness Galaxy Mall* tersebut bagus dan pelayanan yang memuaskan. selain kedua hal tersebut *Celebrity Fitness Galaxy Mall* berada di tempat yang strategis yang mudah dijangkau oleh para konsumen. Lingkungan didalam *Celebrity Fitness Galaxy Mall* yang nyaman membuat para konsumen senang saat berlatih. Konsumen bisa melakukan kegiatan lain setelah berlatih di *Celebrity Fitness Galaxy Mall* seperti mencari makan, shopping, nonton bioskop ataupun sekedar jalan jalan. Dari alasan evaluasi kepuasan konsumen, diketahui ada beberapa konsumen yang menjawab tidak puas karena biaya iuran yang cukup mahal dan setiap tahunnya selalu terjadi peningkatan biaya iuran.

Kata kunci : *consumers behavior, fitness center, deskriptive, consumers, gym*

## **ABSTRACT**

*Purpose of this study was to describe the behavior of consumers in Surabaya in making the decision of fitness center located at the mall in the city of Surabaya by using elements consumers in the marketplace, how consumers see the world and themselves, consumers as decision makers, consumers and their social groups, culture and lifestyles. Target population used in this study were respondents who still active to be member and former member of fitness center located at the mall in the city of Surabaya. Data processing method used in this study include : frequency tables, diagram pie, and crosstab.*

*This research showed that consumers of fitness center located at the mall in the city of Surabaya most voters were men, location on east Surabaya, 16–25 years old, having a car, worked as a private employees, unmarried. Based on the reason of selecting the fitness center located at the mall in the city of Surabaya most respondents choose Celebrity Fitness Galaxy Mall because it have a good facilities and great service. another reason is a sretagic location making it easy to reach for anyone. Comfortable environment makes consumers enjoy while do some workout. Consumers can do other activity after do some workout like eat, shopping, watching cinema, or just walk around of this mall. Evaluation of customer satisfaction reasons, it is known there are more developed. Evaluation of consumers satisfaction reasons, it is known there are some consumers who answered was not satisfied because the expensive costs and always increased every year.*

*Keyword : consumers behavior, fitness center, deskriptive, consumers, gym*