

LAPORAN SKRIPSI
ANALISIS SERVICE QUALITY PADA FITHUB
PAMULARSIH SEMARANG



HANDIAS TRIATMADYA ADIDHARMA SOEGIARTO
22.D1.0019

PROGRAM STUDI MANAJEMEN
FAKULTAS EKONOMI DAN BISNIS
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SEMARANG
2026

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Diajukan Dalam Rangka Memenuhi Salah Satu Syarat
Memperoleh Gelar Sarjana Manajemen



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ABSTRAK

Meningkatnya kesadaran masyarakat terhadap pentingnya kesehatan dan aktivitas fisik pascapandemi Covid-19 mendorong pertumbuhan industri pusat kebugaran, sehingga kualitas pelayanan menjadi faktor penting dalam memenuhi harapan dan kepuasan pelanggan. Penelitian ini bertujuan untuk menganalisis kualitas pelayanan pada Fithub Pamularsi Semarang berdasarkan dimensi Tangibles, Reliability, Responsiveness, Assurance, dan Empathy. Penelitian menggunakan pendekatan kuantitatif dengan jumlah responden sebanyak 97 member Fithub Pamularsi Semarang. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis secara deskriptif menggunakan metode Service Quality (SERVQUAL) dengan membandingkan skor persepsi dan harapan untuk memperoleh nilai gap pelayanan. Hasil penelitian menunjukkan bahwa seluruh dimensi kualitas pelayanan memiliki nilai gap negatif yang mengindikasikan pelayanan belum sepenuhnya memenuhi harapan member. Dimensi Tangibles memiliki gap terbesar (-0,50), sedangkan Reliability memiliki gap terkecil (-0,14). Dimensi Responsiveness (-0,44), Assurance (-0,31), dan Empathy (-0,42) juga menunjukkan adanya kesenjangan antara persepsi dan harapan pelanggan. Secara keseluruhan, kualitas pelayanan Fithub Pamularsi Semarang masih perlu ditingkatkan. Implikasi manajerial penelitian ini adalah perlunya peningkatan fasilitas fisik, profesionalitas karyawan, ketanggapan pelayanan, serta perhatian terhadap kebutuhan member guna meningkatkan kepuasan pelanggan.

Kata kunci: Fithub, Kepuasan Pelanggan, Service Quality.

ABSTRACT

Increasing public awareness of the importance of health and physical activity after the Covid-19 pandemic has encouraged the growth of the fitness center industry, so that service quality is an important factor in meeting customer expectations and satisfaction. This study aims to analyze the quality of service at Fithub Pamularsih Semarang based on the dimensions of Tangible, Reliability, Responsiveness, Assurance, and Empathy. The study uses a quantitative approach with a total of 97 respondents from Fithub Pamularsih Semarang. Data were collected through a Likert scale questionnaire and analyzed descriptively using the Service Quality (SERVQUAL) method by comparing perception and expectation scores to obtain service gap scores. The results of the study show that all dimensions of service quality have a negative gap value which indicates that the service has not fully met the expectations of members. The Tangibles dimension has the largest gap (-0.50), while the Reliability dimension has the smallest gap (-0.14). The dimensions of Responsiveness (-0.44), Assurance (-0.31), and Empathy (-0.42) also show a gap between customer perception and expectations. Overall, the quality of Fithub Pamularsih Semarang services still needs to be improved. The managerial implications of this research are the need to improve physical facilities, employee professionalism, service responsiveness, and attention to member needs to increase customer satisfaction.

Keywords: *Fithub, Customer Satisfaction, Service Quality.*