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The Influence Of Customer Value And Life Style Decision Use Fitness Facility (Study In Fitness Center Andri In Bandar Lampung)

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fitness center is a services business activities that arise because people have a healthy lifestyle and begin to follow a healthy lifestyle, which provide fitness services based on fulfil the needs and customer desires and expectations of timeliness of delivery to compensate for its own customers and creating value for customers .

the purpose of this research to know the influence of customer value seen from value of price, value of product, value of service for decision of using fitness facilities and the influence of lifestyle is seen from activity psychological interest for the decision to use fitness facilities in the Andri fitness center Bandar Lampung . the method that use in this research is quantitative method with the support of tabulation data analysis . the data collection technique is questionnaire and the data collecting technique which begin from editing step, coding step and tabulation step . to test the questionnaire i will use analysis factor and cronbach alpha while the analysis of data using multiple linear regression . the location of this research is conducted at Andri fitness centre Bandar Lampung with 96 sample of customer from the unknown total of population .

based on the result of multiple linear regression with SPSS Version 17 program was found regression models that is $Y = 10,567 + 0,170 X_1 + 0,028 X_2 + et.$ testing the hypothesis used the R testing Square, the F testing and the t testing know that R testing Square show R square as well as 0,186 or 18,6% . F testing and t testing variable X_1 and X_2 has influence towards the decision for using fitness facilities in Andri fitness centre it's mean that in statistical way interpreted that H_0 is refused and H_a is received .

Key word : customer value, life style, Decision Use Fitness Facility