

How Personal Trainer Service Quality Drives Fitness Member Satisfaction

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Abstract
<p>Objective. This study aims to determine the extent to which personal trainers influence the quality of tangible services , the consistency and reliability of services , <i>responsiveness</i> in responding to customer needs , trust and assurance provided to customers , and the ability to understand customer needs and <i>feelings</i> (<i>Empathy</i>).</p> <p>Materials and Methods. This study uses an experimental survey research method with a <i>quantitative descriptive design</i>. <i>The research</i> sample uses the following criteria: (a) being an active member at Masagi Fitness Center in 2025; (b) members aged between twenty and forty years; (c) having been a member for at least two months; and (d) The research sample consists of fitness members who are willing to participate as respondents and fill out the questionnaire provided during the research process. The number of samples is determined by the number of members who are willing to participate and fill out the questionnaire. The instrument used is a structured closed questionnaire. This questionnaire consists of 5 main dimensions, namely tangible, empathy, reliability, responsiveness, and assurance, which are then described into 30 specific questions.</p> <p>Results. The results of the study indicate that the level of consumer satisfaction with PT Masagi Fitness Center's services is 87%, indicating that this value is very satisfactory. The research questionnaire has five statement elements. Based on the table, it shows that all research elements have a percentage equal to or greater than 81 percent.</p> <p>Conclusion. The results of the analysis and discussion of this study indicate that the level of consumer satisfaction with the quality of Personal Trainer services at Masagi Fitness Center is very satisfactory overall, with an overall percentage value of 87%, which indicates that consumers have a positive perception of the ability and competence of Personal Trainers in providing quality services and meeting their expectations. the results of this study, it can be concluded that personal trainers at Masagi Fitness Center have succeeded in meeting consumer expectations in terms of service quality. The high average value of service aspects indicates that consumers have a positive perception of the ability and quality of personal trainer services.</p>
Keywords : Personal trainer, Service quality, Member satisfaction, Fitness center

Introduction

Service or " *service* " can be translated as "service, service, or service," depending on the situation. Because it cannot be seen, felt, stored, or owned, services or services are defined as intangibility. Services are a form of activity or benefit provided by a party to meet the needs or desires of customers, and do not have a physical form like a product, but can only be enjoyed or utilized through use, utilization, or rental. Service is defined as the overall process of creating a company name through news media, forming an internal company culture, and communicating about the company's views to interested people and government leaders (Maulani & Setiawan, 2024). However, according to Rahman Tanjung, service is an action or series of actions that occur directly between a person or machine physically or non-physically and provide satisfaction (Anwar et al., 2024).

Services are intangible entities that are actions or performances offered by one party to another and do not result in the transfer of ownership, according to (Sahla et al., 2019.). Although essentially an economic activity whose output is not a physical product or construction, services are usually consumed at the time of their production and provide value such as convenience, entertainment, pleasure, or solving problems faced by customers. However, during the production process, services can be tied to a physical product or construction.

Broadly speaking, various criteria can be used to classify products into different groups. One of these is durability or tangibility. (Koay et al., 2022)). Based on these criteria, goods can be divided into three categories, which include:

- a. Non - *durable goods* Non-durable goods are tangible goods that typically deteriorate after one or more uses. Their maximum economic life is one year. Examples include toothpaste, soap, candy, cigarettes, chalk, and other goods.
- b. Durable goods *Tangible* goods that typically last more than one year and are economically viable are considered durable goods. Refrigerators, televisions, cars, motorcycles, computers, washing machines, and many more are examples.
- c. Services Activities, benefits, or satisfaction offered for sale are called services. Car repair shops, beauty salons, skills courses, fitness centers, restaurants, hotels, hospitals, and so on.

In the world of fitness and health, personal trainers (PTs) have become increasingly important and needed. They not only serve as instructors of exercise techniques, but also as motivators, nutritional advisors, and mentors in achieving clients' health goals. The following

is an explanation of the role of personal trainers according to several experts in the field. Personal trainers help fitness center members use the equipment available at the gym to accelerate the body-building process (Azhar & Husaini, 2023). In addition, they also provide information on the nutritional intake the body needs to support training. To perform desired exercises, such as weightlifting, basic knowledge and techniques are required to understand the equipment and the effects produced by using it. The role of personal trainers is very important, because they can help fitness center members optimize their training.

A personal trainer understands many things about exercise, such as the elements or components of exercise, principles of exercise, training methods, and periodization and training forms. To perform well, a personal trainer must master these. Without this knowledge, it is difficult to serve the individual and guide clients during their training. Personal trainers should possess technical knowledge and skills from a fitness center, coaching, a degree in sports science, or training provided by their respective institution. Personal trainers should understand the skills of clients with specific health concerns, such as cardiovascular problems or those recovering from injuries. To prevent unwanted complications, personal trainers must be able to collaborate with doctors or therapists when treating clients experiencing these issues (Hasibuan & Susanto, 2019.).

- a. client needs and limitations: A professional personal trainer must have the ability to motivate clients, explain the goals and techniques of the exercise, and make the exercise process fun and useful (Handoko & Rambe, 2018).
- b. Applying scientific principles in practice: Personal trainers must not only have technical knowledge and skills, but they must also apply scientific principles in practice.
- c. Evaluation of training progress: A personal trainer should focus on accompanying and supervising clients during training sessions, providing intensive attention and monitoring client progress regularly.
- d. Educating clients: A personal trainer has the responsibility to understand the training program which consists of three main components, namely: 1) a physical fitness program; 2) a body posture improvement and shaping program; and 3) a weight management program. (Handoko & Rambe, 2018)
- e. Having integrity and dedication to his profession: In implementing a training program, a personal trainer must prioritize punctuality because it greatly influences the success of the program that has been designed.

Satisfaction is defined as the level of feeling in which a person expresses the results of a comparison of the performance of a product or service received and expected ((Herison et al., 2021)). High satisfaction is a protection against errors that cannot be avoided due to variability in service production. According to Langgeng Pambudi (2023), satisfaction is a feeling of satisfaction or dissatisfaction experienced by a person after assessing whether the performance or results of a product are in accordance with their previous expectations or hopes. Customers show disapproval if the performance is less than expected, but agree or are happy if the performance exceeds expectations. Service quality greatly influences the level of client satisfaction. If someone has purchased something, whether a good or service, and is satisfied with it, they will use it again and perhaps share their experience or testimonial using it with others (Tinggi & Padang, 2023.).

Personal trainer (PT) satisfaction is a crucial aspect of fitness and wellness. In recent years, more and more people have invested in personal training services to achieve their fitness goals. However, how satisfied they are with the services provided by these personal trainers depends on various factors. Let's delve deeper into the definition of satisfaction according to experts. Satisfaction can be defined as the extent to which an individual's expectations regarding a service are met. In the context of personal training, this satisfaction can be measured across various dimensions, such as the results achieved, the quality of the interaction, the training methods, and the emotional support provided by the trainer. According to (Astuti, 2019), customer satisfaction is a positive or negative feeling that arises as a result of the evaluation process of their experience.

We often hear the term "member" in various contexts, from organizations, clubs, online communities, to social media platforms. However, in general, a member refers to someone who is part of a particular group or organization. A member is an individual who is registered or recognized as part of an entity, whether formal or informal. In an organizational context, members often have certain rights and obligations (Turambi, 2023). For example, in an organization, members may be involved in decision-making, participate in activities, or provide financial support. According to (Turambi, 2023), there are various types of members that can be found in different contexts. Here are some of them:

1. **Formal Organization Members:** These are individuals who are registered with an official organization, such as a professional association, sports club, or educational institution. These members are typically required to pay dues and follow the organization's rules and regulations.

2. Online Community Members: In the digital age, many platforms allow people to join as members. For example, discussion forums, social media groups, or content-sharing platforms. Members in these contexts can contribute by commenting, posting, or sharing information.
3. Customer Membership: In the business world, many companies implement membership programs for customers. Membership often provides benefits such as discounts, exclusive access, or special offers. This aims to increase customer loyalty to the brand.
4. Team Members: In a work environment, team members are individuals who work together to achieve a specific goal. Each team member has a different role and responsibility, but all contribute to the success of the project.

discussion is based on initial observations. The services provided by personal trainers in fitness centers have been the focus of much research in recent years. Previous research has shown that the quality of personal trainer service can significantly influence member satisfaction levels. Although much research has been conducted, there are still gaps that need to be filled. The research I will conduct will have a different focus than previous studies. First, I will use a quantitative descriptive approach that allows for more systematic measurement and analysis of data.

While many previous studies have been qualitative or mixed-method, this approach aims to provide a clearer and more measurable picture of the impact of personal trainer services on member satisfaction. This research is expected to serve as a reference for each Personal Trainer (PT) in evaluating the quality of their services. This way, PTs can identify the strengths and weaknesses of their services and make necessary improvements to enhance customer satisfaction. The results of this study are expected to assist PTs in developing strategies to improve service quality and meet customer expectations.

Materials and Methods

Study Participants.

The data source taken in this study is registered and active members of Masagi Fitness Center in 2025. Based on member or member data, the number of Masagi Fitness Center members in January 2025 was 30 people. This research design uses a survey method with a descriptive analysis approach. Survey research is also a means to collect data from sources or research informants to conduct interviews and fill out questionnaires (Sari et al., 2022). This study wants to find out the satisfaction of Masagi Fitness Center customers according to the circumstances when this research was conducted. The questionnaire assessment uses a Likert

scale. The assessment includes 4 categories, namely: strongly agree (SS), agree (S), disagree (TS), and strongly disagree (STS).

The reliability test result of this questionnaire was 0.637, indicating that the questionnaire was consistent/reliable because it was more than 0.6. The questionnaire form in this study is as follows:

Table 1. Questionnaire Form

No	Question
1	Personal trainer arrived on time
2	Personal trainers adhere to the training schedule agreed upon with members.
3	Personal trainers are able to answer questions from members appropriately.
4	Personal trainers have diplomas or certifications in accordance with their field of expertise.
5	Personal trainers are serious when serving members who are training
6	Personal trainers are always on standby at the fitness location when accompanying your training.
7	The training schedule prepared by the personal trainer does not interfere with the member's daily activities.
8	Personal trainers are able to communicate in good language
9	Personal trainers have sufficient knowledge and experience in their field.
10	Personal trainers admit mistakes and apologize to members when they make mistakes.
11	Personal trainer with a neat and attractive appearance
12	Personal trainer explains the benefits of designing a training program from start to finish.
13	Personal trainers are able to solve problems experienced by members when they encounter obstacles.
14	Personal trainers monitor member progress after training.
15	Personal trainer reminds members about their daily food menu
16	Personal trainers adhere to professionalism when serving members.
17	Personal trainers master how to use all equipment correctly and safely.
18	Personal trainers respond quickly to member complaints
19	Personal trainers are fully responsible for the training program they create.
20	Personal trainers pay attention to the daily activities of members.

21	Personal trainers provide training program recommendations to members at the beginning of the meeting.
22	Personal trainers can provide many options or variations of training programs.
23	Personal trainers always ensure the readiness of the equipment before members use it.
24	Personal trainers provide warm-ups in training programs.
25	Personal trainers provide motivation to members when exercising
26	Personal trainers focus on the initial training program that has been agreed upon with the member.
27	Training programs designed by personal trainers according to what members want
28	Personal trainers are always ready to help members while they are training.
29	When an injury occurs due to training, the personal trainer is responsible for helping the member.
30	Personal trainers adhere to the training schedule agreed upon with members.

To conclude whether the service at Masagi Sport Center was good or not, researchers used the average total score obtained by all respondents. Then, decisions were made based on the following categories:

Table 2 Description of research questionnaire numbers

No.	Dimensions	Question number
1.	<i>Tangibles</i>	1-6
2.	<i>Reliability</i>	7-12
3.	<i>Responsiveness</i>	13-18
4.	<i>Assurance</i>	19-24
5.	<i>Empathy</i>	25-30

Study organization.

This research is divided into five main stages:

1. Preparation Stage
 - a. Proposal Submission: Submitting a research proposal to the relevant institution to obtain permission and support.
 - b. Initial Data Collection: Collecting initial data about the fitness center and its members to understand the research context.
 - c. Creating Research Instruments: Creating a questionnaire to collect data on the role of personal trainer services and member satisfaction levels.
2. Data Collection Stage
 - a. Primary Data Collection: Collecting primary data through questionnaires distributed to fitness center members.
 - b. Secondary Data Collection: Collecting secondary data from sources such as literature, articles, and related reports.
3. Data Analysis Stage
 - a. Descriptive Analysis: Analyze descriptive data to understand member characteristics and the role of personal trainer services.
 - b. Inferential Analysis: Analyze inferential data to test hypotheses about the role of personal trainer services on member satisfaction levels.
 - c. Regression Analysis: Analyze regression data to understand the relationship between variables that influence member satisfaction levels.
4. Report preparation stage
 - a. Report Preparation: Prepare a research report containing the results of data analysis and conclusions.

- b. Report Submission: Submitting research reports to relevant institutions to obtain recognition and support.
- 5. Implementation Stage
 - a. Implementation of Research Results: Implementing research results to improve the quality of personal trainer services and increase member satisfaction.
 - b. Evaluation of Implementation Results: Evaluate the implementation results to ensure that the research results have been implemented effectively.

Statistical analysis.

The data collection plan was structured chronologically. This study used a questionnaire approach, a data collection tool used in indirect communication techniques. In this approach, respondents are asked to answer written questions delivered through specific media, such as questionnaires or online forms ((Thalha et al., n.d.)). This study used *Google Forms* as an online medium to distribute the questionnaire. Researchers used *WhatsApp* as a social media platform to send the questionnaire link to Masagi Fitness Center members. To arrive at conclusions, the survey was processed and analyzed . According to the answer criteria provided in the questionnaire, there are four answer choices. This study produces accurate results because it uses a Likert scale data analysis method for each statement item ((Budi et al., 2015)).

Results

Table 3. Overall Consumer Satisfaction Level

No	Aspect	Percentage (%)	Category
1.	<i>Tangible</i>	82	Very satisfactory
2.	<i>Reliability</i>	86	Very satisfactory
3.	<i>Responsiveness</i>	89	Very satisfactory
4.	<i>Assurance</i>	89	Very satisfactory
5.	<i>Empathy</i>	89	Very satisfactory
Average		87	Very Satisfying

The results of the study in Table 13 indicate that the level of consumer satisfaction with *PT Masagi Fitness Center's services* was 87%, indicating that this value is very satisfactory. The research questionnaire has five statement elements. Based on the table, it shows that all research elements have a percentage equal to or greater than 81 percent. This is a very satisfactory result. Overall, this category is very consistent with the theoretical basis of what someone who does physical exercise (PT) should learn. The theoretical study shows that the basic sciences of nutrition, exercise principles, anatomy, human physiology, and sports

biomechanics are all things that a PT must understand so they can understand and provide examples to their customers.

Discussion

The results of the analysis and discussion of this study indicate that the level of consumer satisfaction with the quality of Personal Trainer services at Masagi Fitness Center is overall very satisfactory, with an overall percentage value of 87%, which indicates that consumers have a positive perception of the ability and competence of Personal Trainers in providing quality services and meeting their expectations. This is in line with the theory that states that a strong educational background of personal trainers and competence in the field of physical fitness makes them able to provide quality services.

Based on the results of this study, it can be concluded that personal trainers at Masagi Fitness Center have successfully met consumer expectations in terms of service quality. The high average scores for these service aspects indicate that consumers have a positive perception of the personal trainers' capabilities and service quality. Therefore, Masagi Fitness Center can maintain and improve the quality of personal trainer services to increase customer satisfaction and maintain a competitive advantage in the fitness market. Furthermore, the results of this study can also be used as a reference for improving the quality of personal trainer services at Masagi Fitness Center.

Conclusions

Based on the data results obtained above, it can be concluded that the statement put forward in the problem formulation can be answered that the role of personal trainer services has an influence on the level of member satisfaction at the Masagi Fitness Center Garut.

The researchers advised the Personal Trainers at Masagi Fitness Center to continuously improve their skills and knowledge in providing quality service. Furthermore, they suggested improving the existing service system and conducting further research to monitor the development of the Personal Trainer service quality at Masagi Fitness Center. This is expected to improve the quality of service provided and increase customer satisfaction .

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Conflict of interest

The author declares that there is no interest or conflict regarding the publication of this research journal.

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