

ABSTRACT

This study was conducted to determine the effect price and service quality on purchase decision process of service fitness center (case study helios fitness metro indah mall) . The purpose of this study was to determine the membership price and quality of services provided, how the process of purchasing decisions by consumers, the magnitude of the effect of price and quality of service to the consumer decision process in selecting the Helios Fitness Metro Indah mall either partially or simultaneously.

This study uses quantitative methods with descriptive research-causality. Sampling was conducted using probability sampling type simple random sampling, the number of respondents was 85 respondents. Data analysis technique used is descriptive analysis and multiple linear regression analysis.

Based on the partial results of hypothesis testing, the price significantly influence the purchase decision process. Evidenced by $t\text{-hitung} > t\text{ table}$ (3,758 > 1,988) with a significance level of $0.000 < 0.05$. Quality of service significantly influence the purchase decision process. Evidenced by $t\text{-hitung} > t\text{ table}$ (2,430 > 1,988) with a significance level of $0.017 < 0.05$. Based on the results of hypothesis testing simultaneously obtained price and service quality significantly influence the consumer decision process in selecting Helios fitness MIM. Based on the coefficient of determination variables that influence the price and quality of service to the purchase decision process is 37%. While the remaining 63% is explained by other variables not examined in this study. It can be concluded that either partially or simultaneously the price and quality of service has a significant influence on consumer decision process in selecting Helios fitness MIM.

Keywords: Price, Service Quality, Purchase Decision Process, Helios Fitness MIM