

ABSTRAK

Penelitian ini bertujuan untuk memaparkan upaya manajemen Kartika Dewi Fitness Centre (KDFC) dalam mengelola praktek SDM yang mendukung perkembangan bisnis di bidang jasa kebugaran. Penelitian dilakukan di KDFC Yogyakarta dengan melibatkan jajaran manajemen di KDFC melalui wawancara dan diskusi serta dukungan sejumlah data sekunder mengenai visi, misi dan nilai-nilai yang dikembangkan di perusahaan tersebut.

Hasil menunjukkan sejumlah skema aktivitas SDM di KDFC dan pentingnya peran manajer yang merangkap sebagai "manajer SDM" di KDFC

Keywords: Manager KDFC, kualitas layanan dan aktivitas SDM

ABSTRACT

This study aimed to describe management efforts Kartika Dewi Fitness Centre (KDFC) in managing the HR practices that support business development in the field of fitness services. The study was conducted in Yogyakarta KDFC involving the management ranks at KDFC through interviews and discussions as well as the support of a number of secondary data on the vision, mission and values developed

The results showed a number of schemes in KDFC human activity and the importance of the role of the manager who doubles as "HR manager" in KDFC

Keyword : Manager of KDFC, quality of service and HR activities