

## ABSTRAK

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### **AKTIVITAS CUSTOMER RELATIONS HARDCORE GYM YOGYAKARTA DALAM MENINGKATKAN KEPUASAN KONSUMEN**

Penelitian ini meneliti mengenai Aktivitas *Customer Relations* Hardcore Gym Yogyakarta. Semakin bertumbuhnya usaha *fitness center* kemudian membuka persaingan yang cukup ketat. Tidak terkecuali di Yogyakarta, para pengusaha tempat *fitness center* berlomba untuk memberikan pelayanan terbaik agar mereka dapat bersaing satu sama lain. Tidak terkecuali dengan Hardcore Gym sebagai tempat fitness baru di Yogyakarta.

Jenis penelitian yang digunakan adalah deskriptif kualitatif. Subyek dalam penelitian ini adalah Owner dan staf karyawan Hardcore Gym. Pemilihan informan menggunakan metode *purposive random sampling*. Teknik analisis data yang digunakan yaitu teknik analisis data interaktif. Data diperoleh dari hasil wawancara mendalam (*deep interview*) dan observasi.

Hasil penelitian ini menunjukkan bahwa terdapat beberapa evaluasi terhadap proses pembuatan *customer relations* yang diterapkan oleh Hardcore Gym. Strategi *customer relations* belum disusun berdasarkan teori yang dibahas oleh Scott M. Cutlip & Allen H. Center mengenai metode pembuatan strategi. Namun, beberapa kegiatan yang dilakukan oleh Hardcore Gym seperti event binaraga mampu untuk mendukung kekurangan dari strategi yang mereka terapkan.

**Kata Kunci : Aktivitas, *Customer Relations*, dan Fitness Center.**

## **ABSTRACT**

**Muhammadiyah University of Yogyakarta**

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### **CUSTOMER RELATIONS ACTIVITY OF HARDCORE GYM YOGYAKARTA TO INCREASE CUSTOMER SATISFACTION**

This research investigated about Yogyakarta Hardcore Gym Customer Relations Strategy. The fast growing of fitness center business then gives more chance to people to develop their business in the field tightly. Included in Yogyakarta. The developers of fitness center are competing to give their best service to the customer to get more good feedback and result. Hardcore Gym becomes the newer comer to be involved in this business.

This research used qualitative descriptive research. The subject of this research is the owner and employee of Hardcore Gym. The researcher used purposive random sampling activity to choose the informant for this research. Analysis data technic which is used was interactive data technic analysis. The data was achieved by deep interview and observation.

The result of the research shows that there are several evaluation for customer relation activity making process which is used by Hardcore Gym. Customer relation activity has not been based on Scott M Cutlip and Allen H theory. Yet, some activities which have been held by Hardcore Gym such as body building event is able to support the deficiency of strategy that Hardcore Gym used.

**Key Words:** *Activity, Customer Relations and Fitness Center*