
**COMPARISON ANALYSIS OF PERCEIVED VALUE ON PRICE AND QUALITY
BETWEEN MALE AND FEMALE AT HARDCORE FITNESS CENTER.**

ANALISIS KOMPARATIF TENTANG PERSPEKTIF NILAI PADA HARGA DAN KUALITAS ANTARA LAKI-LAKI DAN PEREMPUAN PADA FITNESS CENTER HARDCORE

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Abstract: Increasing in individual income makes people more care about their health. There are various way that can be done to get it. Changes of the lifestyle as time goes by, make the fitness center become one of many others options that is chosen by both men and women in order to get the healthy body. Remembering about the number of fitness center, then both of quality and price become the things that are always considered as a reference to choose which fitness center that will be taken or used. Manado become one of many cities that is "infected" this lifestyle. This research is conducted in Hardcore Gym, one of the famous fitness center in Manado, using quantitative method of independent sample t-test on 50 customers (25 men and 25 women) that aims to find out is there a significant in customer perceived value based on perceived price and also perceived quality between male and female because of the importance of those two things, price and quality. Several data analysis is used to analyze the problem. This study evaluated the type of comparative research that aims to determine the relationship between two or more variable. In the end the result of this reaserch show that the mean of pricing perspective of female better than men.

Keywords: *perceived value, perceived quality, perceived price*

Abstrak: Peningkatan pendapatan individu membuat orang lebih peduli dengan kesehatan mereka. Ada berbagai cara yang bisa dilakukan untuk mendapatkannya. Seiring berjalannya waktu, adanya perubahan gaya hidup menjadikan pusat kebugaran salah satu pilihan yang dipilih oleh pria dan wanita untuk mendapatkan kesehatan tubuh. Mengingat banyak jumlah pusat kebugaran, maka baik kualitas maupun harga jadi hal yang selalu dianggap sebagai referensi dalam memilih pusat kebugaran yang akan diambil atau digunakan. Manado menjadi salah satu dari sekian banyak kota yang "terinfeksi" oleh gaya hidup ini. Penelitian ini dilakukan di Hardcore Gym, salah satu pusat kebugaran terkenal di Manado, dengan menggunakan metode kuantitatif Independent sample t-test pada 50 pelanggan (25 pria dan 25 wanita) bertujuan untuk mengetahui apakah ada yang signifikan pada perspektif nilai berdasarkan perspektif harga dan juga perspektif kualitas antara pria dan wanita dikarenakan pentingnya kedua hal tersebut, harga dan kualitas. Beberapa analisis data digunakan untuk menganalisis masalah ini. Penelitian ini mengevaluasi jenis penelitian komparatif yang bertujuan untuk mengetahui hubungan antara dua variabel atau lebih. Pada akhirnya hasil penelitian ini menunjukkan bahwa rata-rata perspektif harga perempuan lebih baik daripada laki-laki.

Kata kunci: *Perspektif Nilai, Perspektif Kualitas, Perspektif Harga*

INTRODUCTION

Research Background

Increasing in individual income makes people more care about their health. Appearance and health of the body is considered by modern or urban communities. Healthy lifestyle is the way chosen to get the body healthy and vibrant appearance. Awareness for a healthy body in Indonesia has begun encouraging. The means used to run a healthy lifestyle is to exercise, so it needs to exercise appears to have become a necessity that must be met. In recent years, especially in large towns in Indonesia such as Jakarta, Bandung, Surabaya, Medan and Ujung Pandang even in Manado -standing fitness center. Fitness Centre is a gym that provides comprehensive sports facilities in one place.

This behavior follows the lifestyle followed by the middle to lower. Fitness center has penetrated many different places in Manado and began to introduce a cheap price to be reached by all levels of society, especially with the economy middle to lower. All the students and executives interested in becoming a member of a gym with a variety of purposes. In addition to the phenomenon earlier, a fitness center is not only used as a place to exercise, but as a meeting place of business. Besides that the fitness center is also used as a venue for socializing with friends gathered of gym members. This resulted in the members of the gym get huge and fitness facilities could longer accommodate the number of members. As members we often feel dissatisfied with a huge number of members especially if there is less well maintained equipment..

Hardcore provide a fitness centre to accommodate a huge number member with well maintained facility. A large number of fitness centers that grow with varying degrees or levels of consumer segments and offer a wide range of additional facilities to make the consumers have a range of alternative options. To select one of the many choices consumers must make alternative evaluation of each of these fitness centers.

Perceived value is factors that could be considered so as to encourage them to buy services at a fitness center. Even though many studies have been carried out in this area of research, little is known about the moderating effect of perceived value in service quality models. This current study will answer three major research questions such as: first, which features of service quality may affect customer satisfaction? Second, which features of service quality may affect perceived value? Finally, does perceive value affect the customer of Hardcore Fitness Center based on gender, male and female.

Research Objective

1. To know about the differences in customer perceived value based on perceived price between male and female of customers of Hardcore Fitness Center.
2. To know about the differences in customer perceived value based on perceived quality between male and female of customers of Hardcore Fitness Center

THEORETICAL FRAMEWORK

Marketing

Marketing is divided by the term reveals one term as follows: “The most important aspect in the world of business is marketing. This is because marketing deals with identifying and meeting social needs of man and the surrounding environment” (Kotler, 2009). According to (Kotler *et al*; 2009), “Marketing is all about the entity goods, services, experiences, events, people, places, properties, organizations, information and ideas”.

Service

The service is an important part, especially in the field of education. The importance of education service aims to balance the impact of technological advances. Services according to Kotler (2009) are : “Any act or performance that one party can offer to another, which is essentially intangible and does not result in any ownership”. According to Kotler (2003), quoted by Mohammad and Alhamdani (2011): “Services like any behavior or action based on the contact between the two parties: the provider and the recipient, and the essence of a reciprocal process is intangible”.

Perceived Value

This study focuses on post-purchase customer perceptions of value. This is because the value of a gym membership may not be completely formed by the customer before starting a fitness program especially since the gym member needs to experience the service and see the results of their fitness program to fully appreciate the value of the service. Several dimensions have been used to operational the multiple dimensions of customer perceived value in the services context. Most scholars include functional, emotional and social components. Given that attending a gym can be considered a recreational activity this study adopts Chua’s (2001) value dimensions. Furthermore, as many gym members go to the gym with friends to motivate each other to exercise the social interaction value dimension was also used in this study.

Perceived Price

What is the relation of price to value? Price as mentioned in this research relates to the transaction price, demanded by the end-supplier for a product or service. The following definition is used: *‘Price is the amount of money paid per unit for a good or service.’* (Black 2002). This price, quality and usefulness function represents the ability of a product or service to generate value to a customer.

Perceived Quality

This fulfillment of requirements is based on five areas that are assessed by customers when evaluating the received benefits from a product or service. When experiencing a positive performance on these five areas; tangibles, reliability, responsiveness, assurance and empathy, customers are satisfied and therefore continue to use the product or service (Berry et. al.). Customer perception of quality that does not reflect the feelings and the overall look of a brand. However, usually based on the perceived quality dimensions included in the characteristics of those products where the brand is associated with things such as reliability and performance.

Previous Research

Dr Robyn Ouschan & Meghann Nicola entitled *“The impact of gym users’ perceived value of fitness centres on their quality of life perceptions”*. The study entailed a survey of gym users from three different fitness centers. The factor analysis results reveal gym users differentiate between emotional, monetary, functional quality and social dimensions. A subsequent multiple regression analysis suggests three of those four value dimensions have a significant positive impact on gym users’ quality of life perceptions.

Azman Ismail, Muhammad Madi Bin Abdullah, & Sebastian K. Francis which is *“The impact of gym users’ perceived value of fitness centres on their quality of life perceptions”*. This study confirms that perceived value act as a partial moderating variable in the service quality models of the organizational sample. In addition,implications and limitations of this study, as well as directions for future research are discussed.

Theoretical Framework

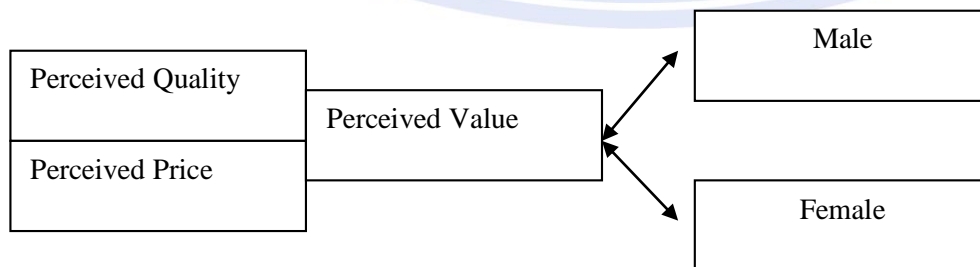


Figure 1 Theoretical Framework

Source: Data processed 2016

RESEARCH METHOD

Type of Research

This study evaluated from the rate of expansion, including the type of comparative research. According to Sekaran (2000) associative research is research that aims to determine the relationship between two or more variables.

Place and Time of Research

The Study is conducted at Hardcore Fitness Center at Jalan Jend. Ahmad Yani No.37 (Sario Tumpaan), Manado. North Sulawesi 95114, Indonesia.

Population and Sample

Population is generalized to the object/subject which have a certain quantity and characteristic that is required by researcher to studying and to gain conclusion (Sugiyono 2002). The population in this research is all member of Hardcore Fitness Center Manado. The sample of this research is member of Hardcore Fitness Center Manado, as many as 50 respondents. The sampling design is convenience sampling that is considered as the best way of getting some basic information quickly and efficient. Convenience sampling is collecting information from members of the population who are conveniently available to provide it (Sekaran 2000).

Data Collection Method

The source of data used in this research are taken from primary and secondary data. The primary data of this study gets from the results of questionnaires. While the secondary data collected in varied of sources and the sources are books, journals, articles, thesis, and websites.

Operational Definition of Research Variable

1. **Perceived Quality** : is a customer perception about the quality of Hardcore Fitness Center Manado regarding with their service and facility`
2. **Perceived Price** : is a customer perception about the price of Hardcore Fitness Center Manado comparing with the other fitness centre and facility provided.

Data Analysis Method

Independent Samples T-test

A *t*-test is any statistical hypothesis test in which the test statistic follows a Student's *t* distribution, if the null hypothesis is supported. It is most commonly applied when the test statistic would follow a normal distribution if the value of a scaling term in the test statistic were known. When the scaling term is unknown and is replaced by an estimate based on the data, the test statistic (under certain conditions) follows a Student's *t* distribution.

RESULT AND DISCUSSION

Independent Samples T-test Result

Table 1. Group Statistics

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived Price	Male	25	3.8800	.27119	.05424
	Female	25	3.9450	.32890	.06578
Perceived Quality	Male	25	3.9886	.35992	.07198
	Female	25	4.1257	.32686	.06537

Source: SPSS 19, Year 2016

From the table above we can see the deference between the independent sample based on group of gender 1 and 2 which is defined as male and female.

Perceived Price: From the table above shows that perceived price for male and female is above average.5, which mean the consumer perception about Perceived Price of Hardcore Gym Center are better from average standard. The mean difference from male and female shows by table mean where Female have better perception about price of Hardcore Gym Center at 3.945 while Male at 3.88.

Perceived Quality: From the table above shows that perceived quality for male and female is above average 2.5, which mean the consumer perception about Perceived Price of Hardcore Gym Center are better from average standard. The mean difference from male and female shows by table mean where Female have better perception about price of Hardcore Gym Center at 4.1257 while Male at 3.9886. But this mean difference will be tested with independent sample t-test by following table.

Table 2. Homogeneity Testy

		Levene's Test for Equality of Variances	
		F	Sig.
Perceived Price	Equal variances assumed	1.307	.259
	Equal variances not assumed		
Perceived Quality	Equal variances assumed	.753	.390
	Equal variances not assumed		

Source: SPSS Data Processed 2016

The table of Perceived Price interpretation: Homogeneity test results of 0.259 show that the variance between the study samples was homogeneous. Because the Perceived Price is homogeneous this research using the interpretation of Equal variances assumed for the next table.

The table of Perceived Quality interpretation: Homogeneity test results of 0.390 show that the variance between the study samples was homogeneous. Because the Perceived Quality is homogeneous this research using the interpretation of Equal variances assumed for the next table.

Table 3 t- test Table

		t-test for Equality of Means			
		T	Df	Sig. (2-tailed)	Mean Difference
Perceived Price	Equal variances assumed	-.762	48	.450	-.06500
	Equal variances not assumed	-.762	46.317	.450	-.06500
Perceived Quality	Equal variances assumed	-1.410	48	.165	-.13714
	Equal variances not assumed	-1.410	47.561	.165	-.13714

Source: SPSS Data Processed 2016

The table of Perceived Price interpretation: Based on Table above the average Perception of Price of Male at 3.8800 and Perception of Price of Female at 3.9450. It shows that there are differences in the average perception of a significant, means more positive perception of Consumer Perception of Price based of Female than Male. In the Table above can be seen that the value $t = -0.0762$ with a significance of $p = 0.510$ ($p > 0.05$) indicates that the H_0 , is acceptable. Which means there are no significant deference between Male and Female of Consumer Perception of Price.

The table of Perceived Quality interpretation: Based on Table above the average Perception of Quality of Male at 3.9886 and Perception of Quality based of Female at 4.1257. It shows that there are differences in the average perception of a significant, means more positive perception of Consumer Perception of Quality based of Female than Male. In the Table above can be seen that the value $t = -1.410$ with a significance of $p = 0.165$ ($p > 0.05$) indicates that the H_0 , is acceptable. Which means there are no significant deference between Male and Female of Consumer Perception of Quality.

Discussion

Perceived Value of Hardcore Gym Center measured by Perceived Price.

Comparing mean of male and female shows there are no significant difference between the group. Male and Female are answering the perception of price based on their experience used the product in this case is Perceived Value of Hardcore Gym Center. The interesting thing, although there is no differences among the group, respondents answering the questions of Perceived Price is more than average. This indicated that Perceived Value of Hardcore Gym Center measured by Perceived Price have a higher perception by customer. Customers of Hardcore Gym Center more likely to answer that they are satisfy with the price Hardcore Gym Center. They are seems agree that Price of Hardcore Gym Center is competitive from the other similar service that exist in Manado. They also more likely to agree that Hardcore Gym Center give them a discount and that's why they are likely to choose Hardcore Gym Center. The another argument also why customer rated Hardcore Gym Center at higher perception is because that Hardcore Gym Center Price is following by a quality that is bounded together to attract them.

Perceived Value of Hardcore Gym Center measured by Perceived Quality

This result also found there is no differences in customer perception about Perceived Value of Hardcore Gym Center measured by Perceived Quality. Comparing mean of male and female shows there are no significant difference between the groups. Male and Female are answering the perception of quality based on their experience used the product in this case is Perceived Value of Hardcore Gym Center. Seems in the Indicator of Perceived Price mean of Female bigger than Male, shows that more positive perception of quality of Perceived Value of Hardcore Gym Center of Female and Male. It is seems that there is a difference among the groups mean but it can proved by a independent t-test. Therefore, there is no significant difference between male and female of Perceived Value of Hardcore Gym Center Measured by Perceived Quality. The interesting thing also happen in quality, although there is no differences among the group, respondents answering the questions of Perceived Quality is more than average. This indicated that Perceived Value of Hardcore Gym Center measured by Perceived Quality have a higher perception by customer. Customer are likely to join Hardcore Gym Center is because they are agree that Hardcore Gym Center is always open earlier makes them have more time for their daily activity after gym. Customer also rated Hardcore Gym Center at higher level is because that Hardcore Gym Center employee and trainers are master in their field. The employee and Trainer are kind when they receiving a complaint or when customer asking a favor to use a tools or etc with elegant style. Employee and Trainer are not the only indicators why customer rated Hardcore Gym Center Quality above average. The other indicators also like ease to contact with Hardcore Gym Center, decoration and design of tools, safety and complete fitness tools, Available Huge Parking Area, and room cleanest maintaining makes customer comfort then they rate Hardcore Gym Center Quality above the average.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the Data Analysis and discussion, the conclusion of this research concluded as there is no significant differences in Perceived Value measured by Perceived Price of Hardcore Gym Centre with a normal andhomogeneous data distribution. The mean of Pricing Perspective of female better than male. And also there is no significant differences in Perceived Value measured by Perceived Quality of Hardcore Gym Centre with a normal and homogeneous data distribution. The mean of Pricing Perspective of female better than male.

Recommendation

1. Company should care about the Customer Perceived Value Based on Perceived Price and Quality, since The Perceived Value Based on Perceived Price and Quality makes Hardcore Gym Centre rated at higher level.
2. Future replications of this model might consider investigating the mediating effect of differences in The Perceived Value Based on Perceived Price and Quality of Hard Core Fitness Centre.

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