The Effect of Service Quality in the Formation of Brand Image: Fitness Center in Bekasi, West Java, Indonesia

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Abstract

For companies that are engaged in the service industry, quality of service is one of important factor in establishing a positive brand image. The purpose of this study is to know (1) whether or not the effect of services quality on brand image formation of Gold's Gym Bekasi, (2) direction and magnitude of services quality on brand image formation of Gold's Gym Bekasi. The theory used in this research is the theory of services quality and brand image formation theory. This study uses quantitative research methods and involves as many as 96 respondents who have become members and have exercised in Gold's Gym Grand Metropolitan Mall Bekasi. The results found that there is an influence of 76% between services quality and brand image formation of the fitness center. This study shows the direction of positive influence, where if the quality of services is improved then the brand image formation of the fitness center will also increase by 0.571. The results of this study states that the service quality of services affects the brand image formation of the Gold's Gym Bekasi.

Keywords: *Service Quality; Image formation; Fitness Center*

Introduction

In the service industries, providing good and quality service is a way to attract consumer attention to improve the business. Conceptually, service quality is defined as global judgement or attitude relating to the overall excellence or superiority of the service (Parasuraman et al., 1988). Goetsh & Davis (2010) in Tjiptono and Chandra (2016) define quality as dynamic conditions related to products, services, human resources, processes, and the environment that meet or exceed expectations. Service quality is all activities that aim to meet the expectations, needs, and desires of customers (Purbarani, 2013). Quality of service can only be realized through fulfilling customer needs and desires as well as delivery accuracy to meet customers' expectations.

Service quality is a complex, elusive, subjective and abstract concept. It means different things to different people (Jamali, 2007). According to Lewis & Blooms (1983), service quality is a measure of how well the service level delivered matches customer expectations. This definition emphasizes the measure of how well the level of service provided is following customer expectations. Service quality is important since it might have a direct impact on the formation of the company's image. If the quality of

service expected by the customer is the same as that received, the company might get a positive perception. According to Tjiptono (2015), brand image is a description of associations and consumer beliefs in certain brands. In other words, brand image is the observations and beliefs held by consumers, as reflected in associations or consumers' memories. In this way, the image is deliberately created to be positive.

The increasingly tight competition in the service sector encourages companies to provide the best for the needs and desires of consumers. Since, having a well-maintained physical condition is one of the necessities in life, people who live in Bekasi, doing sports at the fitness center as an option to create a healthy lifestyle. The fitness center is closely related to the service provided to make the consumers satisfied and comfortable during the exercises at the fitness center.

Nowadays, there are several fitness centers located in the center of Bekasi and one of them is Gold's Gym, Bekasi, integrated with Grand Metropolitan Mall Bekasi. Gold's Gym is the largest international network of fitness centers in the world, spread across 32 countries. Gold's Gym started operating in Indonesia in June 2007 and was developed by PT Fit and Health Indonesia. The healthy lifestyle of the community is one of the driving forces for Gold's Gym to continue to grow until finally, it opened a branch in Grand Metropolitan Bekasi at the end of 2015. The number of its members until August 2017 was 2,400 people (Data of Gold's Gym, Bekasi 2017).

For its existence as a mega fitness center located in Bekasi which started to operate at the end of 2015, the researchers were interested in choosing Gold's Gym, Bekasi as the object of this study. This study aims to determine whether there was an effect of service quality on the image formation of Gold's Gym, Bekasi as well as to determine the direction and magnitude of the influence of service quality on the image formation of Gold's Gym, Bekasi.

Service Quality

According to Kotler & Keller (2012) in Tjiptono and Chandra (2016), service quality has to start with consumer needs and end with customer satisfaction as well as positive perceptions of service quality. As the party who buys and uses the services, customers (not the service providers) assess the level of service quality of a company. Consequently, the same service can be valued differently by different consumers. Parasuraman (2008) defines service quality as "the level of difference between reality and customer expectations for the service received."

Therefore, companies need to determine a service quality benchmark for each quality variable. Groonros (1990, 2000) (in Tjiptono and Chandra, 2016, p. 139) described three similar main dimensions of service quality: outcome-related (technical quality), process-related (functional quality), and image-related dimensions. These three dimensions are then translated into the following seven service quality assessment criteria (Groonros, 2000):

1. Professionalism and Skills
   Customers assume that service providers, employees, operational systems, and physical resources know the skills needed to solve customer problems professionally.
2. Reputation and Credibility
   Customers believe that the service provider business can be trusted, provides value for money, and reflects positive performance and value.
3. Attitudes and Behavior
   Customers feel that contact employees care about them and are trying to help solve customer problems spontaneously and with pleasure.

4. Accessibility and Flexibility
   Customers feel that service providers, locations, working hours, employees, and operational systems are designed and operated in such a way that customers can access them easily. Moreover, they are also designed to be flexible in adjusting customer requests and desires.
5. Reliability and Trustworthiness
   Customers believe that whatever happens or has been agreed upon enables them to rely on service providers, employees, and systems to fulfill their promises and act in the interests of customers.
6. Service Recovery
   Customers believe that if something goes wrong or if something unexpected happens, the service will immediately and actively take action to control the situation and find the right solution.
7. Servicescape
   Customers feel that the physical conditions and other aspects of the service encounter environment support a positive experience of the service process.

Brand Image

Brand image can be also defined as consumer's thoughts and feelings about the brand (Roy & Banerjee, 2007). Brand image is described as "the perceptions and beliefs held by consumers, as reflected in the associations held in the consumer's memory" (Kotler et al. 2009). According to Tjiptono (2011), "brand image is a description of the association and consumer confidence in a particular brand." Meanwhile, according to Kotler and Keller (2012), "brand image is the perceptions and beliefs held by consumers, as reflected in the associations held in consumer memory." A person's image of an object can be seen from his or her attitude towards the object (Soemirat and Ardianto, 2012). The following is the image formation process according to Danasaputra (1995):
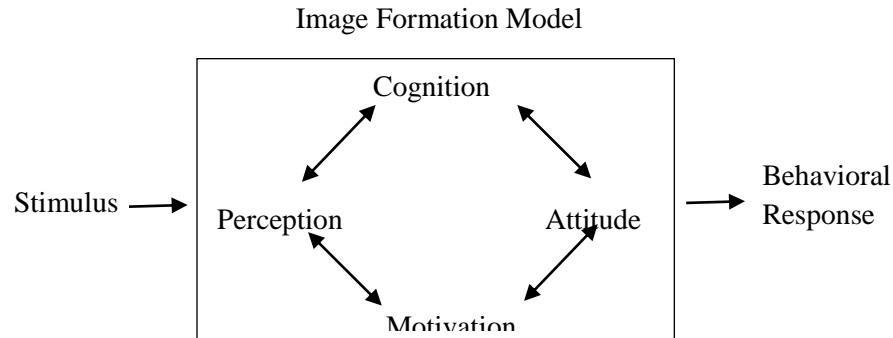
Image Formation Model

Figure 1: Image Formation Process (Soemirat & Ardianto, 2012, p. 116)

The image formation model shows how an external stimulus is organized and influences the response. The stimulus given to individuals might be accepted or rejected. The four components of perception-cognition-motivation-attitude are defined as individual images of the stimulus. Walter Lipman considers this as a "picture in our head." If the stimulus gets attention, the individual will try to understand the stimulus.

Perceptions are defined as the results of observations of environmental elements associated with a process of meaning. In other words, the individual will give meaning to the stimulus. Perception ability is what can continue the image formation process. Individual perceptions might be positive if the information provided by the stimulus can meet individual cognition.

Cognition is an individual's self-confidence in the stimulus. This belief will arise when the individual has understood the stimulus. Thus, the individual must be provided with sufficient information that might affect the development of his or her cognition. The motivation and attitudes that exist will

drive the response as desired by the stimulator. Meanwhile, motivation is a condition in a person's personality that encourages an individual desire to carry out certain activities to achieve a goal.

Attitude is the tendency to act, perceive, think, and feel in dealing with objects, ideas, situations, or values. Attitude has a driving force or motivation. Attitude determines whether people have to be for or against something. It also determines what is liked, expected, and desired. Attitudes contain evaluative aspects, meaning that they contain pleasant or unpleasant values. Attitudes can also be confirmed or changed. The image formation process will ultimately produce certain attitudes, opinions, responses, or behaviors (Soemirat & Ardianto, 2012).

Methodology

This study employed a quantitative method with an explanation format intended to explain a sample generalization to its population as well as to explain the relationship, difference, or influence of one variable with another variable. An explanatory study has the credibility to measure, test the cause-and-effect relationship of two or more variables (Bungin, 2014). The population of this study was the number of fitness center members who had joined until 2017, 2,400 people (Data of Gold's Gym, Bekasi 2017). After being calculated using the Solvin formula, the number of samples obtained was 96 people.

The data were collected by distributing questionnaires to the sample of this study in which a Likert scale was utilized as a measuring tool. According to Sugiyono (2016), the Likert scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena. After that, the researchers analyzed the obtained data using instrument tests, correlation tests, simple linear regression analysis, regression analysis, and hypothesis testing.

Result and Discussion

After distributing questionnaires to 96 respondents, the researchers conducted a validity test to measure the validity of the statements on the questionnaire. Arikunto (in Taniredja and Mustafidah, 2014) defines validity as a measure that shows the levels of the validity of an instrument. An instrument is considered to be valid or legitimate if it has high validity. In contrast, a less valid instrument means that it has low validity. Researchers distributed questionnaires to 96 respondents, where the r table was determined by df =n-2 with sig 5%. Thus, the r table of this study was 0.2006. If the result of the corrected item-total correlation was greater than 0.2006, it was declared valid. The validity test in this study was carried out using SPSS software version 24. Based on the test results on variable X and variable Y, it can be concluded that all statements items were declared valid since the results obtained on the Corrected item-total Correlation on each item were greater than 0.2006.

After testing the validity and the statements were deemed to be valid, the reliability test was then conducted. According to Sarjono and Julianita (2011), a questionnaire was said to be good or reliable if it has a Cronbach's Alpha > 0.60. If the reliability test results show a value > 0.60, the level of reliability for this variable is high. This study employed Cronbach's Alpha formula as a reliability test formula. The results of the reliability test showed that Cronbach's Alpha in variable X was 0.931 and variable Y was 0.912 indicating that it was greater than 0.60. This proves that the variable X and variable Y were declared reliable.

Furthermore, a correlation test was carried out which aims to determine whether there was a relationship between two or more variables. If there was a relationship, it can explain the direction of the relationship and how strong the relationship was. In regression analysis, apart from looking for the regression equation, the researchers might also look for the correlation coefficient (Taniredja and

Mustadfidah, 2014). A correlation coefficient is a number that states the strength of the relationship between two variables and determines the direction of the two variables (Siregar, 2013). Correlation analysis was used to determine how much the relationship between variable X and variable Y. Correlation test was performed using SPSS version 24 software and obtained the following data:

Table 1. Correlation Test (*Correlations*)

		Skor Total X	Skor Total Y
Total Score X	Pearson Correlation	1	.872[**]
	Sig. (2-tailed)		.000
	N	96	96
Total Score Y	Pearson Correlation	.872[**]	1
	Sig. (2-tailed)	.000	
	N	96	96

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient value is described as follows (Sugiyono, 2014, p. 185):
1. 0.00 – 0.199　　　　　Very Weak Relationship
2. 0.20 – 0.399　　　　　Weak Relationship
3. 0.40 – 0.599　　　　　Fair Relationship
4. 0.60 – 0.799　　　　　Strong Relationship
5. 0.80 – 1.000　　　　　Very Strong Relationship

Table 1 presents the correlation between variable X (Service Quality) and variable Y (Brand image) of 0.872. According to the correlation coefficient table, the value of 0.80 – 1.000 indicates that the relationship between variable X (Service Quality) and variable Y (Brand image) has a very strong relationship. After that, simple linear regression analysis was conducted to determine whether there was an influence between variable X (Service Quality) and variable Y (Brand image) or not. Data analysis using SPSS version 24 software showed the following results:

Table 2. Results of Simple Linear Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872[a]	.760	.757	2.296

a. Predictors: (Constant), Skor Total X

The results of simple linear regression analysis showed that R Square (r^2) of 0.760 or 76%, indicating that the contribution given from variable X (Service Quality) to variable Y (Brand image) was 76%. Meanwhile, the remaining 24% was contributed by variables or other factors outside the variable X (Service Quality) which were not examined by the researchers. The following is a table of data test results conducted by researchers to measure variable X (Service Quality) on variable Y (Brand image), obtained from SPSS software version 24 as follows:

Table 3. Results of Regression Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.746	1.963		2.417	.018
	Total Score X	.571	.033	.872	17.253	.000

a. Dependent Variable: Total Score Y

Using the formula **Y = a + bX**, the regression equation was obtained from Table 4, **Y = 4.746 + 0.571X**. In other words, the constant value of 4.746 indicates that if there was no service quality from the service provider, the value of Gold's Gym, Bekasi brand image might be 4.746. The regression coefficient of 0.571 shows that each additional value of service quality was 1 unit. It might increase the brand image of Gold's Gym, Bekasi by 0.571 units.

In testing the hypothesis, the ANOVA table was used to determine the extent of the influence of the service quality variable (X = independent) with the brand image variable of Gold's Gym, Bekasi (Y = dependent). Gay (in Taniredja and Mustafidah, 2014, p. 24) argues that a hypothesis is a temporary explanation of behavior. In this study, researchers used the Anova table, where a hypothesis can be accepted (Ha) and Ho is rejected if the significance value is <0.05. In this study, researchers used a significance level of 5% (Umar, 2007).

Table 4. Hypothesis Test Results

ANOVA [a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1569.032	1	1569.032	297.676	.000[b]
	Residual	495.468	94	5.271		
	Total	2064.500	95			

a. Dependent Variable: Total Score Y
b. Predictors: (Constant), Total Score X

The table above shows the calculated F value of 297.676 with a significance value of 0.000. Since the significance value was less than 0.05 (0.000 < 0.05), it can be concluded that Ho is rejected and Ha is accepted. In short, there is an influence between service quality on the brand image of Gold's Gym, Bekasi.

This is under the research conducted by Febriani and Andri (2015) which shows that the variable service quality had a significant effect on the company image of the Ibnu Sina Islamic Hospital, Pekanbaru. A study conducted by Abdi and Yuliati (2015) also shows that service quality had a significant positive effect on the shuttle bus Primajasa Batununggal Indah, Bandung brand image. Moreover, Sahetapy's study (2015) also shows that service quality had a positive and significant effect on the brand image of Kawasaki motorbikes of PT Auto Mandiri, Manado.

Conclusion and Suggestion

Based on the research that had been conducted, it is concluded that the analysis of the questionnaire statement for variable X (Service Quality) showed that there were 93.8% of respondents agreed and strongly agreed that Gold's Gym, Bekasi had a good understanding of the functions of each sporting equipment. On the other hand, 21.9% of respondents expressed doubted and disagreed with the statement that Gold's Gym, Bekasi could be relied upon by providing services as promised. Therefore, this can be considered by Gold's Gym Bekasi as a service provider to improve its Reliability and Trustworthiness to make its fitness members feel satisfied with the services provided by Gold's Gym, Bekasi. Furthermore, the analysis of the questionnaire statement for variable Y (Brand Image), amounting to 92.7% of respondents agreed and strongly agreed that they as customers felt interested/happy about the atmosphere of Gold's Gym fitness center Bekasi. 92.7% of respondents agreed and strongly agreed that they as customers might come back to Gold's Gym fitness center, Bekasi.

Based on the results of data testing, it is concluded that there is an influence between service quality on the brand image of Gold's Gym, Bekasi with a simple regression equation, $Y = 4.746 + 0.571X$. The constant value of 4.746 indicates that if there is no quality of service from the service provider, the value of Gold's Gym, Bekasi brand image might only be 4.746. The regression coefficient of 0.571 shows that each additional 1-unit service quality value might increase the brand image of Gold's Gym, Bekasi by 0.571 unit.

The contribution that occurred was 76% and the remaining 24% was contributed by variables or other factors besides variable X (Service Quality) not examined by the researchers. The 76% contribution made by Gold's Gym, Bekasi service providers is a big influence. Thus, it can be concluded that the effect of service quality has a relatively large influence on the brand image of Gold's Gym, Bekasi.

The researchers expect that the results of this study can motivate future researchers to conduct a qualitative study with a broader and in-depth discussion of service quality towards the formation of corporate image in the service sector. It is advisable for future researchers who conduct a similar or same topic to conduct the study on other factors/ variables that might affect image formation. The researchers also suggest the Gold's Gym, Bekasi as a service provider to improve the quality of service in the lacking areas such as providing services as promised and accuracy in serving the fitness members who are joined. However, on the other hand, it maintains the quality that has received high appreciation from fitness members, such as staff understanding of the ongoing program and staff understanding of the function of each sporting equipment.

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