

Abstract

The development of fitness centers at the prospective current. Fitness center as one of the sports business opportunities more often visited members. Fitness center business opportunity is still wide open along with a place to exercise a more limited and public awareness of the importance of healthy living.

Employers fitness center should be more professional in managing their business by understanding marketing strategies, service management, and market segments. Advanced fitness center will have many members from various backgrounds both students, teachers, police, employees, athletes, bodybuilding, and the executive.

Keywords: Fitness center, sports business

Development organizations, especially service fitness center at this moment more prospective. This can be seen from many of the emergence of good fitness centers in big cities and small, so not surprising that the fitness center business is doing extremely tight. Sports facilities which are still widely used, it's hard to find because it changed its name to the buildings so that people choose luxury fitness center as a place to maintain fitness and health.

Fitness center or fitness center is also used as a means to improve fitness, health can also be used as recreational facilities and establish Hospitality. These benefits can be felt by its members if the human resources available in it can provide the best service and professionally managed.

Fitness center business is promising if supported by many factors, such as sophisticated equipment, comfortable place, security guarantees and business strategy. Human resources professionals in providing services is also a major factor in this business. Human resources or management currently offering many new concepts. New concept that used to people just accidentally come to the gym for weight training, but now many fitness centers in the store, so while sporting members can also take some time for shopping.

This business opportunity is still wide open looks, where some people need a place as a means of exercise and a variety of considerations such as the above.

A. Service Marketing Strategy and Management Services

A fitness center is also included in the service organizations increasingly rapid development. This provides many opportunities, so has the attraction growing. Opportunities are open to be accompanied by an appropriate strategy to achieve maximum results. Considering the characteristics of the service, then the strategy can be applied fitness center (Fandi Tjiptono, 1996), is as follows:

1. Strategies to overcome problems caused by the characteristics of intangibility:
 - a. Guidelines emphasize that looked (tangible cues), place (interior and exterior design), human resources (friendly, responsive, ready smile, well dressed), equipment (gym machines, free weight, tables, chairs), the materials communications (brochures, pamphlets, leaflets), a

- symbol of the company and the price
- b. Using human resources more than other resources.
 - c. Simulate / stimulate communication by word of mouth (word-of-mouth communication), for example, "if you are not satisfied please let us know, but if you are satisfied Tell your colleagues".
 - d. Create an image (image) a strong organization, for example through advertising, logo / symbol, and behavior management and positive employees.
 - e. Utilizing cost accounting in the determination of prices, so prices can be set as possible.
 - f. Buy a full communications (post-purchase communication), such as collecting information on members satisfaction, suggestions, and criticism from members, and deliver new product information to members could be established so that the expected relationship with members.
2. Strategies to overcome problems caused by the characteristics of inseparability:
 - a. Perform selection and careful training of personnel of public contact. Criteria that should be emphasized is the ability to communicate a good, responsive, able to serve members, extensive knowledge, and can be trusted.
 - b. Using a variety of services location plan (multisite locations)
 3. Strategies to overcome problems caused by the characteristics of Variability:
 - a. Industrialize services (industrialize service), by adding and using sophisticated equipment, as well as standardizing services.
 - b. Conducting service customization, which means increasing the intensity of interaction between the fitness center and a member, so that marketing programs can be tailored to the needs and desires of each member.
 4. Strategies to overcome problems caused by the perishability characteristics:
 - a. Leaving the frequency and volume of demand they are.
 - b. Reducing demand at peak demand periods. There are several ways that can be done first, raising the price so that revenues can be increased. Second, apply differential pricing or providing insetif with the aim to encourage the use of the opportunity, such as determining tariffs during business hours or during the day is cheaper than dipagi busy periods and late afternoon. Third, applying demarketing, such as using advertisements which offer special discounts to members who could take at least four friends and a member of fitness.
 - c. Increasing demand for excess capacity at the time, for example by selectively lowering the price remains relevant to consider the closing costs.
 - d. Save a request with the relevance and promise of the system.
 - e. Developing services or complementary services, such as fitness center offers personal trainers.

Traditional marketing strategies to approach marketing mix (Product, Price, Place, Promotion) are often used to market the products / goods, but for services not deemed sufficient. Booms and Bitner opinion quoted by Kotler (1997) added 3 variables that must be involved in the marketing of services, namely:

1. People (people)

Most services are served by people, so that through the selection, training and good motivation to make it a different service than the competition. Fitness center members will be pleased and satisfied if served by employees who have competence, initiative, and ready to help consumers difficulties.

2. Physical evidence (physical evidence)

Fitness center trying to prove the quality of service with the physical evidence. This is because consumers easily influenced by the different views. For example, if we go on a fitness center that good office design, then our perception will be affected in a good quality service.

3. Processes (process)

Can design a fitness center service delivery processes in order to attract members. One example, the service can be designed fitness center with members in training can see a television show or a VCD about the right weight training.

According to Mansur (2005) there are some things about fitness centers that became desirable members, include the following:

a. First, the location of fitness center.

Fitness center located in the campus environment, gyms, stadiums, training centers and sports venues for recreation will be more comfortable for exercise.

b. Secondly, the facilities provided.

Extensive training facilities such as room, the quality of the instructors, ventilation, sanitary equipment, maintenance, warranty programs offered, vehicle parking security guarantees, places of worship, and members of the management system.

c. Third, the vision and mission of the fitness center.

A good gym is having a clear vision and mission, not only interested in business or just materials. Vision has strategic significance in influencing the public image. One example of a small fitness center if managed professionally with a vision and a clear mission will gradually become large.

d. Fourth, the variation of the program.

Weaknesses fitness center services programs in the city of Yogyakarta or other big cities do not take advantage of sports science and technology approach. Members of fitness much faster bored in training programs due to lack of variation, so that not a few who move from one gym to another gym.

B. Fitness Center for Sports Business Opportunity

1. Market Segment

Market segmentation is an attempt to improve the accuracy of corporate marketing. Service companies that have a broad market segment can be seen from many customers. A fitness center on campus environment, the market segment is a student. Advanced fitness center will have many members from various backgrounds both students, teachers, police, employees, and executives.

Most people are aware of the importance of exercise to maintain body weight, in order to perform daily activities smoothly. The executives visited fitness center is a part of the agenda of activities. The first segment of the teenage bodybuilder or athlete, now has penetrated up to the elderly and the general public.

Fitness Center in Yogyakarta there who have chosen specific market segment that is only women who could become members, and found that the number of members who practice it, too many places. Looking at market segmentation, awareness of the need for a healthy life, and considering other factors make the business more likely Fitness Center, especially in the sports business world.

2. Services at Fitness Center

Service is a service company's performance / fitness center in the form of a company's ability to serve its members. Services are conducted in the Fitness Center was going on in the Front Office, the fitness and health checks, exercise room, and consultation room. A service that occurs wherever the place, but need to consider the attributes expressed by Gaspersz (1997) is as follows:

a. Timeliness of service.

Left open and close the Fitness Center must be in accordance with the prescribed schedule. For example: opening time at 06.00 am, then managing HR Fitness Center should be ready 30 minutes before and right at 06.00 am must be open.

b. Accuracy of service.

The accuracy of the service in early tests, providing training programs, oversee training, and evaluate training exercises in order to get the maximum results for the purpose of fitness.

c. Courtesy and hospitality in providing services.

All the human resources manager in charge of, consultants, trainers, front office, nursery goods, until the cleaning service must always be polite and friendly in providing services to members. A friendly smile and a polite clothes will give a good impression on the members.

d. Responsibilities relating to the handling of complaints of fitness.

Various complaints about the practice of good, services, and facilities may be addressed immediately and find a way out.

e. Fittings / variation tool, the sophistication of equipment used in training, and security guarantees.

Fitness Center which has a number of complete and sophisticated tools will make easier the members in practice, but it is important data relating to the circumstances when members can exercise direct visits.

f. Ease of getting services.

Services provided either from the front office, the instructor until the consultant must be clear, so that members of fitness training is not confused. Therefore, the ease of getting these services will always be judged by the consumer directly.

g. Variations associated with service model innovation of new programs.

A Fitness Center in addition to providing fitness programs, the program also offers weight gain, toning, weight loss, formation, and rehabilitation therapy programs.

h. Personal services relating to training packages.

Training packages for families, an office, or an apartment to obtain adequate oversight for defending members of the numerous packages will provide a big advantage.

i. Convenience in obtaining services.

Large exercise room with good ventilation, the examination / consultation a comfortable, clean bathrooms, adequate parking and a beautiful garden makes its own convenience for members who do fitness exercises.

j. Attribute support services.

Availability of tape, radio, television, clean locker room, telecom shops, exercise room paint color and healthy cafeteria food.

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