

Analisis lokasi gold s gym express di universitas indonesia studi pada mahasiswa fisip universitas indonesia = Gold s gym express universitas indonesia branch location analysis study on students of department of fisip universitas indonesia

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20368709&lokasi=lokal>

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Abstrak

In this study, customer's points of view on Gold's Gym Express, Universitas Indonesia's location were studied. The target of this research was the students of department of FISIP Universitas Indonesia. In specific, the respondents were chosen to be active on sports, have knowledge on Gold's Gym Express, and were not joined as one of its member.

The result from this paper shows that the retail location could not be categorized as a strategic place from the consumers' point of view. This result was given by 13 indicators from 4 dimensions that were considered in this research. It can be proven that 10 given indicators show unsatisfied responses, while the other indicators show satisfied responses.