

ABSTRACT

The aims of this research are to determine the effects of motivation, location, and service quality toward the selection decision of Oryza Gym Fitness Center as a fitness exercise. The data of this research is collected from 100 customers who are members of the Oryza Gym Fitness Center.

The sampling technique of this research is non probability sampling with the method of accidental sampling. The analysis techniques used in the research are validity test, reliability test, classic assumptions test, multiple linear regression analysis and hypothesis test including the t test, F test, and coefficient of determination (R^2).

The result of analysis using multiple linear regression can be seen that the variable motivation, location, and service quality has positive influence on the selection decision Oryza Gym Fitness Center. Based on statistical data analysis, the indicators in this study are valid and variables are reliable. In the classical assumption test, the regression model is free multicollinearity, the heteroscedasticity does not occur, and normal distribution. Individual sequence of each of the most influential variable is the variable service quality and then location, while the less influential is the variable of motivation. The result of analysis using coefficient of determination is known that 56,7% of selection decision variable explained by the variation from motivation variable, location variable, and service quality variable, while 43,3% explained by others variable that excluded in this research.

Keywords: Selection Decision, Motivation, Location, Service Quality.