

ABSTRACT

Gym centers as service provider firms demanded to have good trainers for serving the services to the visitors. Those trainers must be having good credibility in facing and serving the visitors so they will feel satisfied when they are in that Gym Center. Credibility and quality possessed by a gym trainer will support the result target dreamt by the member or visitor. When the result target is fulfilled, satisfaction will arise and come out from the visitors' mind and this will improve their trustworthiness and loyalty toward the gym. This research aims to know the influence of credibility and interpersonal communication of a trainer toward the satisfaction of Kirana Gym Center members in Jogjakarta Plaza Hotel. Type of this research is quantitative within survey approach. Technique for sample collecting in this research was total sampling, it meant that all elements of the population would be taken as respondents and they were 147 respondents in numbers. Data analysis for this research was product moment correlation and double-linear regression analysis. Theories for this research were Source credibility theory developed by Hovland and Kelly in 1953 and model for interpersonal relationship theory in the form of social exchange model. Result of the research obtains coefficient for correlation rate between variable of trainer credibility and members satisfaction is 0.417 and significance is 0.000. This means that there is a positive and significant relationship between variables of trainer credibility and members satisfaction and the linkage for the two variables is in moderate category. Meanwhile, the rate for coefficient of correlation between interpersonal trainer communication variable and satisfaction of the members is 0.572 and significance rate is 0.000 and this means that there is a positive and significant relationship between variables of interpersonal trainer communication and members satisfaction and level for the linkage of the two variables is in moderate category. Result for double-linear regression analysis gains for result of the influence of trainer credibility variable (X1) and interpersonal communication (X2) toward members satisfaction (Y) is of 0.337 (33.7%) and the rest 66.3% (100% - 33.7%) is influenced by other variables, out of the researched model.

Key Words: Credibility, Interpersonal Communication, Satisfaction