

## ANALYSIS OF THE EFFECTIVENESS OF DISCOUNT PROGRAMS AND SPECIAL OFFERS ON CONSUMER DECISIONS ON ULTIMATE PERFORMANCE GYM

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### Abstract

*Discount programs and special offers are marketing strategies commonly used to attract consumers and maintain customer fitness in the industry and increase purchasing decisions. This research aims to determine the effectiveness of discount programs and special offers on consumer decisions at Ultimate Performance Gym. The research method used is a qualitative method with a case study approach. Data collection was carried out through in-depth interviews with research informants, consisting of gym members, marketing staff and gym managers. Data analysis was carried out using the Miles and Huberman technique. The research results show that discount programs and special offers can attract consumers (especially new consumers) in making decisions considering the cost of Ultimate Performance Gym. However, the effectiveness of the program really depends on the way it is satisfied and the consumer's perception of the quality of service and facilities provided by the gym. Consistent discounts can increase consumer attraction to join a gym at Ultimate Performance Gym. It is hoped that this research can be a reference for Ultimate Performance Gym managers in developing more effective marketing strategies by considering consumer needs and expectations while maintaining service quality as a top priority.*

**Keywords:** *Discounts, Special Offers, Consumer Decisions, Promotional strategies*

### Introduction

The increasingly rapid development of business in Indonesia provides opportunities for entrepreneurs to invest and open several types of businesses in the form of manufacturing or services. The scope of the economy is very broad, especially when it comes to business. Where most people do all business, because income comes from business. Consumer behavior is about understanding how a person, group or organization selects, purchases, uses and disposes of goods, services, ideas or experiences to satisfy their needs and wants. Increasing competition along with increasingly sophisticated technology. (Kotler and Keller, 2019)

Ultimate performance gym is a service business that operates in the sports sector, namely Fitness. This business has been established for approximately 1 year in Tanjung Enim, Muara Enim Regency, South Sumatra Province, with around 40 members or permanent members and the rest are non-permanent members, these members consist of various groups, ages, genders. and others. Ultimate Performance Gym is established in the midst of people who live in rural areas but many are interested in exercising. This is because cultural influences change according to changing times, and outdated cultural patterns are replaced by new cultural patterns. Culture is the most basic source of a person's desires and behavior. Culture is a variable that influences consumer behavior which is reflected in the way of life, habits and traditions in the demand for various kinds of goods and services offered. (Sondang P. Siagian, 2021)

This research aims to assess the level of effectiveness of discount programs and special offers in attracting new customers and retaining old customers on consumer decisions in choosing services at Ultimate Performance Gym, identifying factors that influence the success or failure of discount programs and special offers in influencing consumer decisions. provide recommendations for more effective marketing strategies based on analysis results to increase customer attraction and loyalty. In addition, supporting management decision making regarding the design and implementation of future promotional programs. Decision making as a form of consumer behavior is a form of psychological process that occurs within a human being. This means that even though it cannot be seen, decisions can be inferred from observable behavior that a decision has been made so that it can be concluded that a psychological "decision making" event has occurred. The consumer mind has been described as a black box, showing the interaction of stimuli, consumer characteristics, decision-making processes and consumer responses. (Philip, 2005)

This research aims to evaluate the effectiveness of discount programs and special offers in attracting new customers and retaining old customers at Ultimate Performance Gym. This research also identifies factors that influence the success or failure of promotional programs in influencing consumer decisions. In addition, this research provides recommendations for more effective marketing strategies based on analysis to increase customer attraction and loyalty. This research also supports management in making decisions regarding the planning and implementation of promotional programs in the future. Decision making, as a form of consumer behavior, is a psychological process that occurs within a person. Although not directly visible, decisions can be identified through behavior that indicates that a decision has been made. This indicates the existence of a psychological process of "decision making." The consumer's mind is often described as a "black box," representing the interaction between stimuli, consumer characteristics, decision-making processes, and consumer responses. (Syarifuddin & Sari, 2021)

Measuring service quality can be based on the service received by consumers. To fulfill their needs and desires in providing quality service, companies must have principles to achieve this. Leadership of a company's quality strategy must be the initiative and commitment of top management. Top management must lead their company to improve quality without reducing its impact on the Company. Purchasing decisions are an integration process that combines knowledge to evaluate two or more alternative behaviors to produce a choice that is presented cognitively as a behavioral desire to choose one of the available alternative options. Consumer decision making is a goal-directed problem solving process. A purchasing decision-making process involves several decisions, decisions that always require a choice between several different behaviors. (Dirwan & Themba, 2022)

## **Methods**

This research uses a qualitative approach to analyze the effectiveness of discount programs and special offers on consumer decisions at Ultimate Performance Gym. Data analysis was carried out using the Miles and Huberman technique. Case study method. Data Collection Techniques and Procedures, namely In-Depth Interviews, primary data will be collected through in-depth interviews with informants selected purposively, consisting of consumers, marketing staff and gym managers. This interview aims to explore experiences, perceptions and views regarding discount programs and special offers. Observation. direct observation of the implementation of promotional programs and interactions between gym staff and consumers at the location and documentation. Secondary data will be collected in the form of promotional materials, marketing reports and consumer data related to discount programs and special offers.

## **Results And Discussion**

### **Consumer perceptions of discount programs and special offers**

One way to find out consumer behavior in making purchasing decisions about a product is that a company must know its perception analysis. With perception, it will be easier for a company to understand what are its strengths, weaknesses, threats and opportunities. for products that will later be offered. Consumer perception is one of the consumer's internal factors that influences them in decision making. Perception is an activity to obtain information about a product in the form of goods or services through the process of selecting, organizing and interpreting. Perception does not only occur through physical stimulation but can also be influenced by external factors, for example influenced by existing marketing conditions. Another definition of consumer perception is the way in which individuals interpret and give meaning to the information, stimuli, or experiences they receive from the surrounding environment in the context of purchasing and using products or services. Consumer perception involves complex mental processes in which individuals filter, organize, and interpret the information received to form a subjective understanding of a situation or object. (Kotler, P., 2020)

Consumer perceptions are influenced by various factors, including previous experiences, personal needs and desires, cultural values, social influences, and situational factors. Each individual has a unique perception of a product or service based on their personal perspectives and experiences. Consumer perception plays an important role in the consumer decision-making process, because their perception of the value, quality, benefits, risks, and other attributes of a product or service will influence their purchase intentions and final decisions. Based on the results of the first observation in this research, the researcher saw several results from the informants' responses, with perceptions and views regarding discount programs and special offers. In this discussion, the researcher succeeded in getting responses from consumers, gym marketing staff and gym managers. The first informant is a consumer or old gym membership:

"This discount is like giving the first encouragement to start sports. The membership price is also affordable. If without the promo, I might have still postponed joining".(Haikal, 2024)

From the results of the interview above, the resource persons are members of the ultimate performance gym to explore in depth their perceptions of discount programs and special offers. Informants are ultimate performance gym consumers who were selected based on variations in age, profession and membership experience (new and old members). The resource person is a criterion for consumer behavior that is influenced by the ultimate performance gym strategy, which is a person's decision making and physical activity that influences him when evaluating, using or disposing of products and services. (Riyantie, 2022) Next, the researcher will interview the gym marketing staff:

"Discounts for new memberships are often the deciding factor for consumers who are hesitant to join a membership". (Anggun Putri, 2024) from the results of the interview above, the informant is a gym member. Judging from the interview results above, the informant is a member of the Ultimate Performance Gym. Some consumers feel that the terms and conditions are too complicated, because they have to pay in full at the start of the membership. Demand is the desire for certain products that are supported. ability and willingness to pay and buy. The following is a picture of the gym discount brochure given to new memberships:



**Figure 1**  
**Discount image for new membership**

Next, the researcher will interview the third criterion, which is the gym manager: "We are very interested in attracting new and old gym membership customers without reducing the value of our brand or product". (Puja Arsani, 2024)(Puja Arsani, 2024) interview excerpts, the informant is a new Shopee consumer who is influenced by the platform's marketing strategy. Manufacturers need to create attraction for certain product categories and try to get consumers to choose their products over competitors' products, while increasing brand awareness. Marketing strategy is an important tool designed to help a company achieve its goals through the development of sustainable competitive advantages, with a focus on the target market and the programs used to serve that market. Therefore, marketers must be able to influence consumers' positive attitudes and intentions towards the brand, which is realized through efforts to build consumer awareness of the product until they feel compelled to consider it. (Setiani & Nuzulia, 2020)

### **Factors that influence consumer decisions**

Consumer decisions are greatly influenced by various levels of society in which he was born and raised. This means that consumers who come from different levels of society or environments will have different assessments of needs, opinions, attitudes and tastes. There are two factors that influence consumer behavior, namely factors originating from outside the individual which are called external factors and factors originating from within the individual or internal factors.

1. Internal factors
  - a) Needs and Desires

Consumers tend to make decisions based on their needs or desires. Discounts can be a trigger for those who are interested in trying gym services but are constrained by price. Needs themselves are a product of a particular culture. Papuans, for example, prefer sago to rice, so rice entrepreneurs will not be successful if they sell rice in Papua. Behavioral studies like this play an important role in marketing in determining the commodities to be sold, determining prices, promotional methods, packaging and symbols.

b) Motivation

Motivation is an internal condition or status (sometimes defined as a need, desire, or desire) that directs a person's behavior to actively act in order to achieve a goal. For example, someone is motivated to lose weight by exercising, one of which is the gym. (Muhammad, 2017)

c) Perception

How consumers perceive the value provided through discounts and the quality of gym services greatly influences their decisions. Positive perceptions can increase purchasing opportunities.

d) Previous experience

Consumers who have had positive experiences from similar promotional programs tend to make the decision to join more easily. Conversely, negative experiences can decrease their interest.

e) Attitudes and Preferences

Preference for a particular brand, service or type of promotion is also a determining factor. Consumers may be more interested in offers that suit their needs.

2. External consumer factors

a) Prices and Special Offers

Discounts and special offers are the main factors in attracting consumers, especially those who are price sensitive. Attractive offers can make a gym more competitive in the market.

b) Promotion and Communication

The way promotions are delivered, such as via social media, email, or brochures, influences how consumers receive information. Clear and engaging communication is more effective in influencing decisions.

c) Recommendations and Testimonials

Recommendations from friends, family, or testimonials from other customers can have a big influence on consumer decisions. This creates a sense of trust in the quality of service.

d) Brand Image and Reputation

Consumers tend to have more trust in gyms with a good reputation and strong brand image. Discount programs that support a positive image will be more effective.

e) Quality of Services and Facilities

Even though discounts are attractive, consumers still consider the quality of the services and facilities offered. Discounts without quality service can reduce interest.

By considering these factors, discount programs and special offers can be strategically designed to effectively influence consumer decisions, both in attracting new customers and retaining existing ones.

## Conclusion

Based on the analysis conducted, discount programs and special offers have proven to be effective in attracting new consumers to Ultimate Performance Gym. Factors such as consumer needs, motivation, perception of price, and promotions influence consumers' decisions to choose this gym service. The effectiveness of this program depends not only on the size of the discount, but also on the quality of the services and facilities offered. Although discount programs are successful in increasing sign-ups in the short term, their success in retaining existing customers still requires more attention.

## Suggestion

Based on the conclusions above, the suggestions that can be given by the author are as follows:

1. Improve Service Quality

Ultimate Performance Gym must focus on improving the quality of services and facilities to ensure customer satisfaction, both for new and existing customers. This will strengthen consumer loyalty and create long-term relationships.

2. Integrate Discount Programs with Long Term Strategy

Discounts and special offers should be designed as part of a long-term marketing strategy, not only to attract new consumers but also to retain existing ones. For example, by providing a loyalty program or exclusive discounts for loyal customers.

3. Carry out relevant and targeted promotions  
Use effective communication media and promotional strategies that are relevant to the target market, such as utilizing social media, e-mail marketing, or partnerships with the fitness community. Make sure promotional messages reflect the value and quality of the gym's services.
4. Regular Evaluation of Promotion Programs  
Conduct regular evaluations of the effectiveness of discount programs and special offers. Identify success factors and barriers to develop better programs in the future.
5. Pay Attention to Times and Unique Offers

Maximize the effectiveness of promotions by choosing the right time, such as the beginning of the year or holiday season, when consumers are more likely to start new habits. Also provide unique offers such as discounts on group packages or free personal training during certain periods.

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