



Motivation of Gen Z to use The Strava Application as A Way to Maintain Fitness in Rembang Regency

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Abstract

This study aims to determine the motivation of Gen Z towards using the STRAVA application as a way to maintain fitness in Rembang district. The method used in this research is descriptive quantitative research method. In this study, 60 people who are Gen Z were taken as research samples. The results of the minimum score of 20, the maximum score of 80, the average score of 54.59, and the standard deviation of 11.880. The distribution of motivation levels shows that most respondents are in the high category, as many as 29 respondents (47.5%). In addition, 7 respondents (11.5%) had very high motivation, while 24 respondents (39.3%) were in the low category, and only 1 respondent (1.6%) had very low motivation. From these results, it is known that the majority of Gen Z in Rembang Regency have strong motivation in maintaining fitness by utilizing the STRAVA application to support their physical activities. In other words, the activity tracking feature, social interaction in the STRAVA community, and personal goals in maintaining a healthy body are additional motivational drives for Gen Z. Thus, Gen Z motivation tends to be high in using the STRAVA application as a way to maintain physical fitness in Rembang Regency.

How to Cite

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INTRODUCTION

Physical fitness is a person's ability to carry out daily activities without feeling tired and still having the energy to do other activities. A person's level of physical fitness is considered good if they can do sports regularly. Physical health and fitness are important aspects of human life that have a great impact on productivity, quality of life, and overall well-being. Exercise is very beneficial in various aspects, for example in improving cardiovascular fitness, muscle strength, and reducing the risk of developing diseases such as hypertension and obesity (Maharani et al., 2022).

To achieve the benefits of exercise it is not necessary to exercise with high intensity, light exercise such as walking, running or cycling will be very beneficial if done regularly (Hadiansyah et al., 2024). In some studies on quality of life, healthy living awareness is a planned and desired action to behave healthily so that motivation is needed to be able to manage a healthy life (Wakitayanti & Hartono, 2021). To maintain health, increasing self-awareness of physical activity is essential for humans. Physical activity can be done without having to spend a lot of capital and only needs to be done regularly. One of the sports that can be done with light and relaxed movements is running. Running is currently a popular sport done among the public because it can be done anywhere and anytime. (Rifki et al., 2024)

Someone will be encouraged to exercise so that they can maintain physical fitness influenced by supporting factors, one of which is motivation. Motivation is an important aspect in increasing one's enthusiasm for learning. Motivation is needed to carry out certain activities so that they can run well and in accordance with the conscience without any compulsion so that a goal can be achieved. A person's motivation in exercising can be categorized into intrinsic and extrinsic motivations (Buana & Kristiyandaru, 2021) Technology improvement is also one of the influences on a person's sports behavior. The development of social media and digital fitness applications is one of the motivations to do physical activity, especially in the younger generation. The younger generation is growing up with adequate technological developments and easy access to various information through digital devices. Social media now also serves as a tool to promote healthy lifestyles, exercise routines, and physical fitness (Bhavnnani, 2020).

At this time, digital sports apps like Strava were created to help their users monitor, plan, and assess physical activity more effectively. Users

can see their sports achievements in real-time by using these apps, as well as through gamification users get additional motivation boosts, as well as strengthen social interactions between users (Aryatama et al., 2024). Strava as one of the most popular digital sports applications has become a phenomenon among sports fans, especially running. By utilizing GPS technology, this application makes it easier for its users to record and track sports activities, and users can share achievements and gain recognition from the community by using the social platforms in the application (Franken et al., 2023).

Since its launch in 2009, Strava has collected millions of data from around the world, making the app a widely used source of information for global physical activity (Simanungkalit et al., 2025). The social features provided by the Strava app can create a collaborative and supportive environment, and users feel more connected and increase their motivation to stay active. In the context of a modern world full of challenges, the presence of the Strava application is an innovative solution to encourage an active and healthy lifestyle (Van de Pol, 2023). Strava also supports different types of sports activities such as running, cycling, swimming, hiking, yoga, and other fitness activities, so the data managed is very diverse (Nur et al., 2024).

In a demographic context, applications such as Strava offer their own attraction for the younger generation, especially Generation Z. Generation Z includes individuals born between 1997 and 2012 is an age group that grew up in the era of rapidly developing digital technology and a fairly high level of technological literacy. Generation Z has characteristics that value diversity, want social change, like variety and are target-oriented. Not only characterized by year of birth, Gen Z also has the characteristics of dependence and access to technology, gadgets and information trackers at random. Gen Z who grew up in the era of the industrial revolution 4.0 has access to various information in human life that uses unlimited computing power and data, because it is influenced by the development of the internet and massive digital technology (Kristiyowati, 2021).

When it comes to lifestyle, Gen Z shows concern for health and fitness. Their approach to fitness tends to be different from previous generations. They are more interested in more flexible, fun, technology-based methods, and allow them to interact socially. Gen Z's increasing dependence on technological developments has made sports apps very popular. In general, they are starting to encourage themselves to actively

participate in light sports, especially since more extensive information is available to them through technology (Hadiansyah et al., 2024).

Rembang Regency is one of the districts in Central Java Province and has a variety of potential resources, both natural resources and human resources. Recently, awareness of the importance of a healthy lifestyle for the people of Rembang has begun to increase, especially among teenagers and young adults. Gen Z in Rembang district has various reasons or motivations to exercise. One of these reasons is wanting to maintain a healthier quality of life, but there are also Gen Z who start physical activity due to a deeper psychological drive Fear of Missing Out (FOMO). FOMO or the fear of missing out on the moment that is rampant, has been studied for a very long time in the context of social media, but it has not been widely explored in the realm of sports. FOMO is the encouragement of Gen Z to always do physical activity. Gen Z does these physical activities just to gain recognition and social validity, such as likes and comments through their social media (Dunakhri, 2019). However, there has not been much research that has delved deeply into the role of technology, in this case fitness apps such as Strava in supporting the younger generation to maintain a healthy lifestyle in this area.

Thus, this research is important to carry out and aims to find out the subjective motivation in this case, in this case Gen Z in Rembang district using the Strava application to maintain body fitness. This research makes a novelty to our understanding of what drives the younger generations, especially Gen Z, to use fitness apps like Strava. Unlike earlier studies that generalize user behavior across larger group, this study looks closely at a specific at a specific demographic. Their digital habits play a big role in how they engage with health and wellness technologies. The findings improve our understanding of the motivational factors that influences this group. They also offer useful insights for health program designers and app developers. By including culturally relevant and location-based features in app design and initiatives, stakeholders can create more effective and engaging strategies to promote physical fitness among young people in various communities.

METHOD

In this study, the method used is a quantitative descriptive research method. Quantitative descriptive research is a type of research that analyzes data by describing the information that has been collected. The purpose of this study was to

determine the influence of the variables studied, namely the motivation of Gen Z on the use of the Strava application as a way to maintain fitness. The subjects involved were gen Z in Rembang Regency who used the Strava application.

The population in this study is Gen Z in Rembang Regency This study uses a non-probability sampling technique due to an unknown population number, and by using purposive sampling techniques as a sampling technique. Purposive sampling is a sample determination technique using certain considerations. The criteria used in sampling are Gen Z in Rembang district who use the Strava application.

The research instrument is in the form of a questionnaire consisting of several statements based on motivational indicators. This instrument uses a likert scale and is in the form of a google form. Before the questionnaire is given to the respondents, the researcher will conduct an instrument test to find out whether the instrument is suitable for use during the research. The instrument was tested on 30 samples. The instrument tests carried out include normality and reliability tests. The normality test was carried out with Kolmogorov Smirnov paying attention to Asymp. Sig(2-tailed). If the value of Asymp. Sig (2-tailed) is greater than 0.05 then the data can be said to be normally distributed (Dunakhri, 2019). Based on the calculation results, it is known that a significant value of 0.050 means greater than 0.05, so the research instrument is said to be normal. Meanwhile, the reliability test was carried out using the Alpha Cronbach technique. An instrument is said to be reliable when the value of Cronbach Alpha is greater than 0,60 (Utami et al., 2023). In the results of the data processing, Cronbach's Alpha value was obtained of 0.904 which means it is greater than 0.60, so the research instrument is said to be reliable.

This research is based on a data collection technique which is quantitative research with a questionnaire. The questionnaire given is internet-based using a google form. In this study, the data analysis technique used is descriptive statistical analysis. Descriptive statistics aim to provide an overview of the trends of the data collected from respondents, such as mean, minimum, maximum, and Std. Deviation. Next, a classification was carried out on the total number of respondents. From the number of respondents' answer scores obtained, assessment criteria were then prepared. To describe the data on each assessment variable, a frequency distribution table was compiled to find out whether the level of acquisition of the value (score) of the research variable falls into the categories: Very high, high, low, very low.

RESULTS AND DISCUSSION

Based on the calculation of descriptive statistics using the SPSS application, it shows that the minimum score is 20, the maximum score is 80, the average score is 54.59 and the std. deviation is 11.880. The data has a fairly variable distribution, with the minimum and maximum values being the main representations. It can be seen in **Table 1**.

Table 1. Descriptive Statistic

N	Min	Max	Mean	Std. Deviation
61	20	80	54,59	11.80

Table 2. Frequency Distribution of Gen Z Motivation

Criteria	Interval	Frequency	Percentage
Very Low	0 - 25	1	1.6
Low	26 - 50	24	39.3
High	51 - 75	29	47.5
Very High	76 - 100	7	11.5
Total		61	100

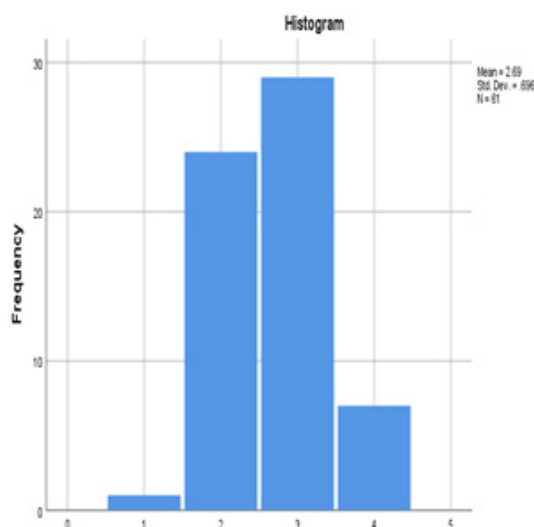


Chart 1. Frequency Distribution of Gen Z Motivation for the Use of Strava Application as a Way to Maintain Fitness in Rembang Regency

Based on the results **Table 1** of the frequency distribution, it was found that there was a difference that could be seen from the motivation value interval. The motivation value of Gen Z using the STRAVA application to maintain physical fitness is distributed with details as many as 1 respondent has a very low level of motivation with a percentage of 1.6%, 24 respondents have a low level of motivation with a percentage of 39.3%, as many as 29 respondents have a high

level of motivation with a percentage of 47.5% and 7 respondents have a very high level of motivation with a percentage of 11.5%. Distribution data can be seen in **Table 2**.

Based on the **Chart 1** analysis of data that has been carried out by researchers related to the motivation of Gen Z to use the STRAVA application to maintain fitness, mixed results were obtained. Most of respondents had a high level of motivation with a percentage of 47.5%. High motivation can mean that respondents agree to use the STRAVA application as a way to maintain fitness. Physical fitness is the body's ability to carry out daily activities efficiently for a long period of time without feeling undue fatigue. Physical fitness has five basic foundations, namely: heart and lung endurance, muscle strength, muscle endurance, body composition and flexibility. Exercise habits have a great effect on an individual's physical fitness (Pranata & Kumaat, 2022).

Respondents who are Gen Z have various reasons or motivations to exercise. This generation started doing light physical activity such as running or cycling. Awareness of the importance of a healthy lifestyle requires Gen Z to do physical activity, especially the younger generation in Rembang Regency. Physical activity is done to increase the body's resistance to diseases and form the immune system. The benefits of physical activity can be felt if individuals do it regularly. When doing physical activity, the muscular body will need a lot of energy to perform various movements such as running. Most people, especially Gen Z, tend to follow a sedentary lifestyle.

Born in an era of sophistication, Gen Z can make good use of technology, one of which is to exercise. The existence of digital sports applications such as Strava can provoke individual motivation to do physical activities. Strava as one of the most popular sports apps, issued an annual report and found various trends shaping sports behavior globally in 2024 (Venter et al., 2023). Strava is an easy-to-use app that allows users to monitor and measure their physical fitness improvements over time and monitor their sports activities (De Cock et al., 2023).

Billions of activity data from the global community covering 135 million people in more than 190 countries, including Indonesia, were summarized in a global survey involving more than 5,000 randomly active people. In his findings, people tend to prioritize a balanced routine rather than pushing themselves to maintain fitness. Globally, more than 20% choose to do micro-exercise (under 20 minutes) which helps them maintain sustainable physical activity (Strava, 2024).

As many as 47.5% of respondents who are Gen Z agree that the Strava app can increase their motivation to do physical activity. Motivation to maintain physical fitness can come from within or outside. Motivation for fitness is reviewed from intrinsic factors, namely needs, experiences, attention, interest, and comfort, and reviewed from extrinsic factors, namely infrastructure, activities, quality of facilities, fitness, environment, and social recognition (Alycia & Hakim, 2021). The role of motivation in individuals can be divided into six, namely: it can encourage individuals to act or react which serves as a driving force and gives energy to a person to act, determine directions and actions to achieve goals or ideals, choose actions to be taken, role of internal and external motivation, determine perseverance, and role of motivation to achieve goals

Respondents who are Gen Z have various motivations to do physical activity. Their motivation can come from seeing friends who do physical activity, influencers they see on social media, or self-awareness to start a healthy lifestyle. In addition, Gen Z also likes the various interactive features in the app that can motivate them to continue doing sports activities. In addition, features such as being able to interact with other users are also liked by Gen Z because it helps them to have new friends or relationships. According to population data from the United Nations, a quarter of the workforce in 2020 will be dominated by Gen Z as they reach adulthood (Jayatissa, 2023). In Indonesia Gen Z Report 2024, it is stated that Gen Z is the largest population with 27.94% of the total 74.93 billion people in Indonesia with 70.72% entering the productive period so that Indonesia can have a demographic bonus in 2045 (Heriyanto, 2024).

Respondents with a very high motivation level of 11.5% were considered to have strongly agreed that using the Strava app motivated them to start exercising. They agree that Strava makes it easy for them to monitor their body condition, activity achievements, and goals to be achieved. The features in the Strava application have been well utilized by Gen Z who have a very high level of motivation. They consider the Strava app to have helped them not only to exercise but also to socialize with their users or friends. Gen Z can upload their achievements to social media as a form of appreciation.

This generation uses social media to express themselves and form personal identity. One of them is to show how they do technology-based sports activities through the Strava application. Strava apps can be used to increase motivation to maintain fitness. Strava offers a variety of exci-

ting features such as rewards, challenges, performance visualizations, and kudos or likes. Some of these features keep people motivated to continue doing physical activity. Strava keeps users motivated and competing against themselves or others without having to be in the same place and time. (Meireles & Ribeiro, 2020)

Meanwhile, respondents with low motivation levels as many as 39.3% assessed that the Strava application did not motivate them to do physical activity. Respondents assessed that the achievements of other users did not affect them to exercise. Most of them also do not care about the sports targets to be achieved. This leads to a lack of motivation for respondents to use the Strava application in maintaining body fitness. However, even so, this app can still be a useful tool to start maintaining fitness and exercise habits. The various features offered can be explored further so that users don't feel bored when using the Strava application. The group challenge feature can be leveraged by Gen Z to add friends and motivate them to do physical activity (Wahyuddin et al., 2025). In this feature, there are several goals that can be achieved such as the most activities, the fastest efforts, the longest activity, and group targets.

CONCLUSION

Based on the results of the analysis, it can be concluded that Gen Z's motivation in using the Strava application as a way to maintain physical fitness in Rembang Regency is in the high category. Their high category motivation come from seeing friends doing physical activities, influencers they see on social media, or their own awareness to start a healthy lifestyle. Interactive features can motivate them to continue exercising. In addition, features such as interacting with other users are also popular with Gen Z because they help them make new friends or connections. It is hoped that Gen Z will always be high in motivation to maintain their fitness and can always take advantage of fitness apps such as Strava to support their physical activity optimally. Thus, Gen Z is also encouraged to be more aware of the importance of an active and healthy lifestyle, as well as to use technology as a positive support tool in forming healthy lifestyle habits in a sustainable manner.

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