



Analysis of Motivation and Public Perception in UNNES Sunday Aerobics Program

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Abstract

This study aims to comprehensively and systematically analyze the motivational factors and public perceptions in participating in the Sunday Morning Activity (SMA) program organized by the UNNES Gymnastics Student Activity Unit. This study uses a descriptive quantitative approach with convenience sampling techniques involving 50 respondents. The research instrument is in the form of a Likert scale questionnaire designed to measure participants' motivation and perception. The results showed that the motivation level of participants was very high, with intrinsic factors such as happiness being the dominant factor, accompanied by extrinsic factors such as health benefits and social interaction. In addition, participants' perception of the quality of the program was also very positive, which reflected satisfaction with the instructors, facilities, and the overall atmosphere of the activity. These findings show that campus-based community gymnastics programs are able to create a fun experience while encouraging sustainable participation. Therefore, this program has great potential as an effective and sustainable model in the development of people's physical activities.

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INTRODUCTION

People's fitness is an important aspect of global health development, especially in the midst of increasing urbanization and changes in modern lifestyles. Lack of physical activity is one of the main factors contributing to the increasing prevalence of non-communicable diseases such as diabetes, hypertension, and heart disease. Data from the World Health Organization shows that regular physical activity has an important role in preventing various chronic diseases and improving people's quality of life (World Health Organization, 2020). However, the development of a sedentary lifestyle has caused some people to do less physical activity on a regular basis, so efforts are needed to encourage community participation in sports activities that are easily accessible and interesting.

One form of physical activity that is in great demand by the public is aerobic gymnastics. Aerobic gymnastics is a recreational sport that can be done en masse, is relatively easy to follow by various age groups, and does not require complicated facilities. This activity not only provides benefits for physical health, but is also able to improve the psychological and social well-being of individuals (Iker & Solabarrieta, 2021). Research shows that rhythmic physical activities such as aerobic gymnastics can improve body fitness while strengthening social interaction between participants in a community environment (Yudho et al., 2020). In addition, the aerobic gymnastics program is also often used as an educational medium for active lifestyles for the wider community (Sari et al., 2026).

In the study of sports psychology, motivation is an important factor that influences a person to engage and persist in sports activities. In the theory of sports motivation put forward by Frederick and Ryan, individual participation in sports activities is influenced by two main dimensions, namely intrinsic motivation and extrinsic motivation. Intrinsic motivation deals with pleasure, personal satisfaction, and positive experiences gained during exercise, while extrinsic motivation deals with external factors such as health, social interaction, and the environment of sports activities. This perspective is also in line with Self-Determination Theory which explains that an individual's involvement in physical activity is influenced by basic psychological needs such as autonomy, competence, and social connectedness (Fernández-espínola et al., 2020).

Various studies show that motivation has a strong relationship with the level of community participation in recreational sports activities. Research conducted by Elmoose-Østerlund et al. (2023) shows that the main reasons a person participates in physical activity in their free time is related to health factors, pleasure factors, and the need to interact socially with others. Other research also shows that demographic factors such as age, gender, and social background can affect the variation in a person's motivation in doing sports. In addition, the type of sports activities carried out can also affect the form of motivation that appears in individuals (Hsu et al., 2022).

Variations in motivation in physical activity are also influenced by individual characteristics such as age, exercise experience, and fitness level. Research shows that each age group has a different motivational tendency to engage in physical activity. Studies conducted by (Adamczak, 2025) It found that adolescents tend to be motivated to do additional physical activity due to factors such as sports skill development, fitness improvement, and the need for personal achievement. Meanwhile, in the older age group, motivation to exercise is more related to efforts to maintain health, maintain body mobility, and improve the quality of daily life (Aistle & DeBeliso, 2023). These findings show that exercise motivation is not singular, but rather influenced by various psychological and demographic factors that shape an individual's reasons for participating in physical activity.

In the context of aerobic exercise, several studies in Indonesia show that people participate in gymnastics activities due to a combination of intrinsic and extrinsic factors. Research by Pradevi and Priyono (2023) found that health and pleasure motivation are the dominant factors in community participation in aerobic gymnastics activities in Kudus Regency. Similar findings were also expressed by Norita et al. (2024) who stated that aerobic gymnastics activities are not only seen as a sports activity, but also as a means of recreation and social interaction of the community. In addition, research by Schiff et al. (2022) also shows

that people's interest in gymnastics is influenced by intrinsic factors such as pleasure as well as extrinsic factors such as social environmental support.

In addition to motivation, public perception of the quality of sports programs also plays an important role in determining the sustainability of participation. Perception includes how participants assess the quality of instructors, facilities, activity atmosphere, and experience gained while participating in sports activities (Eva Norita et al., 2024). Research shows that positive perceptions of the quality of sports programs can increase participants' satisfaction and loyalty to these activities (Kuncoro & Rahayu, 2023). In the context of community-based sports activities, perceptions of the quality of program services often determine whether participants will return to the same activities on an ongoing basis.

Some studies have also shown that motivation and perception are closely related to the level of participation in sports activities. For example, research by Damai et al. (2024) found that the level of exercise motivation has a significant relationship with the level of community participation in aerobic gymnastics activities. In addition, Azzahra et al.'s (2025) research emphasizes the importance of a motivational climate in the implementation of sports activities that can affect individual engagement and satisfaction in physical activities. Other findings also show that sports motivation is related to how a person's satisfaction with the sports activities performed, thus affecting the consistency of participation in the long term (Sáez et al., 2021; Cho et al., 2020).

Although various studies have examined people's motivation and participation in sports activities, most of them still focus on the context of formal sports, athletes, or commercial fitness programs. Research examining community participation in community-based sports programs facilitated by students is still relatively limited. In fact, sports activities organized by educational institutions such as Student Activity Units (UKM) also have great potential in increasing community involvement in physical activities. This is also reinforced by research by Saubari et al. (2025) which shows that motivational factors can influence participants' involvement in sports programs organized by educational institutions.

In this context, Semarang State University through the Gymnastics Student Activity Unit (UKM) held the Sunday Morning Aerobics program. Previous studies have mainly focused on community motivation in participating in aerobic exercise and recreational sports (Toyib & Soenyoto, 2023). However, research that simultaneously examines motivational factors and participant perceptions toward a student-led community-based aerobic program is still limited. Furthermore, studies specifically investigating aerobic exercise programs organized by university student organizations remain scarce. Therefore, this study seeks to fill this gap by analyzing both motivation and public perception toward the Sunday Morning Aerobics Program organized by the UNNES Gymnastics Student Activity Unit. Which is an aerobic gymnastics activity that is carried out every Sunday morning in the campus environment. This program involves students as instructors who lead gymnastics and is open to the general public around the Sekaran and Gunungpati areas. Based on initial observations, this activity was attended by around 70–80 participants every week. The high level of community participation shows that this program has great potential as a means of promoting an active lifestyle as well as a medium of social interaction for the community around the campus.

The urgency of this research lies in the need to evaluate the sustainability and effectiveness of community-based physical activity programs in promoting an active lifestyle. Despite the high attendance rate of approximately 70–80 participants each week, there is currently no empirical evidence explaining why community members consistently participate in the program or how they perceive its quality. Understanding these factors is essential because participant motivation and perception are key determinants of long-term participation and program sustainability. The findings can provide evidence-based recommendations for improving program quality, increasing community engagement, and supporting public health promotion initiatives through university-community partnerships (Devid et al., 2023). The results of this research are expected to make an academic contribution to the development of community-based recreational sports studies and become the basis for evaluation for program organizers in improving the quality of community sports activities.

METHODS

This study uses a descriptive quantitative approach to analyze motivational factors and public perception of the Sunday Morning Aerobics program of UNNES Gymnastics UKM. The descriptive quantitative approach was chosen because the study aimed to describe the characteristics, tendencies, and distribution of data from respondents without directly examining cause-and-effect relationships. This method allows researchers to obtain an objective picture of the phenomenon being studied through the collection of numerical data which is then analyzed systematically. Quantitative research is generally used to explain the behavior patterns or perceptions of respondents based on measured data so that the results can be presented statistically (Sugiyono, 2022; Ghanad, 2023). In addition, the design of quantitative research also emphasizes the validity of measurements and the clarity of research variables so that the results obtained have a good level of reliability (Ogbonna Nwabuko, 2024).

The research population consisted of the general public who participated in the Sunday Morning Aerobics program held in the open area of UNNES. Based on initial observations, the number of participants who participated in this activity ranged from 70–80 people every week. In quantitative research, the population is the whole of subjects that have certain characteristics according to the research objectives, while the sample is a part of the population that is chosen to represent the characteristics (Hossan et al., 2023; Hasfiana et al., 2026). The sampling technique used in this study is convenience sampling, which is a sampling technique based on the ease of access to respondents available at the time of data collection. The research sample was determined from participants who were willing to fill out a questionnaire during the activity with a target of at least 50 respondents so that the data obtained could adequately describe the characteristics of the program participants.

Data collection is carried out using the Survey with questionnaire instruments. The questionnaire is designed to measure two variables, namely Motivation and Participants' perception of the aerobic program. Motivational variables include intrinsic motivations such as enjoyment of exercise and maintaining health, as well as extrinsic motivations such as social interaction and activity environment. Perception variables include participants' assessment of the quality of the instructor, music variation, and suitability of the training materials provided. Each statement item is measured using five-level Likert scale (1–5) which helps respondents provide a level of approval for each statement. Data collection was carried out directly at the activity location on Sunday morning during the program, so that respondents could provide answers based on their experience of participating in the activity. The preparation of research instruments in quantitative studies needs to consider the clarity of variables and indicators so that the questions asked can accurately represent the research concept (Barroga, 2022).

Table 1. Operational Research Variables

Variable	Theoretical Basis	Indicator	Number of Items
Motivation for Participation in Physical Activity	Self-Determination Theory explains that Individual motivation in physical activity can Derived from intrinsic and extrinsic motivations that seduce a person's involvement in a physical activity such as sports (Edward L. Deci & Richard M. Ryan).	1) Intrinsic motivation (Internal self) • Fun • Exercise satisfaction 2) Extrinsic motivation (Health) • Fitness • Maintain weight • Increase stamina) 3) Extrinsic motivation (Social) • Social interaction • Community support 4) Extrinsic motivation (Program context) • Location access • Activity schedule • Program fees • Program variations	24 grains
Perception Participants against Programs Aerobics	The concept of service quality SERVQUAL explains that an individual's perception of a service is formed from their experience of the quality of the service provided (A. Parasuraman; Valarie A. Zeithaml; Leonard L. Berry).	1) Perception of competence Instructor 2) Perception of the quality of program services 3) Perception of facilities and Activity environment 4) Perception of satisfaction Overall program	20 grains

Data analysis was carried out using percentage descriptive techniques to calculate the frequency and distribution of responses to each questionnaire item. The collected data is then processed using statistical software such as Microsoft Excel or SPSS to generate a percentage that describes the proportion of respondents to each category of answers. This technique is used because the research focuses on presenting the motivation and perception of participants without conducting inferential hypothesis testing. Before being used in the main data collection, the research instrument was first tested through a reliability test involving 10 non-sample respondents. The reliability test was carried out using Cronbach's Alpha coefficient, with a value of more than 0.70 as an indicator that the instrument has good internal consistency and is suitable for use in the study (Slater & Hasson, 2025).

RESULTS AND DISCUSSION

This section presents the results of data analysis obtained from the research using a descriptive quantitative approach. Data collection was carried out through a questionnaire instrument based on the Likert scale which was designed to measure participants' motivation variables and perceptions of UNNES Gymnastics UKM Sunday Morning Aerobics program. Respondents in the study amounted to 50 people who were selected using convenience sampling techniques based on direct participation in activities. The collected data was then analyzed through validity tests, reliability tests, frequency distribution, and descriptive statistics to provide a comprehensive picture of participants' motivation and perception tendencies.

1. Validity Test

Table 2. Motivational Variable Validity Test Results (P1)

Item	r count	r table (0.279)	Sig.	Remarks
P1-P24	0,306 – 0,643	0,279	<0.05	Valid

Based on **Table 2**, all items in the motivation variable have a calculated r value greater than the table r (0.279) and a significance value < 0.05. This shows that all statements on the motivation variable are declared valid and suitable for use in the research.

Table 3. Results of the Perception Variable Validity Test (P2)

Item	r count	r table (0.279)	Sig.	Remarks
P25-P44	0,432 – 0,790	0,279	<0.05	Valid

Based on **Table 3**, all items in the perception variable also have a value of r calculated > r of the table and a significance value of < 0.05. Thus, all items in the perception variable are declared valid.

1. Reliability Test

Table 4. Instrument Reliability Test Results

Variable	Cronbach's Alpha	Standard	Remarks
Motivation	0,871	>0.70	Reliable
Perception	0,913	>0.70	Reliable

Based on **Table 4**, the value of Cronbach's Alpha on the motivation variable is 0.871 and the perception variable is 0.913. Both values are greater than 0.70, so it can be concluded that the research instrument has a high level of internal consistency and reliability.

2. Frequency Distribution of Motivational Variables

Table 5. Distribution of Participant Motivation Frequency

Categories	Score Range	Frequency	Percentage
Strongly Disagree	24–48	0	0%
Disagree	48,1–64	0	0%
Neutral	64,1–80	0	0%
Agree	80,1–96	6	12%
Strongly agree	96,1–120	44	88%
Total		50	100%

Based on **Table 5**, the majority of respondents were in the strongly agree category (88%), while the rest were in the agree category (12%). There were no respondents who were in the neutral, disagreed, or strongly disagreed category. This shows that the level of public motivation in participating in the Sunday Morning Aerobics program is in the very high category.

3. Frequency Distribution of Perception Variables

Table 6. Distribution of Participant Perception Frequency

Categories	Score Range	Frequency	Percentage
Strongly Disagree	21–40,75	0	0%
Disagree	40,85–53,91	0	0%
Neutral	54,01–67,08	0	0%
Agree	67,18–80,25	7	14%
Strongly agree	80,35–100	43	86%
Total		50	100%

Based on **Table 6**, most of the respondents were in the strongly agree category (86%), and the rest were in the agree category (14%). These overall results show that the public's perception of the Sunday Morning Aerobics program is in the very high category, which means that participants have a very positive assessment of the quality of program implementation.

4. Descriptive Statistics

Table 7. Descriptive Statistics of Research Variables

Variable	N	Minimum	Maximum	Red	Std. Deviation
Motivation	50	89,00	120,00	104,72	7,76
Perception	50	69,00	100,00	87,88	7,51

Table 8. Summary of Item Statistics

Remarks	Value
Highest mean	4.74 (p1)
Lowest mean	3.78 (p17)
Mean range	3,78 – 4,74
Standard range of deviation	0,48 – 0,91

In more detail, the average value of the motivation variable which reached 104.72 showed that most of the respondents had a very strong drive in participating in the Sunday Morning Aerobic program. This indicates that both intrinsic factors such as personal pleasure and satisfaction, as well as extrinsic factors such as health, social interaction, and ease of access to programs, both have succeeded in playing a significant role in encouraging community participation.

Meanwhile, the average value of the perception variable of 87.88 also showed that respondents gave a very positive assessment of the quality of the program held. This good perception reflects that aspects such as instructor competence, service quality, facilities, and overall program satisfaction have been able to meet the expectations of participants.

The relatively high mean range (3.78–4.74) shows that almost all statement items received a response of "agree" to "strongly agree", so there were no significantly negative assessments. In addition, the standard deviation values in the low to medium range show that the variation in answers between respondents is not too large, so it can be concluded that participants' perceptions and motivations tend to be uniform. Thus, the results of these descriptive statistics strengthen the finding that the Sunday Morning Aerobics program of UNNES Gymnastics UKM was not only able to attract public interest, but also succeeded in creating a consistent positive experience for its participants.

Participant's Motivation Level

The results showed that the motivation level of participants was in the very high category, which was characterized by the dominance of "strongly agree" answers of 88%. These findings generally and consistently indicate that individual participation in the activities studied was not sporadic, but rather driven by relatively strong internal impulses.

Conceptually, this condition is in line with the framework of Self-Determination Theory which emphasizes the importance of intrinsic and extrinsic motivation in encouraging individual involvement in physical activity (Ryan, 2025). High self-motivation will reflect the fulfillment of basic psychological needs such as competence, autonomy, and social connectedness, which ultimately strengthens the sustainability of participation.

Furthermore, the dominance of pleasure and health factors as the main drivers shows that intrinsic motivation has a more significant role than extrinsic motivation. Individuals tend to participate in activities not solely because of external pressures, but because of personal satisfaction and fitness benefits. These findings are reinforced by research (Wang, 2025) which states that fun- and health-based exercise motives are positively correlated with improved aerobic fitness in adolescents. In addition, the study of Zhou et al. (2025) also confirms that strong motivation has a significant relationship with improvement cardiorespiratory fitness, thus showing that the motivational aspect has an impact not only on participation, but also on physiological outcomes.

From a social-psychological perspective, high motivation is also related to other factors such as self-perception and social anxiety. Individuals with high exercise motivation tend to have social physical anxiety more controlled, especially in those who are already at a more advanced stage of behavior change. In addition, research conducted by (Coudeville et al., 2021) Showing that motivation is an important determinant of aerobic performance, particularly under certain environmental conditions, further strengthens the argument that motivation is not only a psychological variable, but also has direct implications for physical performance. In fact, structured aerobic activity-based interventions have been proven to improve quality of life as well as individual motivation (Zupkauskiene et al., 2022).

When compared to previous studies, these results show a fairly strong consistency. According to Pradevi and Priyono (2023) in their research, people's motivation to participate in aerobic gymnastics is also in the high category, with health and pleasure factors as the dominant drivers. A similar point was also put forward by Elmoose-Østerlund et al. (2023) who found that the motives of leisure, health, and pleasure are the main reasons individuals are attracted to engaging in physical activity in their free time. Thus, the findings in this study do not stand alone, but rather reinforce a common pattern that has been identified in various contexts and populations.

In addition, several other studies have enriched the interpretation of these results. Ahsan et al. (2024) also revealed that demographic characteristics can influence motivation variations, although in general motivation for physical activity remains in the high category. Similar findings were also conveyed by Kuncoro and Rahayu (2023) and Schiff et al. (2022) who emphasized the importance of intrinsic and extrinsic factors in shaping public interest in recreational sports. Therefore, it can be concluded that the high motivation of the participants in this study is the result of a complex interaction between psychological, social, and perceived health benefits, thus forming a tendency for stable and sustainable participation.

Dominant Factors in Motivation

The results of the analysis showed that the dominant factors in participant motivation could be identified through the highest mean values on several items, such as p1 and p7, which represented the individual's main motivation to participate in the activity. The high mean value of the item indicates that motivation is not singular, but is formed from a combination of several factors that complement each other. In this context, intrinsic motivation such as pleasure is the most prominent aspect, followed by extrinsic motivation in the form of health motivation, as well as social factors that help strengthen participant involvement. This pattern shows that participant motivation is multidimensional and cannot be reduced to just one specific aspect. In terms of intrinsic motivation, pleasure is the main factor that drives participation. Individuals tend to engage in activities because they feel personal satisfaction, comfort, and positive experiences while participating in activities. According to Ryan (2025), within the framework of *Self-Determination Theory*, intrinsic motivation has the most powerful role in maintaining the sustainability of behavior because it comes from within the individual.

Health factors as a form of extrinsic motivation also have a significant contribution. Participants are not only looking for fun, but also realize the benefits of the activity on their fitness and physical condition. Wang (2021) asserted that health-oriented exercise motives were positively correlated with improved aerobic fitness, while Zhou et al. (2025) in their meta-analysis study found strong motivation to be closely related to improved *cardiorespiratory fitness*. In addition, Zupkauskiene et al. (2022) show that aerobic activity driven by health motivation is able to improve quality of life while lowering anxiety levels. Thus, health factors act as external reinforcers that reinforce existing intrinsic motivations.

Social factors also emerged as an important component in shaping participants' motivation. Involvement in activities is not only influenced by individual needs, but also by social interaction, a sense of community, and environmental support. Elmoose-Østerlund et al. (2023) state that social motives are one of the main reasons individuals participate in physical activity in their free time. This is reinforced by Eva Norita et al. (2024) and Kuncoro and Rahayu (2023) who found that aspects of togetherness and social interaction can increase public interest in recreational sports. In addition, (Macila et al., 2024) It shows that high motivation is also related to the management of self-perception in social contexts.

Based on the overall findings, it can be understood that the program carried out does not only function as a sports activity, but also as a social space that supports interaction and connectedness between individuals. This shows that the success of the program is not only determined by the physical aspect, but also by the program's ability to meet the psychological and social needs of the participants. These findings are consistent with the research of Pradevi and Priyono (2023) which highlights the importance of the pleasure and togetherness factors in increasing participation, and is reinforced by Elmoose-Østerlund et al. (2023) who affirm that a combination of intrinsic, extrinsic, and social motives is the main determinant of individual involvement in physical activity. Thus, a holistic approach is key to maintaining participant motivation in a sustainable manner.

Participant's Perception of the Program

The findings showed that 86% of respondents said they strongly agreed with the program they followed, which indicates that the perception of participants is in the very positive category. This high acceptance rate reflects that the program not only meets the basic expectations of participants, but is also able to provide an all-around satisfying experience. This condition also shows that there is a compatibility between the program design and the preferences and needs of participants in the field. In this context, positive perception can be understood as a result of the interaction between the quality of services provided and the needs and expectations of participants during the activity.

If associated with the SERVQUAL theory, participants' perception of the program is influenced by several dimensions, namely tangibles (facilities), reliability (program reliability), responsiveness (instructor responsiveness), assurance (quality assurance), and empathy (attention to participants). Each of these dimensions contributes simultaneously to shaping participants' assessments of the quality of the programs they receive. The quality of communicative and professional instructors, adequate facilities, and a conducive training atmosphere are important factors in shaping this positive perception. This is in line with the findings of Obrusnikova et al. (2025) who emphasize that the facility environment and instructor support play a key role as a key facilitator in improving participants' experience in physical activity.

Furthermore, aspects of the atmosphere and group dynamics also strengthened the positive perception of the participants. The social interaction built in the group provides psychological effects in the form of a sense of comfort and attachment between participants. Royse et al. (2023) stated that group-based training programs are able to increase motivation while reducing barriers to participation through supportive social interactions. The perception of activity intensity and comfort is also a determining factor, as explained by Dysart & Harden (2023) and (Gottschall & Hastings, 2023) Physiological and psychological experiences during the exercise influence how participants assess the quality of the program. The training

environment, both indoor and nature-based, can also affect participants' affectation and satisfaction (Brito et al., 2024).

The results of this study are also consistent with the study of Ferrusola-Pastrana et al. (2024) which showed that community-based exercise programs are able to create positive perceptions due to the presence of social support and a sense of community. Involvement in the community not only increases satisfaction, but also strengthens participants' commitment to continue participating. In a broader context, a good perception of sports programs also correlates with the sustainability of participant participation. This is reinforced by Kuncoro & Rahayu (2023) and Norita et al. (2024) as comparative studies, which found that the quality of experience in participating in aerobic gymnastics activities is the main determinant in shaping public perception and interest in continuing to participate.

Thus, it can be concluded that the perception of participants who are very positive is not only influenced by a single factor, but is the result of integration between several factors such as in this case, namely the quality of service, instructor competence, facility conditions, and the social atmosphere created in the program. The synergy between these factors results in a comprehensive experience for participants. These findings imply that the management of sports programs needs to consider a holistic approach, where technical and social aspects go hand in hand. The program is no longer seen as just a physical activity, but also as a space for social interaction that is able to increase the comfort, satisfaction, and attachment of participants to the activities they participate in.

Motivation and Perception Relationship

The relationship between motivation and perception in this study can be analyzed conceptually even though no statistical correlation test was conducted. The findings show that a high level of motivation accompanied by a very positive perception has implications for a high tendency to participate. This combination reflects a synergistic relationship, where the participants' internal and external motivations are strengthened by positive experiences during the program. Thus, motivation and perception are seen as two complementary constructs in shaping participatory behavior. This relationship also indicates that the success of the program is not only determined by the motivational aspect, but also by how the participants interpret the experiences they feel while participating.

According to Damai et al. (2024), strong motivation is closely related to the level of participation in aerobic gymnastics activities, especially when individuals feel the direct benefits of the activity. This is reinforced by Sáez et al. (2021) who stated that motivation not only influences the initial decision to participate, but also contributes to satisfaction and sustainability of engagement in physical activity. In the context of this study, a positive perception of the quality of the program functions as a reinforcement that maintains the stability of participants' motivation, so that participation can take place consistently. In other words, the positive experiences felt by participants are an important factor in maintaining the intensity of their engagement in the long run.

Theoretically, this relationship can also be explained through the perspective of Self-Determination Theory which emphasizes the importance of fulfilling basic psychological needs such as competence, autonomy, and connectedness. When participants are highly motivated and supported by a positive perception of the program environment, these psychological needs tend to be met, thereby increasing active involvement. This confirms that psychological factors and subjective experience have an equally important role in determining the success of participation.

Factors of perception of program quality mediated the relationship between motivation and participation. Studies by Obrusnikova et al. (2025) and Royse et al. (2023) show a supportive exercise environment as well as positive social interaction can strengthen participants' motivation to stay engaged. Perceptions of physiological and psychological aspects during exercise, such as comfort and intensity of activities also contribute to shaping experiences that encourage sustained participation. In fact, the context of the training environment such as indoor or nature-based settings can affect the affectation and

satisfaction of participants (Brito et al., 2024). The quality of the experience felt by participants is an important bridge between initial motivation and sustainability of participation.

Furthermore, various studies show that high motivation has direct implications for fitness and health outcomes, which ultimately reinforces participants' positive perceptions. Wang (2021) and Zhou et al. (2025) affirm that exercise motivation correlates with increased physical fitness. Motivation is also related to psychological aspects such as anxiety and quality of life. It can be concluded that the relationship between motivation and perception forms a positive cycle that contributes to increased participation, satisfaction, and sustainability of participants' involvement in sports programs, while strengthening the physical and psychological benefits obtained.

Practical Implications

The findings of this study show that the Sunday Morning Activity (SMA) programs studied have proven to be effective in increasing motivation and shaping participants' positive perceptions of physical activity. This effectiveness is not only reflected in the high level of participation, but also in the consistency of participants' involvement in participating in these activities. Practically, this confirms that community-based programs in the campus environment have great potential as a means of fostering a sustainable active lifestyle. Thus, UKM is no longer just a forum for student activities, but also functions as a strategic instrument in building a healthy living culture.

In a broader context, the program can be replicated as a campus-based community sports model that is adaptive and inclusive. According to Ramli et al. (2022), the implementation of healthy living movements such as GERMAS through aerobic gymnastics activities has been proven to be able to increase public awareness of the importance of physical activity. This shows that a structured and participatory community approach can be an effective medium in encouraging health behavior change. In line with that, the success of the SMA program in this study strengthens the argument that educational institutions have a significant role in facilitating organized and sustainable physical activity.

Apart from being a community model, this program also has broad and significant implications as a public health promotion strategy. Huang & Wu (2024) assert that increased exercise awareness and behavior directly contributes to improving the quality of individual health, particularly in aspects of fitness and well-being. In this study, high motivation and positive perception of participants showed that the program was able to build this awareness effectively. Thus, campus community-based sports programs can be positioned as a relevant promotive-preventive intervention in the context of modern public health.

Furthermore, the community-based approach applied in this program is also in line with the findings of Carter et al. (2025) which show that community-based physical activity, including in an open environment (green exercise), has a positive impact on health, well-being, and increased participation. This indicates that environmental aspects, social interaction, and collective experience are important elements in the success of sports programs. These findings are supported by Damai et al. (2024) and Sáez et al. (2021) as comparative studies, which affirm that motivation and positive experiences in physical activity contribute to the sustainability of individual participation.

Thus, the practical implications of this study lead to the importance of developing a sports program that not only focuses on the physical aspect, but also pays attention to the social and psychological dimensions of the participants. SMA programs can be used as a prototype in designing broader community-based interventions, both in the educational environment and the general public. In the future, program managers are expected to be able to integrate more innovative and contextual strategies, so that the program is not only participatory, but also able to create sustainable health impacts and improve the quality of life of the community as a whole.

CONCLUSION

Based on the results of the research, it can be concluded that the Sunday Morning Aerobic UKM UNNES Gymnastics program is able to produce a very high level of motivation and perception of participants. Participant motivation is formed through a combination of intrinsic factors such as personal pleasure and satisfaction, as well as extrinsic factors such as health and social interaction, which simultaneously encourage consistent participation. On the other hand, a very positive perception of the quality of the program shows that the instructors, facilities, and atmosphere of the activity have been able to meet the expectations of the participants. The relationship between motivation and perception forms a mutually reinforcing pattern, thus contributing to the sustainability of participants' involvement in physical activity. Overall, this program is not only effective as a sports activity, but also as a community-based active lifestyle coaching medium that has the potential to be developed more widely in the context of public health promotion.

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