

The Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan

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Abstract. The type of research used in this study is to use quantitative methods of survey methods. Survey research deals with questions about one's own beliefs and behavior. In this study, the population was all Fitness Members at NR Gym Fitness Center Medan, which amounted to 3 people as the research sample, all of which were 3 people. The purpose of this research is to see the motivation of Fitness Center Members in doing fitness at NR Gym Fitness Center Medan. Respondents were asked to put a tick (✓) in the available column according to the actual situation and this study used a Likert scale with a range of 5 (five). Based on the analysis found, it can be concluded that the Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan is for fitness.

Key words: motivation, member, fitness center

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INTRODUCTION

Fitness center is a fitness center that is currently developing. Both teenagers and adults are attracted to this place, because in this place they can exercise comfortably and do not require much time and can be adjusted to their time (Prasetyo et al., 2021). Along with the development of this fitness center era, it seems like it has become a necessity today where one does not need to find time off to exercise, because the operating hours and aerobic class schedule offered by the fitness center management really helps them in determining their fitness schedule (Riseth, L., Lund Nilsen, T. I., Hatlen Nøst, T., & Steinsbekk, A, 2022).

The existence of a fitness center through a program in the pattern of people's lives creates a new phenomenon, especially regarding the diversity of community needs that appear in their activities (Wargama, I. M. D. S., Soegiyanto, S., & Hadi, H, 2022). Some people use sports to meet their needs. This relates to human needs which include physiological, safety, self-actualization, self-esteem, and the need for love and dependence.

Various ways are done by each individual to meet all needs, one of which is by becoming a member at the fitness center (Harris, A., & Smith, T, 2022). The community's need for a practical but still healthy lifestyle is an opportunity for the fitness business. Especially in urban areas where most of the workers are very busy.

There are various reasons why urban people prefer to exercise in the fitness center, including, the fitness center is equipped with sophisticated equipment and facilities, as well as a variety of programs that make its members excited to move their bodies and are supervised by professional trainers, as well as classes in the fitness center (Goghari, V. M., Hagstrom, S., Madon, S., & Messer-Engel, K, 2020). Can add a variety of exercises so that it is not boring, other benefits in certain fitness center members are considered to increase one's prestige.

Motivation it self is divided into two, namely intrinsic motivation and extrinsic motivation. The two types of motivation can be divided into several types of motivation to find out why someone does fitness sports. Intrinsic motivation consists of the pleasure one gets from exercising (enjoyment/interest), the desire to conquer challenges and hone interests and abilities (competence). While extrinsic motivation consists of the desire to improve the appearance of the body (appearance), the desire to improve physical fitness (fitness), and to perform social interactions (Rokka, S., Kouli, O., Bebetos, E., Goulimaris, D., & Mavridis, G, 2019).

In addition to obtaining health benefits, the fitness center is also a comfortable place to socialize, can meet new people, including the opposite sex, or make appointments with friends, go hangout after exercise to a location that is usually close to the fitness center. Komala Hardiansyah, (2014). This is because in the fitness center the members can meet other members of various ages and professions.

Motivation itself is divided into two, namely intrinsic motivation and extrinsic motivation. The two types of motivation can be divided into several types of motivation to find out why someone does fitness sports. Intrinsic motivation consists of the pleasure one gets from exercising (enjoyment/interest), the desire to conquer challenges and hone interests and abilities (competence). While extrinsic motivation consists of the desire to improve the appearance of the body (appearance), the desire to improve physical fitness (fitness), and to perform social interactions (Jarman, H. K., Marques, M. D., McLean, S. A., Slater, A., & Paxton, S. J, 2021).

When someone starts doing fitness sports and then does it again so that it becomes a routine, because the person feels happy/gets his own pleasure in doing it. Who does fitness feels happier than someone who does fitness (Goodyear, V. A., Armour, K. M., & Wood, H, 2019). Sports fitness can improve psychological health, reduce levels of anxiety and depression and improve a person's mood. From this background, researchers will conduct research on "Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan".

METHOD

The type of research used in this research is to use quantitative methods, namely survey methods. Survey research deals with questions about a person's beliefs and behavior. Survey research uses quantitative research in which data obtained from a sample of the research population is then analyzed according to the statistical methods used and then interpreted (Li, Y., Wang, X., Si, S., & Huang, S, 2019). Quantitative methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of testing hypotheses (Park, Y. S., Konge, L., & Artino, A. R, 2020). In this study, the population was all Fitness Members at NR Gym Fitness Center Medan, totaling 3 people. The number of population that is less than 100, the entire population is used as a research sample, all of which are 3 people.

Questionnaire or questionnaire as a data collection technique which is done by giving a set of questions or written statements to respondents to answer (Hinsley, A., Keane, A., St. John, F. A., Ibbett, H., & Nuno, A, 2019). The questionnaire used in this study was a Likert scale questionnaire.

Table 1. Scores for Each Item on a Likert Scale

Answer	Score
Strongly agree	5
Agree	4
Doubtful	3
Do not agree	2
Strongly Disagree	1

In this research, the instrument used is a questionnaire. Respondents were asked to put a tick (√) in the available column according to the actual situation and this study used a Likert scale with a range of 5 (five). Before the researcher conducted item validity, the researcher gave a questionnaire to students with the same characteristics as the sample to see the level of readability of the sample against the questionnaire given by the researcher, to reduce the error rate in the validation of the questionnaire items. To calculate the validation of a given item, the SPSS 22 application is used. In addition to being valid,

the instrument must also meet reliability standards. An instrument is said to be reliable if it can be trusted to collect research data.

In quantitative research, data analysis is an activity after data from all respondents is collected. Where the activities in data analysis are: grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data for each variable studied, performing calculations to answer the problem formulation

RESULT AND DISCUSSION

The type of research used in this study is to use quantitative methods of survey methods. Survey research deals with questions about one's own beliefs and behavior. In this study, the population was all Fitness Members at NR Gym Fitness Center Medan, which amounted to 3 people as the research sample, all of which were 3 people. The purpose of this study was to see the motivation of Fitness Center members in doing fitness at NR Gym Fitness Center Medan. From the results of data analysis carried out, it can be described in the form of a table as follows:

Table 2. Description Motivation Statistics

No	Statistic	Score
1	<i>Mean</i>	48.67
2	<i>Median</i>	49
3	<i>std Deviation</i>	12.50333
4	<i>Minimum</i>	36
5	<i>Maksimum</i>	61

Based on the data above, it can be described that the Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan has an average (mean) 48.67, median value (median) 49, standard deviation (SD) 12.50, the lowest score (minimum) 36 and highest score (maximum) 61

Table 3. Members Feel Happy Doing Fitness Exercises

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	1	33.3
3	Doubtful	2	66.7
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) agreed, expressed doubt (66.7%) and did not state at all, strongly agreed (0%), disagreed (0%), strongly disagree (0%).

Table 4. Fitness Member Feels Fit After Doing Fitness Exercise

No	Alternative Answer	Frequency	%
1	Strongly agree	1	33.3
2	Agree	1	33.3
3	Doubtful	1	33.3
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) stated strongly agree, agreed (33.3%), expressed doubt (33.3%) and did not state at all, disagreed (0 %), strongly disagree (0%).

Table 5. Fitness Members Feel Excited to Do Fitness Exercises

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	1	33,3
3	Doubtful	2	66,7
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) agreed, expressed doubt (66.7%) and did not state at all, strongly agreed (0%), disagreed (0%), strongly disagree (0%).

Table 6. Fitness Members Do Exercises Because of Hobbies

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	0	0
3	Doubtful	1	33,3
4	Do not agree	2	66,7
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (33.3%) respondents (fitness center members) expressed doubt, disagreed (66.7%) and did not state at all, strongly agreed (0%), agreed (0%), strongly disagree (0%).

Table 7. Member's Desire Accomplished In Performing Fitness Exercises

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	1	33.3
3	Doubtful	1	33.3
4	Do not agree	1	33.3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (33.3%) respondents (fitness center members) agreed, expressed doubts (33.3%), said they disagreed (33.3%) and did not state at all, strongly agreed. (0%), strongly disagree (0%).

Table 8. Member's Self Desire In Doing Exercise

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	0	0
3	Doubtful	2	66,7
4	Do not agree	1	33,3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (66.7%) respondents (fitness center members) expressed doubt, disagreed (33.3%), and did not state at all, strongly agreed (0%), agreed (0%), strongly disagree (0%).

Table 9. Fitness Members Do Exercises Because Someone Wants To Be Developed In Sports

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	1	33.3
3	Doubtful	1	33.3
4	Do not agree	1	33.3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) agree, express doubt (33.3%), disagree (33.3%), and do not state at all, strongly agree (0%), strongly disagree (0%).

Table 10. Fitness Members Do Exercises Because They Want To Get An Attractive Body Appearance

No	Alternative Answer	Frequency	%
1	Strongly agree	1	33.3
2	Agree	0	0
3	Doubtful	1	33.3
4	Do not agree	1	33.3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) stated strongly agree, expressed doubt (33.3%), stated disagreed (33.3%), and did not state at all, agreed (0%), strongly disagree (0%).

Table 11. Fitness members do exercises because they want to look attractive in front of them

No	Alternative Answer	Frequency	%
1	Strongly agree	1	33.3
2	Agree	0	0
3	Doubtful	0	0
4	Do not agree	2	66.7
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that (33.3%) of respondents (fitness center members) stated strongly agree, stated disagreed (66.7%), stated and did not state at all, agreed (0%), unsure (0%)), strongly disagree (0%).

Table 12. Fitness Members Doing Exercises Want to Show Appearance to Friends

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	0	0
3	Doubtful	1	33.3
4	Do not agree	2	66.7
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (33.3%) respondents (fitness center members) expressed doubt, disagreed (66.7%) and did not state at all, strongly agreed (0%), agreed (0%), strongly disagree (0%).

Table 13. Fitness Members Doing Exercises Want to Improve Body Fitness

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	2	66.7
3	Doubtful	0	0
4	Do not agree	1	33.3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (66.7%) of respondents (fitness center members) agree, disagree (33.3%) and do not state at all, strongly agree (0%), unsure (0%), strongly disagree (0%).

Table 14. Fitness Members Do Exercises Because of a Health Need

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	3	100
3	Doubtful	0	0
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (100%) respondents (fitness center members) agreed, stated and did not state at all, strongly agreed (0%), unsure (0%), disagreed (0%), very disagree (0%).

Table 15. Fitness Members Doing Exercises Want to Increase Physical Endurance

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	2	66.7
3	Doubtful	1	33.3
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (66.7%) respondents (fitness center members) agreed, expressed doubts (33.3%) and did not state at all, strongly agreed (0%), disagreed (0%), strongly disagree (0%).

Table 16. Fitness Members Do Exercises Because of Other People's Encouragement

No	Alternative Answer	Frequency	%
1	Strongly agree	0	0
2	Agree	0	0
3	Doubtful	2	66.7
4	Do not agree	1	33.3
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (66.7%) respondents (fitness center members) expressed doubt, disagreed (33.3%) and did not state at all, strongly agreed (0%), agreed (0%), strongly disagree (0%).

Table 17. Fitness Members Do Exercises Because They Are Influenced By Friends

No	Alternative Answer	Frequency	%
1	Strongly agree	1	33.3
2	Agree	0	0
3	Doubtful	2	66.7
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (66.7%) respondents (fitness center members) expressed doubt, strongly agreed (33.3%) and did not state at all, agreed (0%), disagreed (0%), strongly disagree (0%).

Table 18. Fitness Members Do Exercises Because of Challenges From Others

No	Alternative Answer	Frequency	%
1	Strongly agree	1	33,3
2	Agree	0	0
3	Doubtful	2	66,7
4	Do not agree	0	0
5	Strongly Disagree	0	0
Amount		3	100

The table above illustrates that in general (33.3%) respondents (fitness center members) strongly agree, agree (33.3%), disagree (33.3%) and do not state at all, unsure (0%), strongly disagree (0%).

The existence of fitness centers through programs in the pattern of people's lives creates a new phenomenon, especially regarding the diversity of community needs that appear in their activities (Ismail, M. A., Nazeri, A. F., Zailan, N. A. I., & Ilias, N. F., 2021). Some people use sports to meet their needs. This relates to human needs which include physiological, safety, self-actualization, self-esteem, and the need for love and dependence. Various ways are done by each individual to meet all needs, one of which is by becoming a member at the fitness center.

Based on the results of research studies (Muttaqin, A., Ifwandi, I., & Jafar, M, 2016) entitled "Motivation of Fitness Center Members in Doing Physical Fitness Exercises (Case Study on Members of Wana Gym Banda Aceh in 2015)". The formulation of the problem in this study is the motivation of fitness members to do physical fitness exercises. This study aims to determine the motivation of fitness members to do physical fitness exercises. This type of research is descriptive research. The research sample is fitness member, totaling 16 people. The instrument used is a qualitative instrument with a Likert scale. Data were collected using a questionnaire. The data were analyzed using the percentage formula. The results of the study indicate that the motivation of members of the Wana Gym fitness center in doing fitness exercises is very high in pleasure and fitness reaches 100%.

CONCLUSION

This study aims to determine the Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan. The type of research used in this study is to use quantitative methods, survey methods. Based on the analysis found, it can be concluded that the Motivation of Fitness Center Members in Doing Fitness at NR Gym Fitness Center Medan is for fitness.

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