The Effect of Motivation and Perception toward people's Interest in Exercising at the Fitness Center (Study at the members of Kemang Fight Gym)

THESIS

By:

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BACHELOR OF BUSINESS ADMINISTRATION PROGRAM
SEKOLAH TINGGI MANAJEMEN IPMI
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A THESIS

Submitted in a partial fulfillment of the requirements for the degree of Bachelor of Business Administration
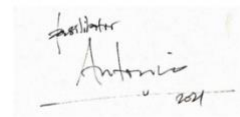
CERTIFICATE OF APPROVAL

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Topic   : The effect of Motivation and Perception toward people's Interest in exercising at the Fitness Center (Case study on the members of Kemang Fight Gym)

We hereby declare that this Thesis is from student's own work, has been read and presented to Sekolah Tinggi Manajemen IPMI Board of Examiners, and has been accepted as part of the requirements needed to obtain a Bachelor of Business Administration Degree and has been found to be satisfactory.

Jakarta, 14 September 2021

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Director of Academic Affairs

NON-PLAGIARISM DECLARATION FORM

This Thesis is a presentation of our original research work. Wherever contribution of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions

Also, this work is being submitted in partial fulfilment of the requirements for the Bachelor of Business Administration degree and has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

Jakarta, 14 September 2021

Rivaldo Pradana

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Abstract

The Sports Industry has experienced considerable growth at this time. Especially when the COVID-19 pandemic is spreading, many people are starting to become aware of their health and start doing sports. one of which is exercised at the fitness center. Kemang Fight Gym is one of the Fitness Centers in Jakarta. The Fitness Center which has been established since 2013 often experiences ups and downs of members who exercise there. during the pandemic, Kemang Fight Gym experienced a decrease in members. The purpose of this study was to determine the factors that influence the interest of the members of Kemang Fight Gym to exercise there, namely their motivation and perception factors. Subjects were categorized by gender, age, domicile, and how often did they exercise in a week.

The data collected from 52 respondents is analyzed using multiple regression analysis methods. The model feasibility test (F-Test) reveals that the independent variable (Motivation & Perception) does indeed have a simultaneous significant influence on the dependent variable (Interest). The partial test (T-Test) results show that the two independent variables, Motivation and Perception, have a favorable impact on Kemang Fight Gym members' Interest to exercise there.

Keyword: *Motivation, Perception, Kemang Fight Gym*

Chapter 1

Introduction

1.1 Background

There are three human needs in life, primary needs, secondary needs, and tertiary needs. Of the three needs, primary needs are the basic needs that humans must meet. Primary needs consist of clothing, food, shelter. Health is also a primary need and research proves that health can be obtained by doing regular exercise.Exercising regularly is also able to provide physical fitness, which can give a person the ability to do daily work efficiently without causing excessive fatigue so that he can still enjoy his spare time. Physical activities and exercise not only maintain physical and psychological health, but also help our body to respond to the negative consequences of several diseases such as diabetes, hypertension, cardiovascular diseases, and respiratory diseases *(Owen et al., 2010; Lavie et al., 2019; Jimenez-Pavon et al., 2020).*

According to *cholik mutoir,1992* exercise is a systematic process consisting of every activity and effort that can help develop or foster the physical and spiritual potentals of a person as an individual or a member of society. nowadays, sport has become one of the people's needs, especially people in big cities who are now becoming aware of their health, from students to office workers. The density of their activities made them not have much free time, and chose to exercise at the fitness center. The number of people who start exercising at the fitness center plus the rapid advancement of technology which makes it easier to share activities while in the fitness center makes exercising at the fitness center seem like a new trend. Apart from being a place to exercise, often the fitness center is also a place to socialize and also for business people,

sometimes they make the fitness center their place to exercise as well as talk about their business with clients.

But since March 2020 things have changed due to the emergence of the Covid-19 virus, a virus whose first case was found in Wuhan China on December 31, 2019. Covid-19 is a virus that spreads relatively quickly.

This virus can be transmitted from human to human through close contact and splashes of fluids when sneezing and coughing. Because of this, the government implemented a policy of "pembatasan sosial berskala besar" or what is commonly abbreviated as "PSBB". This has led to the prohibition of opening places such as schools, restaurants, offices, and all places that have the potential to cause crowds, one of which is the fitness center.

Due to the increasing number of Covid-19 cases, PSBB regulations are continue, especially for sports venues such as fitness centers because the government said fitness centers to be places that are very vulnerable to the transmission of the Covid-19 virus. The necessity to stay at home for a long period of time poses challenges to maintaining physical fitness, obstructed physical activity, limited communication and socialization, and uncertainty and helplessness causing psychological and physical health problems (Ammar et.al., 2020a, c). Psychoogical problems that occur in adults adjusting to the current lifestyle according to the fear of contracting Covid-19 disease (Varshney et al. 2020). One way of dealing with this problem during the Covid-19 pandemic with effective countermeasures, psychological resources, and regular physical exercise can help to deal with these health-related problems (Chtourou et al., 2020).

Of the 31 studies published by Bentlage et al. (2020), it can be concluded that the limited physical activity caused by the current pandemic is a major public health problem which is a major risk factor for decreased life expectancy and many physical

health problems (Jurak et al., 2020). Exercise has been shown to keep other functions such as the respiratory, circulatory, muscular, nervous and skeletal systems intact as well as other systems such as the endocrine, digestive, immune, and kidney systems which are important in fighting unknown threats to our bodies. (Lavie et al., 2019; Jimenez pavon et al., 2020).

After several months, the government has finally started opening public places such as malls, restaurants, offices and sports venues with limited capacities. Due to the increasing number of Covid-19 cases, people are starting to become aware of their health and are starting to maintain their health by one of them is diligently exercising such as cycling, jogging, and also indoor sports such as exercising at a fitness center.

Based on an article written by theconversation.com, they conducted an online survey in December 2020 of 321 respondents and showed that 1 in 5 people who had not previously exercised started exercising when the Covid-19 pandemic hit, and nearly half of the respondents had exercised since before the pandemic changed his sports activities for the better. Sports fitness is one that is in great demand by the community. Quoting from wellnesscreatives.com the market size global health clubs industry in 2021 has reached $ 96.7bn.

The number of health clubs globally has also increased quite rapidly from 2014 to 2018, with an increase from 165,000 to 210,000
Source: wellnesscreatives.com

Fitness market 2021

Figure 1 : Fitness market 2021

Source: wellnesscreatives.com

In terms of fitness market growth, the data above represents an increase of 1 million members since 2019. In Indonesia,Based on interview data conducted by the *marketeers.com* team with *Francis Wanandi*, CEO of Gold's Gym Indonesia, said the penetration of fitness centers in Indonesia is just under 1.2%. This figure is much smaller than the penetration in Singapore which is 8%, Malaysia 4.3%. "In terms of value, the fitness industry in Indonesia is Rp. 2-3 trillion. It could have been much bigger" According to him, the fitness industry in Indonesia is a bit misguided. Consumers today are mostly just "joining in", not towards self-awareness. "The bad thing is that the industry's retention is bad. This means that customer discipline is low and they get bored quickly. So, these industry players always make attractive promotions and offers to keep them loyal, ". In the Jakarta fitness industry it is relatively significant, this can be seen through the growth data which reached 40% in 2016. (Source: bisnis.com)

This is caused by several things, one of which is the motivation that arises. Motivation itself is defined by *Djamarah (2002: 34)* as a change in energy in a person characterized by the emergence of feelling and preceded by a response to a goal. The energy change in a person takes the form of a real activity in the form of physical activity. Because a person has certain goals and activities, a person has a strong motivation to achieve them with all the efforts he can do to achieve them. In this case there are two types of motivation, namely intrinsic and extrinsic motivation. Intrinsic motivation is motivation that determines the individual in deciding himself/herself to continue to participate in the sport he/she is doing. Intrinsic motivation refers to activities that an individual performs with great pleasure and satisfaction. Meanwhile, extrinsic motivation is motivation that arises because of factors that influence someone from outside.

According to Gould & Petlichkoff (1998), there are various kinds of motivation for everyone to do sports, including improving skills, getting fun, getting friends, gaining challenging experiences, getting success, and also fitness. Thus, it will be investigated further in this paper, whether COVID-19 affects people's motivation to exercise at the fitness center. Is there a behavioral shift towards exercising at the fitness center due to the COVID-19 pandemic.

1.2 . Company Background (Kemang Fight Gym)

Figure 2 : Kemang Fight Gym

Kemang Fight Gym is a martial arts gym located in Kemang, South Jakarta and is now opening a new branch in Bintaro. The company was founded by Okky M Rizky in Jakarta, Indonesia in 2013. The name Kemang Fight Gym itself was created because the gym was originally built in Kemang, South Jakarta. Kemang Fight gym is known for its good Boxing program because the Boxing program is trained directly by a professional trainer who is also an Indonesian Boxing national champion, nauldy manakane. The programs provided by the Kemang Fight Gym are Boxing, Muay Thai, and Brazilian Jiu Jitsu. With the motto "Train Hard, Train Smart", Kemang Fight Gym aims to provide the best training program to all their members whether they wanted to compete in Boxing, Muay Thai, & BJJ or they just want to exercise to maintain their health.

The competitiveness of Kemang Fight Gym, compared to other gyms is that Kemang Fight Gy, has its own training program and that is included with the personal trainer. unlike conventional fitness centers in general, which only provide tools for

exercising and if you want to use a personal trainer, additional costs will be charged. This makes kemang fight gym win in terms of price competitiveness

In 2020, when the Covid-19 virus spread, Kemang Fight Gym experienced a significant decrease in members. This resulted in a decrease in Kemang Fight Gym's income and now Kemang Fight Gym is planning a strategy to increase the number of members again. Therefore, the researcher was moved to carry out this research, the results of which could later be used as a reference for Kemang Fight Gym to increase the number of members.

1.3 . Problem Statement

People in Indonesia, especially in a big city like jakarta have become more self-aware of the value of leading a healthy lifestyle in the last few years. As a result, exercise has become a trend for a lot of people, and increased fitness industry's scale and popularity. In this research, the researcher wants to examine whether people's motivation and perceptions have a significant influence on people's interest in exercising at the fitness center. Especially after the outbreak of the COVID-19 virus, researchers want to know whether there has been a change in perceptions and motivation of people's interests.

In a previous study conducted by *Dilla Pratiyudha Sayangbatti & M. Baiquni 2013* stated that motivation and perception have a positive and significant effect on public interest. And in research conducted by *Steffi Gunawan 2015* also stated that motivation and perception have a significant effect on customer interest. But the research was conducted in two different industries, namely the tourism industry and the food and beverage industry. In this research, the researcher wants to prove whether the results obtained in the two previous studies conducted in the tourism industry and the food industry are also valid in the fitness industry.

And after completing this research, the researchers hope this research can helps the fitness center understand their field and market so they will be able to hook more

customers in the future by analyzing how motivation and perception affect their (customers) interest to do the exercise at the fitness center.

The problem statement of this research can be determined as follows:

- To analyze the effect of motivation towards people's interest in exercising at the fitness center
- To analyze the effect of perception towards people's interest in exercising at the fitness center

1.4 Research question

A well-defined research question, according to hair et al., (2007), will enable researchers to identify their research goals, determine information needs, and choose the appropriate research designs. So the research question concluded as follows :

1. Does motivation have a significant impact on people's interest in exercising at a fitness center ?
2. Does perception have a significant impact on people's interest in exercising at a fitness center ?

1.5 Research objective

Based on the problem statement proposed in this research, it can be deduced that the goal of this research is to :

Identify whether there is a relationship between the motivation and perception on people's interest in doing exercise at fitness center. This research will combine the theory behind motivation and perception towards people interest in doing the exercise at the fitness center especially during the pandemic of COVID-19.

1.6 Research benefit

The researcher hopes this result of the research can enrich fitness center owner's knowledge about the motivation and perception towards the interest in exercising at fitness center in Jakarta area. The author hopes that the findings will assist fitness center owners in improving in all areas, especially those that are linked to customers motivation and perception to exercise at the fitness center and able to know what can be processed from people's motivation and perceptions to stimulate their interest in doing exercise at fitness center. The author hope that fitness center owner would be able to apply the findings to their business plan/strategy. As a result, the work done in this study serves as a first step in producing information that can be applied in actual situations.

Reffering to the research objectives, the practical benefits for this research are as follows :

- To provide additional insights upon the relationship between motivation on people's interest in doing exercise at the fitness center

- To provide additional insights upon the relationship between perception on people's interest in doing exercise at the fitness center

1.7 Previous Research

Author & Year	Variables	Title	Location
Dilla Pratiyudha Sayangbatti & M. Baiquni, 2013	Travel Motivation, tourists' perceptions of the attractiveness of the destination, tourist return interest	*Motivasi dan Persepsi Wisatawan Tentang Daya Tarik Destinasi Terhadap Minat Kunjungan Kembali di Kota Wisata Batu*	Indonesia
Steffi Gunawan, 2015	Consumer Motivation, Consumer Perception, Consumer Attitude, Consumer Purchasing Decision	The Impact of Motivation, Perception and Attitude toward Consumer Purchasing Decision: A Study Case of Surabaya and Jakarta Society on Carl's Junior	Indonesia

Table 1.1 Previous research

Chapter 2
Literature Review

2.1 Motivation

Motivation can be defined as the strength (energy) of a person that can lead to a level of persistence and enthusiasm in carrying out an activity, both from within the individual himself (intrinsic motivation) and from outside the individual (extrinsic motivation).

- Instrinsic motivation

    According to *Siagian (2004)* intrinsic motivation sourced from within the individual. This motivation generate integrity of purposes, either organizational goals and individual goals where both of them can be satisfied.

    Hasibuan (2007) argues that there are several factors of intrinsic motivation, including Responsibilities, appreciation, the work itself, development and progress.

- Extrinsic motivation

    Permana (2009) quotes from Nawawi explaining extrinsic motivation is a driver work that comes from outside the worker's self as individual, in the form of a condition that requires carry out the job optimally.

According to *Whitehead (1993),* between intrinsic and extrinsic motivation is not something separate in black and white, but is a continuum ladder.

Amotivation	Extrinsic motivation				Intrinsic motivation
Amotivation	External regulation	Introjected regulation	Identified regulation	Integrated regulation	knowledge accomplishment stimulation
No perceived • competence • choice • intention • value of the behavior	External • control • rewards • obedience • punishments	Focus on approval: • competition • internal rewards and punishments (pride, shame, guilt)	High perceived: • value • personal importance	Integrated into self-concept	Internal • pleasure • fun • enjoyment • satisfaction

Self-determination ⟷

Figure 3: Self Determination *Deci & Ryan, 1985*

How strong an individual's motivation will determine the quality of the behavior it is displayed, both in the context of learning, work and in other life. The study of motivation has long had its own appeal for educators, managers and researchers, especially in relation to the importance of efforts to achieve one's performance (achievement).

In the context of psychological studies, *Abin Syamsuddin Makmun (2003)* suggests that understanding individual motivation can be seen from several indicators, including: (1) duration of activities; (2) activity frequency (3) persistence in activities; (4) fortitude, tenacity and ability to face obstacles and difficulties; (5) devotion and sacrifice to achieve goals; (6) the level of aspirations to be achieved by the activities carried out; (7) the level of achievement or product qualification (output) achieved from the activities carried out; (8) the direction of the attitude towards the activity objectives.

There are several studies on motivation that create new theories about motivation, one of which is the motivation theory developed by *Abraham H. Maslow (1954).*
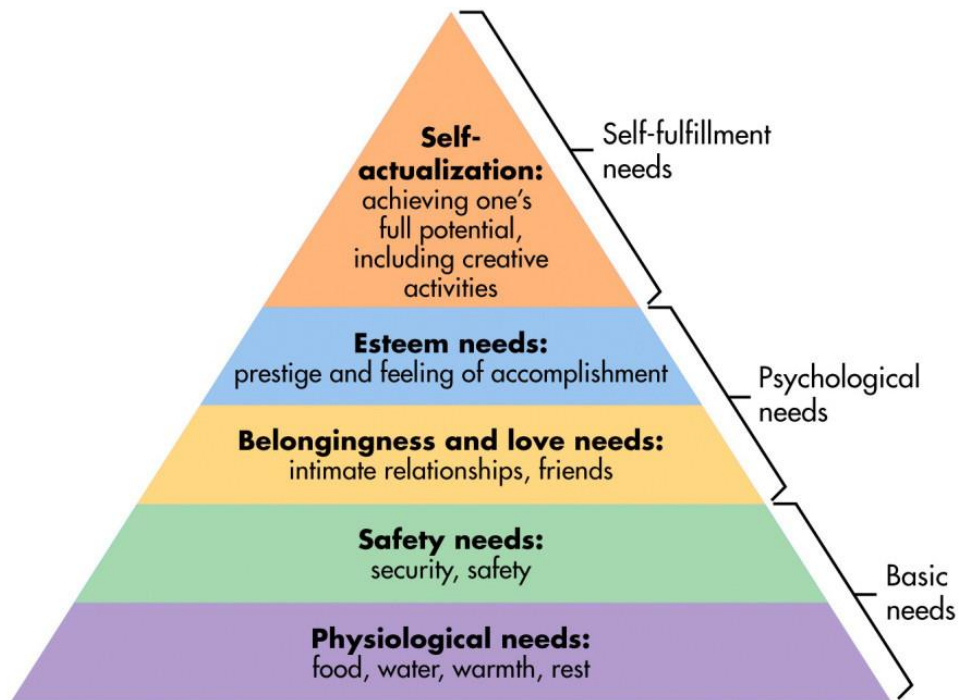
The theory of motivation which was developed by *Abraham H. Maslow* in essence revolves around the opinion that humans have five levels or a hierarchy of needs, namely: (1) physiological needs, such as: hunger, thirst, rest and sex; (2) safety needs, not only in a physical sense, but also mentally, psychologically and intellectually; (3) the need for affection (love needs); (4) esteem needs, which are generally reflected in various status symbols; and (5) self-actualization, in the sense of the availability of opportunities for someone to develop the potential contained in him so that it turns into real abilities.

The first (physiological) and second (safety) needs are sometimes classified in other ways, for example by classifying them as primary needs, while others are also

known as secondary needs classifications. Regardless of how to classify human needs, what is clear is that the nature, type and intensity of human needs differ from one person to another because humans are unique individuals. It is also clear that human needs are not only material, but psychological, mental, intellectual and even spiritual.

Motivation is also one of the most widely used psychological concepts in sports, one of them is the motivation to participate. Why is one person relatively active in sports, while the other is less active or not doing anything at all? Questions like that are basically discussed in the motivation to participate.

According to *Gould & Petlichkoff (1988),* there are various kinds of motivations for people to do sports, namely:
- Improve skills
- Have fun
- Make friends
- Get a challenging experience
- Get success
- Fitness

Meanwhile, *Wankel (1980)* suggests that people who participate in physical activity initially because of (1) health factors, (2) losing weight, (3) fitness, (4) wanting to challenge, and (5) feeling better. Only then after undergoing some time shift to reasons (1) pleasure, (2) management of leadership, (3) as an activity, and (4) because of social factors.

There are various kinds of motivations for people to do sports activities, from very simple reasons such as getting pleasure to relatively complex ones such as leadership practices. In fact, sport is a vehicle for self-development. *Adolf Ogi,* the UN Secretary General's special adviser for sports and development, coined the term sport as a school of life. Many values are taught and derived from one's participation in sports activities.

Gauron (1984) identified 19 categories of people participating in sports, as follows:

1. Social support
2. Competition
3. Self-Mastery
4. Fear of failure
5. Fear of failure
6. Fitness & Health
7. Friendship & personal relationships
8. Success & achievement
9. Gifts
10. Acknowledgment
11. There is control
12. Heterosexuality
13. Competing conditions crowds
14. Individual freedom
15. Togetherness
16. Let go of emotions
17. Status
18. Self-awareness
19. Understanding reason

Although there are many people's motivations for sports activities as stated above, based on the results of the 2003 BPS survey, the majority (65.2%) of the community do sports for the purpose of maintaining health, and only a small portion (7.8%) are for the purpose of achievement.

A person's participation in sports reflects his interest and appreciation for sports activities. The higher the level of someone's participation in sports, the higher their interest and appreciation for sports. Vice versa.

There is also a person's motivation to exercise, namely motivation to achieve. Motivation for achievement is a person's motivation to achieve success. Achievement motivation is closely related to the nature and competitive situation. According to Martens (1976), competitive nature is a tendency to feel satisfied if you can compete in a standard of excellence with others. A person who is competitive in one thing, for example in sports, is not necessarily competitive in another, for example in mathematics. This means that the situation or context plays an important role in the emergence of competitive traits. Individuals who have strong achievement motives have certain tendencies. According to McClelland (1961) and Atkinson (1974), someone who has achievement motivation shows the following characteristics:

- Always oriented on performance improvement
- Enjoy challenging assignments
- Be persistent, don't give up easily
- Likes personal responsibility
- Acting efficiently
- Liked feedback on work done
- Get satisfaction from doing something better

Furthermore, McClelland and Atkinson explain the achievement motivation which they call 'Need Achievement Theory'. In this theory, there are five related components, namely personality factors, situations, outcome trends, emotional reactions, and achievement behavior.

Personality Factors	Situational Factors	Resultant Tendency	Emotional Reactions	Achievement Behavior
Motivate to achieve success	Motivate to achieve success	= Approach success	Focus on pride of success	Seek achievement situations / Look for challenges / Enhanced performance
X		O		
Motivate to avoid failure Probality	Incentive value of success	= Avoid Failure	Focus on same of Failure	Avoid achievement situations / Avoid risk (challenges) / Perform poorly

Achievement Needs Theory from *McClelland (1961) and Atkinson (1974)*

Figure 4: Achievement Needs Theory from *McClelland (1961) and Atkinson (1974)*

- Personality Factors

Every individual has a tendency to achieve success and avoid failure to achieve success and avoid failure. Individual behavior, according to this theory, is influenced by the balance of the two.

- Situational Factors

Regarding the situation, there are two things that need to be considered, namely the chance of success and the incentive for success. In sports, the odds of success depend on who your opponent is and the degree of difficulty of the task. Meanwhile, the success intensive is related to the satisfaction score obtained.

- Resultant Tendency

    This factor is strongly influenced by the two previous factors, namely the level of motivation and the success situation. The best results, according to this theory, are a 50-50 chance of success.

- Emotional Reaction

    here are two emotional reactions that occur, namely pride of success and shame of failure. High achiever people tend to focus on pride, while low achiever people tend to focus on feelings of shame and anxiety.

- Achievement Behavior

    The four previous components collectively interact to influence behavior. High achievers prefer tasks that are challenging, have medium risk, and perform well in competitive situations and vice versa.

2.2 Perception

Wagner and Hollenbeck (1995: 136) expressed their opinion that: "We human beings have five senses through which we experience the world around us; sight, hearing, touch, smell and taste. Perception is the process by which individuals select, organize, store and interpret the information gathered from these senses ".

Wagner and Hollenbeck's opinion is similar to *Robbins (2003: 160)* who defines perception as a process that individuals take to organize and interpret their sensory impressions in order to give meaning to their environment. A number of factors that influence perception according to Robbins are perceptual actors, perceived objects or targets and situations. Among the personal characteristics of perceptual actors that are more relevant to influence perception are attitudes, motives, interests, past

experiences and expectations (expectations). Objects or targets can be people, objects or events. The properties of the object or target usually influence the perceptions of the viewer. Situation is the context of the object or event, which includes the elements of the environment and time.

Factors affecting perception

According to *David Krech and Richard S. Krutch in Rahmat (2007: 51)* perception is influenced by factors functional and structural factors. Functional factors originate from needs, past experiences, and other things which are personal, such as the learning process, horizons and knowledge, cultural background, education all of which are colored by the value of his personality. Functional factors are commonly referred to as frames of reference (frame of reference). These terms of reference influence how people give meaning to that message received or perceived it. Meanwhile, structural factors are significant factors coming from outside the individual, in this case it is the stimulus and the environment. In order for the stimulus to be recognized by individuals, the stimulus must be strong enough because at one time the individual receives a variety of stimuli.

In other words, the stimulus is considered because it has prominent characteristics, including movement, intensity of stimuli, new things, and repetition *(Rahmat, 2007: 52)*. The environment behind the stimulus also affects perception, especially if the object of perception is human.

The same object but with different social situations can produce different perceptions *(Walgito, 1990: 55)*. Perceptual objects can be things, situations, and also people. Perceptual objects in the form of objects are called perceptions of objects (things perception) or nonsocial perception, while objects of perception in the form of humans are called social perceptions *(Heider in Walgito, 1990: 56)*. According to *Sobur*, there are two factors that influence perception, namely internal factors and

external factors *(Sobur, 2003: 452).* Internal factors consist of individual psychological needs, background, past experiences, personality, general attitudes and beliefs, and self-acceptance, while external factors that influence perception are the intensity of stimulation, size, contrast of stimulation, movement, repetition, intimacy, and something that is new.

According to *Robbins and Judge in Wibowo (2013: 60),* Perception is formed by three factors, namely: (1) the perceiver, the person who gives the perception, (2) the object or the target, the person or object that is the target of the perception, and (3) the situation, the state at which the perception is made. The perceiver factor contains components of attitudes, motives , interest, experience , and expectations.

The target factor contains novelty (something new), motion, sounds, size, background, proximity, and similarity components. Meanwhile, the situation factor contains a component of time (time), work setting, and social setting (social setting). If the individual sees the target and tries interpret what is seen, this interpretation is strongly influenced by individual personal characteristics such as attitudes, personality, motives, interests, past experiences, and expectations. Vice versa, the characteristics of the observed target also affect what the individual feels. In addition, context or situation is also important and determines the perception.

The process of perception

According to *Walgito (2010: 102),* the process occurs perception begins with an object that gives rise to it stimulus, then the stimulus hits the sense organs or receptors. This process is called the natural process or physical process. After going through a physical process, the stimulus received by the sensory organs is transmitted by the sensory nerves to the brain. This process is called a physiological process. Then there is a process in the brain as the center of consciousness so that the individual becomes aware of what is seen, what is heard, or what is felt. This process that occurs

in the brain is known as a psychological process. This process is the final process of perception and is the real perception. The response as a result of perception can be taken by individuals in various forms.

Meanwhile, according to *Sobur (2003: 447)*, in the perceptual process has three main components, namely:

- Selection is the process of filtering the senses against external stimuli, their intensity and type can be many or a little.
- Interpretation, is the process of organizing information so that it has meaning for someone. Interpretation influenced by various factors such as past experience, the value system adopted, motivation, personality, and intelligence. Interpretation also depends on a person's ability to categorize information acceptance, the process of reducing complex information to a simple one.
- Interpretation and perception are then translated in behavior as a reaction. So the process of perception is to select, interpret, and round up the information that arrives.

Meanwhile, Sobur included responses as part of the perceptual process. The response according to *Harvey and Smith in Ahmadi (1999: 35 164)* is a form of readiness in determining attitudes, either in positive or negative forms towards an object or situation. According to *Ahmadi (1999: 164)* a positive response is a form of response, action, or attitude that shows or maintains, accepts, acknowledges, agrees, and implements the norms that apply where the individual is located. Negative response is a form of response, action, or attitude that shows or shows rejection or disapproval of the prevailing norms in which the individual is located. According to *Azwar (1988: 15)*, a person's response can be in the form of good or bad, positive or negative. If the

response is positive, then the individual in question tends to like or approach the object, while the negative response tends to stay away from the object.

2.3 Interest

When people are interested in something, they are more likely to seek out relevant knowledge, want to learn more about it, and persevere, even when faced with challenges *(Hidi, 1990)*. They are also more likely to be interested in constructive learning because they are more attentive, willing to put in more effort, capable of pursuing and achieving goals, and capable of developing and successfully using strategies than when they have no interest. Even if students start a class with little (or no) interest, it is possible to encourage them to learn and become interested. *Crouch et al. (2018)* discovered that incorporating life science material (e.g., optics, cell membrane potential) into an introductory physics course for life science students presented students with numerous and repeated opportunities to work with, focus on, and make concrete connections to physics. The first-semester course used traditional physics examples, whereas the second-semester course used life science content as the examples for the lectures, problem sets, demonstrations, and assignments. The introduction of life science examples in the experimental second-semester course piqued and held the interest of students who had little or no interest in physics at the start of their course work and had poor performance in the conventional course.

Furthermore, the grades of students with less-developed interests in physics were comparable to those of students with more-developed interests in physics at the end of the experimental course. These findings show how a student's interest in a topic can be sparked, and they suggest that sparked interest can have a positive impact on learning, particularly for students who are less interested.

The Four-Phase Model of interest development

Table 11.1 *The four phases of interest development (Hidi & Renninger, 2006): Definitions and learner characteristics, revised and updated*

	Phases of interest development			
	Less-developed (earlier)		More-developed (later)	
	Phase I: Triggered situational interest	Phase 2: Maintained situational interest	Phase 3: Emerging individual interest	Phase 4: Well-developed individual interest
Definition	• Psychological state resulting from short-term changes in cognitive and affective processing associated with a particular class of content	• Psychological state that involves focused attention to a particular class of content	• Psychological state *and* the beginning of a relatively enduring predisposition to seek re-engagement with a particular class of content over time	• Psychological state *and* a relatively enduring predisposition to re-engage with a particular class of content over time
Learner Characteristics	• Attends to content, if only fleetingly • May or may not be reflectively aware of the experience • May need support from others and/or instructional design to further engage • May experience either positive or negative feelings • Unlikely to persevere when confronted with difficulty • May simply want to be told what to do	• Re-engages content that previously triggered attention • Is developing knowledge of content • May be developing a sense of the content's value • Is likely to be able to be supported by others to find connections to content based on existing skills, knowledge, or prior experience • Is likely to have positive feelings • May not persevere when confronted with difficulty • May want to be told what to do	• Is likely to independently re-engage with content • Has stored knowledge and stored value • Is reflective about the content • Is focused on their own questions • Has positive feelings • May not persevere when confronted with difficulty • May not want feedback from others	• Independently re-engages with content • Has stored knowledge and stored value • Is reflective about the content • Is likely to recognize others' contributions to the content • Can self-regulate easily to reframe questions and seek answers • Has positive feelings • Can persevere through frustration and challenge in order to meet goals • Appreciates and may actively seek feedback

Note. From *The power of interest for motivation and engagement* by K. A. Renninger & S. E. Hidi, 2016, Table 1.2, p. 13. Copyright by Taylor and Francis, 2016. Reprinted with permission and updated for this chapter.

Figure 5: The Four-Phase Model of Interest development

The picture above is a Four-phase model of interest development. People's attention may be initially stimulated by environmental features that are incongruous or unexpected, have some personal significance, or catch their imagination (eg, demonstrations with toys and magic) in the first step of interest creation (triggered situational interest), and that encourage short-term knowledge quest *(Palmer et al., 2016)*.

Once a situational interest is activated, it may or may not grow into a maintained situational interest. Encouragement to keep working with content is important for a person's interest to move to a situational interest that is sustained. The structure of tasks or activities, as well as other individuals, may help to maintain or sustain commitment. Hands-on play, group work, computers, games, and the importance of projects have all been described as ways to encourage people to return to working with material *(Mitchell, 1993; Swarat et al.,2012).*

Similar to activated situational interest, the design of such activities can be tweaked to direct participants' attention to the material (science) rather than the other people with whom they are collaborating. According to *Master et al. (2016),* providing high school girls with a learning environment that did not conform to assumptions about girls and computer science increased the girls' interest in the subject. In this phase, Individuals are beginning to improve their ability to deal with information individually during this process, and content knowledge and value are beginning to develop. Their emotions are generally optimistic, and they benefit from encouragement to keep engaging and from finding knowledge to be satisfying.

Individuals continue to explore additional knowledge about the substance of their interest on their own, identifying and creating their own opportunities to do so, and their period of interest moves to an emerging individual interest. They will be aided in their quest for information if they are given the time and opportunity to investigate. and working with others who already have a developed understanding of, and value for, the content. *(azevedo, 2006; Nolen, 2007a, 2007b; Pressick-Kilborn & Walker, 2002; Pressick-Kilborn, 2015; renninger & Hidi, 2002; renninger & riley, 2013; Xu et al., 2012).*

Even if the information they're looking for isn't new to the discipline or subject field, it's probably new to them. The development of content-related information and value is becoming increasingly organized in this process. This period of interest also marks a change from predominantly extrinsically motivated information seeking and involvement to primarily intrinsically motivated information seeking and involvement. Even if they encounter difficulties that result in negative emo- tions, individuals' feelings about the content are likely to be positive *(Fulmer & Frijters, 2011; O'Keefe & Linnenbrink-Garcia, 2014)*

The continuation of interest into the fourth step (well-developed individual interest) is largely self-driven. Individuals in this process are dedicated to expanding

their knowledge and are actively engaged in ongoing information gathering. Conditions in the classroom that question students by inspiring them to pursue clarity, resolution, or a deeper understanding, can facilitate ongoing seeking behavior. *(e.g., azevedo, 2006; Barron et al., 2014; Ito et al., 2010; Lipstein & renninger, 2007).*

2.4 Physical Activity, Exercise, Physical Fitness

Different meanings are defined by the words "physical activity," "exercise," and "physical fitness." They are, however, often confused with one another, and the words are often used interchangeably.

2.4.1 Physical activity

Physical activity is defined as any movement of the body produced by the skeletal muscles to expend energy. Energy expenditure can be measured in kilocalories. The daily physical activities of life can be categorized into work, sports, conditioning, household, or other activities. Kilojoules (kJ) and kilocalories (kcal) are units of measurement for the amount of energy needed to complete an activity; 4.184 kJ is roughly equal to 1 kcal (1). Technically, the kJ is preferred because it is a unit of energy expenditure; however, the kcal, which is a unit of heat, has been used more often in the past.

The amount of energy consumed by each individual is a continuous variable that ranges from low to high when expressed as a rate (kcal per unit time). The amount of muscle mass that produces bodily movements, as well as the strength, length, and frequency of muscular contractions, determine the total amount of caloric expenditure associated with physical activity.

Everyone engages in some kind of physical activity in order to maintain life; however, the amount is primarily a matter of personal preference and can differ significantly from person to person as well as over time. The week (3) and the day (2)

are the most common time units used to refer to kcals spent in physical activity (2). Physical activity over longer time spans, such as monthly, seasonal, or annual periods, may be investigated to see if it is stable.

Physical activity is classified in a number of ways. Physical activity may be segmented based on the recognizable parts of everyday life during which it happens, which is a traditional approach. The most basic classification distinguishes between physical activity that occurs while sleeping, working, and relaxing.
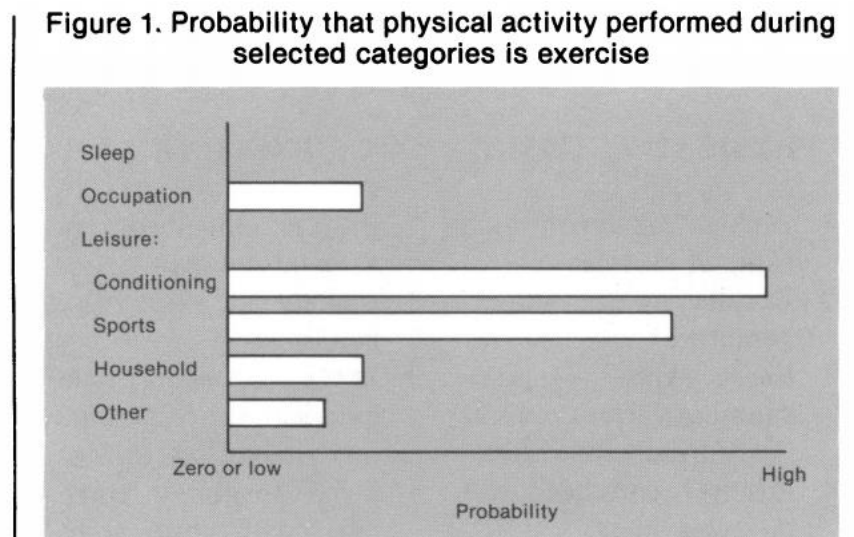
Figure 6 : Probability that physical activity performed during selected categories is exercise

The picture above is probability that physical activity performed during selected categories. Physical activity has several elements which include (*Caspersen et al., 1985*):

1. Bodily movement via skeletal muscles
2. Result in energy expenditure
3. Energy expenditure (kilo calories) varies continuously from low to high
4. Positively correlated with physical fitness

2.4.2 Exercise

Exercise is part of physical activity that is planned, structured, and repetitive and has the ultimate goal or intermediate goal of increasing or maintaining physical fitness. Cycling, wheelchair, sailing, kayaking, rowing, skiing, and skating are examples of exercises that require movement supported by machines or other devices. Energy is consumed up to and above 120 kJ min71 (2 kW) during these operations, equivalent to a 6 litres min71 oxygen uptake, relative to resting rates of approximately 5 kJ min71 (83 W), Resting values of approximately 5 kJ min71 (83 W), corresponding to an oxygen uptake of 0.25 litres min71, are equivalent to an oxygen uptake of 6 litres min71. As a result, *Caspersen et al. (1985)* suggested a widely used concept of exercise: ''planned, structured, and repetitive bodily movement."

Just like physical activity, exercise also has elements which include:

1. Bodily movement via skeletal muscles
2. Result in energy expenditure
3. Energy expenditure (kilo calories) varies continuously from low to high
4. Very positively correlated with physical fitness
5. Planned, structured, and repetitive bodily movement
6. An objective is to improve or maintain physical fitness component(s)

2.4.3   Physical fitness

Physical fitness is a set of attributes related to health or skills. The extent to which people have this attribute can be measured by specific tests. Physical fitness is a collection of characteristics that people have or achieve, as opposed to physical activity, which is linked to the movements that people do. "The capacity to carry out everyday activities with vigor and alertness, without excessive exhaustion and with enough energy to enjoy leisure-time pursuits and to meet unexpected emergencies," according to the definition of physical fitness.

Although the term is conceptually sound, vigor, alertness, exhaustion, and enjoyment are difficult to quantify. Physical fitness, on the other hand, is influenced by a variety of measurable components.

Figure 2. Components of physical fitness
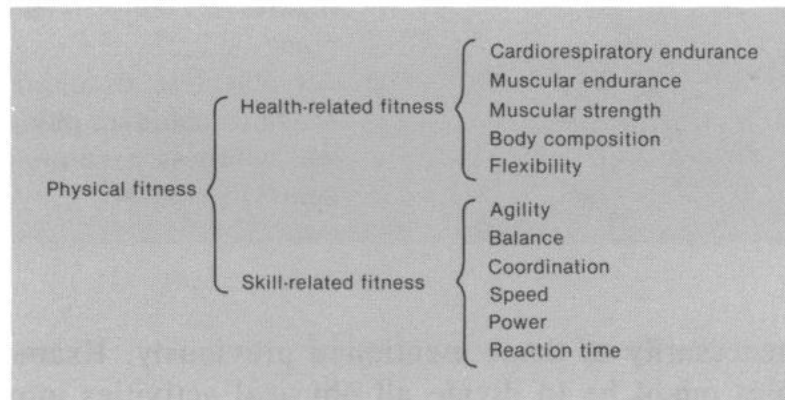
Figure 7: Components of Physical Fitness

The picture above are the components of physical fitness. The health-related components of physical fitness are cardiorespiratory endurance, muscular endurance, muscular strength, body composition, and flexibility. These components are described in the picture below

Health-related physical fitness measures

Fitness component	Evaluation procedures		
	Laboratory	Epidemiologic	Self-assessment
Cardiorespiratory	Maximum oxygen uptake on treadmill (16) or cycle ergometer (15).	Canadian Home Fitness Test (17), cycle ergometer (18).	Canadian Home Fitness Test (17), 12-minute run (19).
Body composition	Underwater weighing, potassium-40 (20).	Skinfold (209, body mass index (21).	Skinfold pinch test (22).
Muscular strength	Cable tensiometer (23).	Handgrip dynamometer (24,25).	Upper-lower trunk lift, hanging leg lift (26).
Muscular endurance	Isokinetic tests (24).	...	Pull-ups, flexed arm hang, situps (26).
Flexibility	Leighton flexometer (27).	Sit-and-reach flexometer (26).	Sit-and-reach test (13).

Figure 8: Health-related physical fitness measures

The level of physical fitness varies from low to high, much like the amount of physical activity. Furthermore, the levels of the five health-related components do not have to differ in lockstep; an individual can be strong but lack of flexibility, for example. (*Caspersen et al., 1985)*

2.5 Theoretical Framework

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┌─────────────────────┐
│                     │
│    Motivation       │─────────────┐
│                     │              \
└─────────────────────┘               \
                                        \    ┌─────────────────────┐
                                         \   │                     │
                                          ──▶│      Interest       │
                                         /   │                     │
┌─────────────────────┐                 /    └─────────────────────┘
│                     │                /
│    Perception       │──────────────┘
│                     │
└─────────────────────┘
```
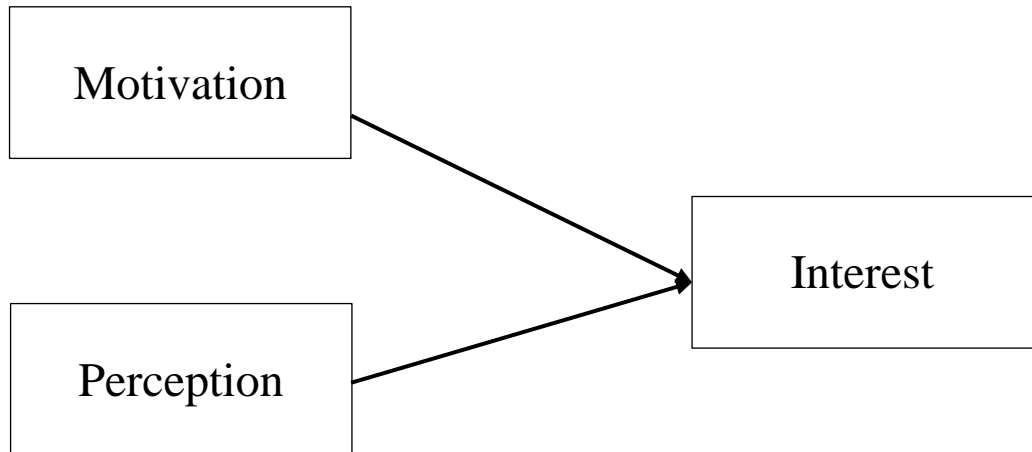
2.6 Hypotheses

H1 : Motivation has significant effect on people's interest to exercise at the fitness center

H2 : Perception has significant effect on people's interest to exercise at the fitness center

2.7 Operationalization of Variable

Variable	Dimension	Indicator	Measurement of the variable
Motivation	- Individual motivation	- Duration of activites - Activity frequency - Persistence in activities - Fortitude, tenacity, and ability to face obstacles and difficulties - Devotion and sacrifice to achieve goals - The level of aspiration to be achieved by the activities carried out - The level of achievement or product qualification (output) achieved from the activites carried out - The direction of the attitude towards the activity objectives	Likert scale

Perception	- Functional Factord/Internal factors	- Past experience - Horizon and knowledge - Cultural background - Education - Psychological needs - General attitudes and beliefs - Self acceptance	Likert scale
Interest	- Social motive	There is acknowledgement because of one's social environment	Likert scale
	- Emotional factor	Find success in activities that generate feelings of joy, pride, etc.	
	- Encouragement from within the individual	Stems from the needs of the person	

Table 2.2 Operationalization of Variable

Chapter 3
Methodology

3.1 Research Design

In this research, the author will use quantitative method. *Creswell (1994)* has given a very concise definition of quantitative research as a type of research that is `explaining phenomena by collecting numerical data that are analyzed using mathematically based methods (in particular statistics).' Hence, the author ensures that this study is well-structured and well-planned, starting with the goals, finding supporting theories for the research objectives, developing research hypotheses, and using questionnaires to collect data for the research objectives with three variables namely motivation, perception, and interest.

3.2. Measurement of Variable

This research consist of two types of variables which are dependent and independent variables. This research consist of two types of variables which are dependent and independent variables. Dependent and independent variables are variables in mathematical modeling, statistical modeling and experimental sciences. Dependent variables receive this name because, in an experiment, their values are studied under the supposition or hypothesis that they depend, by some law or rule (e.g., by a mathematical function), on the values of other variables. Independent variables, in turn, are not seen as depending on any other variable in the scope of the experiment in question. In this. sense,some common independent variables are time, space, density, mass, fluid flow rate, and previous values of some observed value of interest (e.g. human population size) to predict future values (the dependent variable) *(Wikipedia).* In this research, the independent variables will be motivation and perception as well as the dependent variable of interest.

3.3. Data Collection Method

3.3.1. Research Data

According to *Suharsimi Arikunto, 2002: 96*, research data are all facts and figures that can be used as material to compile information. In data collection, there are two types of data, namely primary data and secondary data. According to *Husein Umar (2013: 42)* primary data are: "Primary data is data obtained from the first source either from individuals or individuals such as the results of interviews or the results of filling out a questionnaire that is usually carried out by researchers". While secondary data according to S*ugiyono (2016: 225)* is a source of data that does not directly provide data to data collectors, for example through other people or through documents. Secondary data sources are complementary data sources that serve to complement the data required by primary data.

In this research, the researcher will use the primary data, by collecting data through a questionnaire using a google form so that it is easy for respondents to access. After the required data has been obtained, the data will be processed with SPSS software. By collecting data through a questionnaire using a google form so that it is easy for respondents to access. After the required data has been obtained, the data will be processed with SPSS software.

3.3.2. Population

This research is an empirical study that aims to examine the influence of motivation and perceptions on interest in exercising at a fitness center. The approach in this research uses quantitative methods which are compiled through distributing questionnaires. This type of research is used in This research is a census research. Census research is a research that takes a population group as a sample as a whole and uses a structured questionnaire as a main data aid. to get specific information *(Usman & Akbar, 2008).*

Based on this information, this research is a type of census research with questionnaire assistance, where the respondents are all members of Kemang Fight Gym. The population in this study were all members of the Kemang Fight Gymn, totaling 50-70 people. While the sample in this study is a total sample or all members of the population. This is because the research carried out is a census research where this method is applicable if the members of the population are relatively small or easily accessible.

3.3.3. Survey

In this study, the author will use a survey as a method to obtain the data from the targeted respondent (Kemang Fight Gym member). The researcher selects a sample of respondents and gives a standardized questionnaire to each person in the sample in survey research, which is a common technique of observation in the social sciences. The questions will be a multiple choice type of questions. In the first segment, it will consist of demograohic questions such as age, gender, and their domicile. After that, it will consist of multiple questions with a 5-point likert scale in order to assess the respondent's attitude toward the statement on the research variables.

In this research, researchers differentiate between people who exercise at the fitness center with people who exercise but not at the fitness center. People who exercise at the fitness center tend to have motivation not only to maintain health, but also have other motivations such as wanting to change their body shape, meet other people who have the same goal, and make it aa a lifestyle. While people who exercise not at the fitness center tend to have only one motivation, namely to maintain health. To differentiate the motivation of people who go to Kemang Fight Gym, they tend to have the motivation to maintain health, change body shape, as well as learn martial arts such as Boxing and Muay Thai.

During the data processing process, a Likert scale is made up of four or more Likert-type items that are integrated into a single composite variable. When the items are added together, they form a quantitative assessment of a character or personality trait *Boone (2012).*

In this study, the 5-point likert scale will be :
1. Strongly agree (5 points)
2. Agree (4 points)
3. Neutral (3 points)
4. Disagree (2 points)
5. Strongly disagree (1 point)

The reason researchers use the survey method is the first is for the completeness of the data. The survey method is a quantitative method which is usually carried out and tends to be simpler by using statistical analysis tools. The researcher only uses the survey method and does not use the sampling method because According to *Sutrisno Hadi (2006: 224)*, the sample is a group of individuals whose number is less than the population. Meanwhile, the population in the survey conducted tended to be small, namely around 50-70 people. So the researcher decided to take all the respondents who

were in the entire population. With complete information and data from the survey results, detailed descriptions of the final results of the research are truly comprehensive and provide convincing conclusions.

3.3.4. Saturation Sampling (Census Sampling)

according to *Sugiyono (2012:73)* the sample is part of the number and characteristics possessed by the population, the sample taken from the population must be truly representative (representing). Sample size is the number of samples to be taken from a population. According to *Arikunto (2012: 104)* if the population is less than 100 people, then the total sample is taken, but if the population is greater than 100 people, then 10-15% or 20-25% of the total population can be taken. Based on this study, because the population is not greater than 100 respondents, the authors take 100% of the population in Kemang Fight Gym, namely 50-70 respondents. Thus the use of the entire population without having to draw a research sample as a unit of observation is referred to as a census technique.

3.4. Method of Data Analysis

3.4.1. Descriptive Analysis

The descriptive analysis was carried out to determine the raw data's basic properties. In the descriptive review section of this study, the author will include a respondent profile based on the data acquired from the questionnaire survey, which includes gender, age, domicile, how often they exercise.

3.4.2. Validity and Reliability

The amount to which an instrument measures what it claims to measure is generally described as validity *[Blumberg et al., 2005]*. The validity of a research instrument determines how well it measures what it was supposed to measure *(Robson, 2011)*.

In this research, the researcher will use the rank spearman to test the validity. According to *Sugiyono (2010),* Rank Spearman correlation is used to find a relationship or to test the significance of the associative hypothesis if each of the variables connected is ordinal, and the data sources between variables do not have to be the same.

The criteria for the validity test are as follows:

   a. If *rs* ≥ 0,30, then the question items of the questionnaire are valid.

   b. If *rs* < 0,30, then the question items of the questionnaire are invalid.

Testing is done by correlating the item score of each item of the statement with the total score, then the interpretation of the resulting correlation coefficient, if the correlation of each factor is positive and the magnitude of more than 51 equals 0.3, it can be concluded that the instrument has good construction validity. *(Sugiyono, 2010: 178).*

3.4.3. Classical Assumption Test

The author will conduct a classical assumption test to ensure that the data is unbiased after checking the reability and validity of the measurements items. Three tests will be conducted by the author, which are:

3.4.3.1. Multicollinearity Test

In multiple regression, multicollinearity states that there is a relationship between one independent variable and other independent variables. According to

Ghozali (2013), the tolerance value and the Variable Inflation Factor (VIF) value are two common values used to indicate the presence of multicollinearity. If the tolerance value is greater than 0.10 percent and the VIF value is less than ten, there is no multicollinearity between independent variables in the regression.

3.4.3.2. Heteroscedasticity Test

Hesteroscedasticity test is performed in this research. The Heteroscedasticity test is a test that assesses whether there is an inequality of variance from the residuals for all observations in the linear regression model. This test is one of the classic assumption tests that must be done in linear regression. If the assumption of heteroscedasticity is not fulfilled, the regression model is declared invalid as a forecasting tool.

3.5 Hypothesis Test

In this research, the researcher will use multiple regression analysis to interpret the data in this research. In this research, multiple regression is used to analyze the effect of motivation and perception to consumers interest in exercising at Kemang Fight Gym. According to *sugiyono (20120)* the equation for multiple regression will be:

$$Y = a + b1X1 + b2X2$$

Y = Interest
a = Intercept
b1 = Coefficient for Motivation
b2 = Coefficient for Perception
x1 = Motivation
x2 = Perception

The author conducted the following test to guarantee the relevance of multiple regression in this study :

3.5.1 Feasibility Test

The F-test was used to see if the model could be tested using the f-values of the variables Motivation (X1) and Perception (X2), and if they had an impact on the dependent variable, Interest in exercising at Kemang Fight Gym (Y). If the Sig. value of the f-stat is less than 0.05, all independent factors have a significant effect on the dependent variable all at once.

3.5.2 Partial Test (t-test)

If the T-statistical test indicates the importance of explanatory/independent factors in characterizing individual variations of the dependent variable *(Ghozali, 2011)*. The threshold for doing a partial test (t-test) is a relevant amount of 5%. (0.05). The independent factors are considered to have a favorable impact on the dependent variable if the p-value (Sig.) is less than 0.05. The independent variables are believed to have no effect on the dependent variable if the p-value (Sig.) is greater than 0.05.

3.5.3 Coefficient of Determination (Adjusted R2)

To determine the strength of the correlation between the variables, the adjusted R2 was used. The independent variable counts for the variation in the dependent variable, which is explained by R2. As the number of independent variables grows, so does the value of R2. The value of modified R2, on the other hand, can rise or decline depending on the independent variable included *(Ghozali, 2005).* As a result, for the purposes of this study, adjusted R2 is more appropriate. A correlation of 0 implies that

there is no relationship at all, whereas a correlation of 1 implies that there is a perfect link.

As seen in the table below, *Sugiyono (2013)* illustrated the power of the coefficient interval:

Coefficient Interval	Relationship
0.00 – 0.199	Very weak
0.20 – 0.399	Weak
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.00	Very Strong

Table 3.1 Measurement of Coefficient Interval

3.6. Research Flow Chart

```
      ┌──────────────┐
      │    Start     │
      └──────┬───────┘
             ↓
      ┌──────────────┐
      │  Identifying │
      │   problem    │
      └──────┬───────┘
             ↓
      ┌──────────────┐
      │  Literature  │
      │    Review    │
      └──────┬───────┘
             ↓
      ┌──────────────┐
      │   Survey &   │
      │     Data     │
      │  Collection  │
      └──────┬───────┘
             ↓
```

```
┌─────────────┐
│  Validity & │
│  Reliability│
│     Test    │
└─────────────┘
       │
       ▼
┌─────────────┐
│  Classical  │
│  Assumption │
│     Test    │
└─────────────┘
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┌─────────────┐
│  Hypothesis │
│   Testing   │
└─────────────┘
       │
       ▼
┌─────────────┐
│Data Analysis│
│      &      │
│Interpretation│
└─────────────┘
       │
       ▼
┌─────────────┐
│ Conclusion  │
└─────────────┘
```
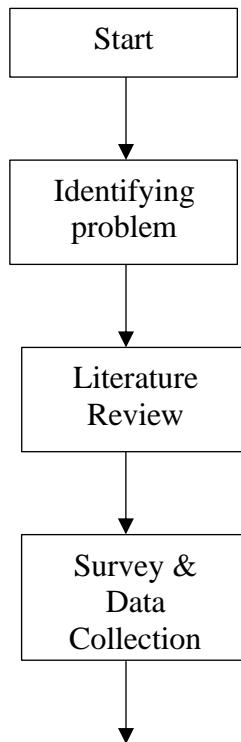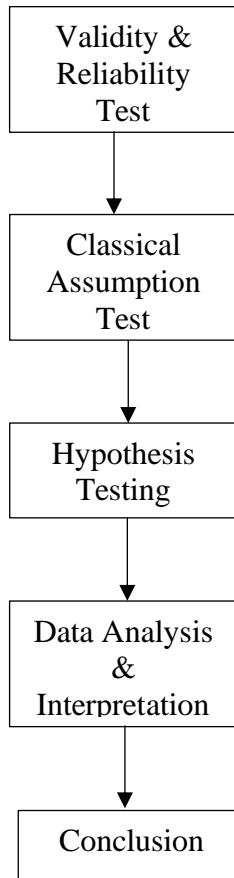
Chapter 4

Findings, Analysis , and Discussion

Within this chapter, the data collected will be presented to project the questionnaire result, which consists of 17 questions and additional three questions regarding Kemang Fight Gym respondent profile. The number of respondent the writer collected for this research survey is 52.

2.4 Respondent Profile

Tables below show the summary of the Kemang Fight Gym respondent profile.

Table 4.1 Respondent characteristic by gender

Gender	Frequency	Percent (%)
(1)	(2)	(3)
Male	39	75
Female	13	25
Total	52	100

Based on table 4.1, it can be seen that the respondents with male gender is 39 people 75%) and the respondent with female gender is 13 people (25%). We can conclude that most of the respondents Kemang fight Gym gender is male.

Table 4.2 Respondent Characteristic by Age

Age	Frequency	Percent (%)
(1)	(2)	(3)
18-22 Years old	30	57,7
23-27 Years old	14	26,9
28-31 Years old	3	5,8
32-40 Years old	5	9,6
Total	52	100

Based on table 4.2 , we can see that the respondents with interval age between 18 until 22 years old are 30 people (57,7%), the respondent with interval age between 23 until 27 years old are 14 people (26,9%), the respondent with interval age between 28 until 31 years old are 3 people (5,8%) and the respondent with interval age between 32 until 40 years old are 5 people (9,6%). We can conclude that the most respondent at Kemang Fight Gym are respondent with interval age 18 until 22 years old.

Table 4.3 Respondent Characteristic by Domicile

Domicile	Frequency	Percent (%)
(1)	(2)	(3)
Jakarta Barat	3	5,8
Jakarta Utara	1	1,9
Jakarta Selatan	36	69,2
Jakarta Timur	7	13,5
Non DKI Jakarta	5	5,6
Total	52	100

Based on table 4.3, we can see that the characteristic respondents based on domicile, the respondent who lives at Jakarta Barat are 3 people (5,8%), the respondents who lives at Jakarta Utara are 1 people (1,9%), the respondents who lives at Jakarta Selatan are 36 people (69,%2), the respondents who lives at Jakarta Timur are 7 people (13,5%), and the respondents who lives at the outside of DKI Jakarta are 5 people (5,6%). We can conclude that the most Kemang Fight Gym Respondents lives at Jakarta Selatan.

Table 4.4 Respondent Characteristic by Visiting Frequent

Visiting Frequent	Frequency	Percent (%)
(1)	(2)	(3)
1 times a week	4	7,7
2 times a week	14	26,9
3 times a week	12	23,1
> 3 times a week	22	42,3
Total	52	100

Based on table 4.4, we can see that the characteristics of the respondents are based on the frequency of attendance to the gym. Respondents who have a frequency of visiting the gym 1 time are 4 people (about 7,7%), respondents who have a frequency of visiting the gym 2 times are 14 people (about 26,9%), respondents who have a frequency of visiting the gym 3 times are 12 people (about 23,1%), and respondents who have frequent visits to the gym more than 3 times are 22 people (about 42,3%). We can conclude that most Kemang Fight Gym Respondent have frequency of visiting more than 3 times a week

2.5 Validity and Reliability

For the validity test, the writer used Discriminant validity test through SPSS software. Validity testing with the model total correlation of corrected items. Each question item is declared valid when it produces a total correction coefficient of correlation items above or equal to 0.30, while the question items that do not meet the requirements are eliminated from the stages data processing. The following table shows the results of validity testing:

Table 4.5. Validity Test Variable

Question	Correlation Value	*Cutt off*	Description
Sacrifice to achieve goals (M1)	0,650	0,3	Valid
Sacrifice to achieve happiness (M2)	0,547	0,3	Valid
The level of friends achievement (M3)	0,749	0,3	Valid
Aspiration to be Achieved Challenging (M4)	0,523	0,3	Valid
Sacrifice to achieve Health(M5)	0,572	0,3	Valid
Sacrifice to achieve Good Body (M6)	0,639	0,3	Valid
Achievement or product qualification (output) (M7)	0,687	0,3	Valid
Persistence in Activities (M8)	0,581	0,3	Valid
Past Experience (P1)	0,620	0,3	Valid
Horizon and Knowledge (P2)	0,718	0,3	Valid

General Attitude and Beliefs (P3)	0,475	0,3	Valid
Cultural Background (P4)	0,599	0,3	Valid
Self Acceptance (P5)	0,750	0,3	Valid
Social Motive (I1)	0,836	0,3	Valid
Emotional Factor (I2)	0,775	0,3	Valid
Encouragement from within Individual (I3)	0,525	0,3	Valid

Based on the results of the validity test, it can be concluded that all questions which is divided by 3 variable (Motivation, Perception, and Interest) are valid so that they can be used for further analysis (Multiple linear regression). Based on the results of the validity test, it can be concluded that all questions are valid so that they can be used for further analysis

If a measurement tool has been declared valid, then the step is to measure the reliability of the tool. Reliability refers to the similarity of data at different times. A reliable instrument is an instrument which, when used several times to measure the same object, will produce the same data *(Ghozali, 2011).* Variables are declared reliable if Cronbach's alpha > 0.6 (Ghozali, 2011)

The results of the reliability test of the question items on the questionnaire can be seen in table 4.6 below:

Table 4.6. Reliability Test Variable

Variabel	Cronbach Alpha	Kriteria	Keterangan
Motivation	0,767	0,60	**Reliable**
Perception	0,606	0,60	**Reliable**
Interest	0,847	0,60	**Reliable**

Based on table 4.6, it can be seen that the Cronbach alpha value is greater than 0.60. This results shows that of the reliability test are all the variables (motivation and perception) can be used for further research.

2.6 Classical Assumption

Classical Assumption is a pre-requisite test that must be carried out before hypothesis testing. In this study about the interest of Kemang Fight Gym, the hypothesis is tested using multiple linear regression analysis where the assumption that must be fulfilled is that the data must be normally distributed and free from multicollinearity, autocorrelation and heteroscedasticity disorders.

4.3.1 Normality Test

Data normality test is a common thing to do before a statistical method. The purpose of the normality test is to determine whether the distribution of a data follows or approaches the normal distribution. In this study, the normality test used was the Kolmogorov-Smirnov normality test. The data is said to be normally distributed if the value is more than 0.05. The results of the normality test can be seen in table 4.7.

Table 4.7 Normality test : One-Sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		52
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,97489071
Most Extreme	Absolute	,134
Differences	Positive	,134
	Negative	-,074
Test Statistic		,134
Asymp. Sig. (2-tailed)		,201[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the output of normality testing using the Kolmogorov-Smirnov test above, it is known that the residuals of all variables in this study have a significance value of 0.200. The significance result is greater than the significance level (α), 0.200 > 0.05. Based on these results, it can be concluded that all data in this study are normally distributed so that they can be used in modelling multiple linear regression analysis.

4.3.2 Multicollinearity Test

The multicollinearity test aims to test whether there is a correlation between the independent (independent) variables in the regression model. A good regression model should have no correlation between independent variables'. To detect whether or not multicollinearity disorder occurs in the regression model, it can be seen from the Variance Inflation Factor (VIF) and Tolerance values.

If the VIF value shows a number less than 10 and the tolerance is more than 0.1 then the regression model is free from multicollinearity interference, and if the VIF value shows a number more than 10 and tolerance is less than 0.1 then the regression model has multicollinearity interference. The results of the multicollinearity test in this study can be seen in table 4.8.

Table 4.8 Multicollinearity Test

		Collinearity Statistics	
Model		Tolerance	VIF
1	(Constant)		
	Motivation	,616	1,624
	Perception	,616	1,624

a. Dependent Variable: Interest

Based on the output above, it is known that all independent variables in this study obtained tolerance values > 0.1 and VIF < 10, so it can be concluded that the independent variables in this study (Motivation and Perception) are free from multicollinearity problems.

4.3.3 Heteroscedasticity Test

This heteroscedasticity test aims to test whether in the regression model there is an inequality of variance in the residual (error) from one observation to another. The working principle of the heteroscedasticity test uses the glesjer test by regressing the independent variable to the absolute residual value or Abs Res. Heteroscedasticity test

Table 4.9.Heteroscedasticity Test

			Collinearity Statistics	
Model	t	Sig.	Tolerance	VIF

1	(Constant)	3,553	,001		
	Motivation	-1,395	,169	,616	1,624
	Perception	-,824	,414	,616	1,624

a. Dependent Variable: Abs_Res

Based on the results of the Glejser test on Table 4.9, the significance of all variables (Motivation and Perception) above the alpha value (0.05), so that it can be concluded that rejecting H0 or there is no heteroscedasticity problem in the data.

2.7 Testing the Goodness of Multiple Linear Regression Model

The next step analysis after testing the classical assumption is testing multiple linear regression models. The model testing was carried out with several tests, namely the model feasibility test (F test), partial test (t test) and the coefficient of determination. The model multiple linear regression can be seen on Table 4.10

4.10 Multiple Regression Model Results

		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	-5,295	1,266		-4,183	,000
	Motivation	,249	,045	,440	5,503	,000
	Perception	,419	,060	,556	6,952	,000

a. Dependent Variable: Interest

Based on table 4.10 above, it can be obtained a simple regression equation as follows :

Interest = -5,295 + 0,249* Motivation (X1) + 0,419* Perception (X2).

4.5 Hypotheses Test

4.5.1 Model Feasibility Test (F-Test)

The F statistic test is basically used to determine the significance between the independent variable and the dependent variable. The significance level for this study was set at 0.05 (5%). If the significance (significance value below 0.05) means that the independent variables (independent) jointly have a significant effect (significance value above 0.05), it means that the independent variables (independent) together have no effect on the dependent variable (dependent). The results of the F test can be shown in table 4.11 below:

Table 4.11 Model Feasibility Test (F-test)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202,510	2	101,255	102,360	,000[b]
	Residual	48,471	49	,989		
	Total	250,981	51			

a. Dependent Variable: Interest
b. Predictors: (Constant), Perception, Motivation

Based on the results in the table above, it is shown that the F value is 102,360 with a significance level of 0.000. Because the significance value of 0.000 is smaller than 0.05, H1 is accepted, meaning that the hypothesis in this study is accepted, which means that the independent variables, namely Motivation and Perception simultaneously or jointly affect the dependent variable, namely the Interest/ Y)

4.5.2 Partial Test (T-Test)

The partial regression coefficient test is used to determine the direction and influence of each independent variable on the dependent variable partially. The results of the t test can be shown in table 4.12 below:

4.12 Partial Test (T-Test) Result

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-5,295	1,266		-4,183	,000
	Motivation	,249	,045	,440	5,503	,000
	Perception	,419	,060	,556	6,952	,000

a. Dependent Variable: Interest

Based on table 4.12, the results of partial significance testing are obtained through the t-test where the significance value will be compared with the value of alpha of 0.05. If the significance value is smaller than alpha 0.05, it will be concluded that the independent variable (X) has an influence on the dependent variable (Y), otherwise if the significance value is greater than alpha, the conclusion is that the independent variable (X) has no effect on the variable. dependent (Y).

According on the test results using the t test above, it can be seen that there are 2 independent variables (X) that significantly affect the dependent variable (Kemang Fight Gym member's Interest/Y), which is Motivation and Perception because they have the significance value is smaller than alpha (0.05).

Furthermore, when viewed based on the value of the beta coefficient, it can be seen that the two independent variables (motivation and perception) show positive numbers. This indicates that when the independent variables (motivation and perception) increase, the dependent variable (interest) will also increase, and vice versa.

4.5.3 Coefficient of Determination Test (R2)

The coefficient of determination ($R2$) is used to measure how far the model's ability to explain the dependent variable is. The coefficient of determination is a number that varies from 0 to 1. If $R2$ is small or close to 0, it can be inferred that independent variables' ability to explain the dependent variable is severely restricted. If the R_2 value is high or close to 1, the independent variables will describe almost all of the details needed to explain the variance of the dependent variable. The results of the coefficient of determination in this study can be seen in table 4.13 below:

Table 13. Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,898ᵃ	,807	,799	,99459	2,049

a. Predictors: (Constant), Perception, Motivation

b. Dependent Variable: Interest

Based on table 4.13 above, it can be seen that the value of the coefficient of determination (R Square) is 0.807 This value is classified on medium strom relationship based on Sugiyono (2013). It also meaning that 80.7% of the variation of the dependent variable, namely the Kemang Fight Gym member's interest (Y) can be explained by the independent variables, namely Motivation and Perception. While the remaining 19.3% is explained by other causes or influenced by other variables outside the independent variables studied.

4.6 Analysis and Discussion

Research that has been done by the author shows that the two independent variables (Motivation & Perception) have a significant effect on the dependent variable (Interest). This shows consistency with the findings of previous researchers who examined the effects of motivation and perception on people's interests (Dilla Patriyudha Sayangbatti & M. Baiquni, 2013)

4.6.1 The Effect of Motivation on Interest (H1)

This study shows that motivation has an impact on the interest of Kemang Fight Gym members to exercise there (with a Sig. Value of 0,00). According to Kamal Firdaus 2012, there are several motivations for people to do sports. In the results of research conducted by the author on members of Kemang Fight Gym, motivation to improve abilities in muay thai & boxing, motivation to get an ideal body shape and motivation to maintain health are the most prominent motivations.

4.6.2 The effect of Perception on Interest

The results of this study indicate that perception has a significant impact on the interest of Kemang Fight Gym members to exercise there. This is indicated by the result of a sig value of 0.00. Just like previous research which shows that perception can influence people's interest. In this study, the perception of exercise as a need and exercise can make themselves better is the most prominent.

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

The purpose of this study is to identify the impact of Kemang Fight Gym member's motivation and perception toward their interest in exercising at the fitness center. From the data obtained through the questionnaire, the results of the hypothesis analysis show that:

1. Motivation has a significant impact toward people's Interest in exercising at the fitness center.

2. Perception has a significant impact toward people's Interest in excercising at the fitness center.

Based on the results obtained, it can be concluded that for members of Kemang Fight Gym, their motivation and perception have a significant impact on their interest in doing exercise there. With this result, the owner of Kemang Fight Gym can improve their marketing strategy in this area both motivation and perception to maximize their advantage in the market.

5.2 Recommendation

5.2.1   For Kemang Fight Gym

Kemang Fight Gym can use the results of this study as an insight to find out the factors that influence people's interest in exercising at Kemang Fight Gym. These findings can help Kemang Fight Gym gain a better understanding of their target members' interests. This may be extremely useful in attracting new members and marketing strategy to the people of DKI Jakarta and its surroundings in order to increase market **competitiveness**. Kemang Fight Gym should be aware that their member's motivation and perception has a role in their interest to exercise there. The results obtained indicate that the motivation of Kemang Fight Gym members to improve their abilities in Muay Thai & Boxing and also the motivation to get an ideal body shape tends to be high. Therefore, the author has several suggestions, namely Kemang Fight Gym can create a program that distinguishes two focuses, namely a focus on improving their members' Muay Thai & Boxing skills and also a program that focuses their members

on getting an ideal body shape. Kemang Fight Gym can make two different program such as strength and conditioning that is focusing on training to get stronger and get ideal body shape and program that is only focusing on the technique of their member. To maximize it, Kemang Fight Gym can create a marketing campaign that can increase motivation and also the public's perception of exercising at the Fitness Center (Kemang Fight Gym). They can create educational content that will gives peoples understanding about the importance of exercise, and then let them know that Kemang Fight Gym provide that in their Fitness Center. For the gym industry, they must be able to adapt to the current situation. They can change their business model, not only offline but also online-based.

5.2.2   For Further Research

Author Recommendation for future studies to conduct a better research :

1. Expand the reach of the research, since this research only focusing on Kemang Fight Gym's member, the future research can conduct more broadened research for example the research with the same topic in Jakarta area.

2. Increase the number of the respondent. This research only have a small number of respondent. Because this research only focusing in one gym (Kemang Fight Gym) and the gym currently have 52 active member.

3. For further research, the author can add more variables such as prices, or programs offered by the Fitness center to find out more about the factors that influence people's interest in doing sports at the Fitness Center

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Appendices

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Pria	39	75,0	75,0	75,0
	Wanita	13	25,0	25,0	100,0
	Total	52	100,0	100,0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 22 Tahun	30	57,7	57,7	57,7
	23 - 27 Tahun	14	26,9	26,9	84,6
	28 - 31 Tahun	3	5,8	5,8	90,4
	31 - 40 Tahun	5	9,6	9,6	100,0
	Total	52	100,0	100,0	

Domicile

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		1	1,9	1,9	1,9
	Bali	1	1,9	1,9	3,8
	Bekasi	1	1,9	1,9	5,8
	Depok	1	1,9	1,9	7,7
	Jakarta Barat	3	5,8	5,8	13,5

	Jakarta selatan	36	69,2	69,2	82,7
	Jakarta Timur	7	13,5	13,5	96,2
	Jakarta Utara	1	1,9	1,9	98,1
	Kota Depok	1	1,9	1,9	100,0
	Total	52	100,0	100,0	

Frequent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 kali	4	7,7	7,7	7,7
	2 kali	14	26,9	26,9	34,6
	3 kali	12	23,1	23,1	57,7
	Lebih dari 3 kali	22	42,3	42,3	100,0
	Total	52	100,0	100,0	

Correlations

		M1	M2	M3	M4	M5	M6	M7	M8	Motivation
M1	Pearson Correlation	1	,376**	,438**	,493**	,193	,172	,302*	,154	,650**
	Sig. (2-tailed)		,006	,001	,000	,170	,221	,029	,275	,000
	N	52	52	52	52	52	52	52	52	52
M2	Pearson Correlation	,376**	1	,244	,457**	,440**	,334*	,009	,000	,547**
	Sig. (2-tailed)	,006		,081	,001	,001	,016	,950	1,000	,000
	N	52	52	52	52	52	52	52	52	52
M3	Pearson Correlation	,438**	,244	1	,274*	,361**	,362**	,488**	,500**	,749**
	Sig. (2-tailed)	,001	,081		,049	,009	,008	,000	,000	,000
	N	52	52	52	52	52	52	52	52	52
M4	Pearson Correlation	,493**	,457**	,274*	1	-,099	,189	,260	-,047	,523**
	Sig. (2-tailed)	,000	,001	,049		,487	,180	,062	,740	,000
	N	52	52	52	52	52	52	52	52	52
M5	Pearson Correlation	,193	,440**	,361**	-,099	1	,500**	,290*	,342*	,572**
	Sig. (2-tailed)	,170	,001	,009	,487		,000	,037	,013	,000
	N	52	52	52	52	52	52	52	52	52
M6	Pearson Correlation	,172	,334*	,362**	,189	,500**	1	,382**	,399**	,639**
	Sig. (2-tailed)	,221	,016	,008	,180	,000		,005	,003	,000
	N	52	52	52	52	52	52	52	52	52
M7	Pearson Correlation	,302*	,009	,488**	,260	,290*	,382**	1	,500**	,687**
	Sig. (2-tailed)	,029	,950	,000	,062	,037	,005		,000	,000
	N	52	52	52	52	52	52	52	52	52
M8	Pearson Correlation	,154	,000	,500**	-,047	,342*	,399**	,500**	1	,581**
	Sig. (2-tailed)	,275	1,000	,000	,740	,013	,003	,000		,000
	N	52	52	52	52	52	52	52	52	52
Motivation	Pearson Correlation	,650**	,547**	,749**	,523**	,572**	,639**	,687**	,581**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	,000	,000	,000	
	N	52	52	52	52	52	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		P1	P2	P3	P4	P5	Perception
P1	Pearson Correlation	1	,402**	,063	,007	,414**	,620**
	Sig. (2-tailed)		,003	,657	,959	,002	,000
	N	52	52	52	52	52	52
P2	Pearson Correlation	,402**	1	,389**	,232	,395**	,718**
	Sig. (2-tailed)	,003		,004	,098	,004	,000
	N	52	52	52	52	52	52
P3	Pearson Correlation	,063	,389**	1	,151	,277*	,475**
	Sig. (2-tailed)	,657	,004		,284	,047	,000
	N	52	52	52	52	52	52
P4	Pearson Correlation	,007	,232	,151	1	,290*	,599**
	Sig. (2-tailed)	,959	,098	,284		,037	,000
	N	52	52	52	52	52	52
P5	Pearson Correlation	,414**	,395**	,277*	,290*	1	,750**
	Sig. (2-tailed)	,002	,004	,047	,037		,000
	N	52	52	52	52	52	52
Perception	Pearson Correlation	,620**	,718**	,475**	,599**	,750**	1
	Sig. (2-tailed)	,000	,000	,000	,000	,000	
	N	52	52	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

*. Correlation is significant at the 0.05 level (2-tailed).

Correlations

		I1	I2	I3	Interest
I1	Pearson Correlation	1	,414**	,081	,836**
	Sig. (2-tailed)		,002	,567	,000
	N	52	52	52	52
I2	Pearson Correlation	,414**	1	,427**	,775**
	Sig. (2-tailed)	,002		,002	,000
	N	52	52	52	52
I3	Pearson Correlation	,081	,427**	1	,525**
	Sig. (2-tailed)	,567	,002		,000
	N	52	52	52	52
Interest	Pearson Correlation	,836**	,775**	,525**	1
	Sig. (2-tailed)	,000	,000	,000	
	N	52	52	52	52

**. Correlation is significant at the 0.01 level (2-tailed).

Multiple Regression Results

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,898[a]	,807	,799	,99459	2,049

a. Predictors: (Constant), Perception, Motivation

b. Dependent Variable: Interest

ANOVA[a]

| Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	202,510	2	101,255	102,360	,000[b]
	Residual	48,471	49	,989		
	Total	250,981	51			

a. Dependent Variable: Interest

b. Predictors: (Constant), Perception, Motivation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-5,295	1,266		-4,183	,000		
	Motivation	,249	,045	,440	5,503	,000	,616	1,624
	Perception	,419	,060	,556	6,952	,000	,616	1,624

a. Dependent Variable: Interest

Histogram
Dependent Variable: Interest

Mean = -7,98E-16
Std. Dev. = 0,980
N = 52
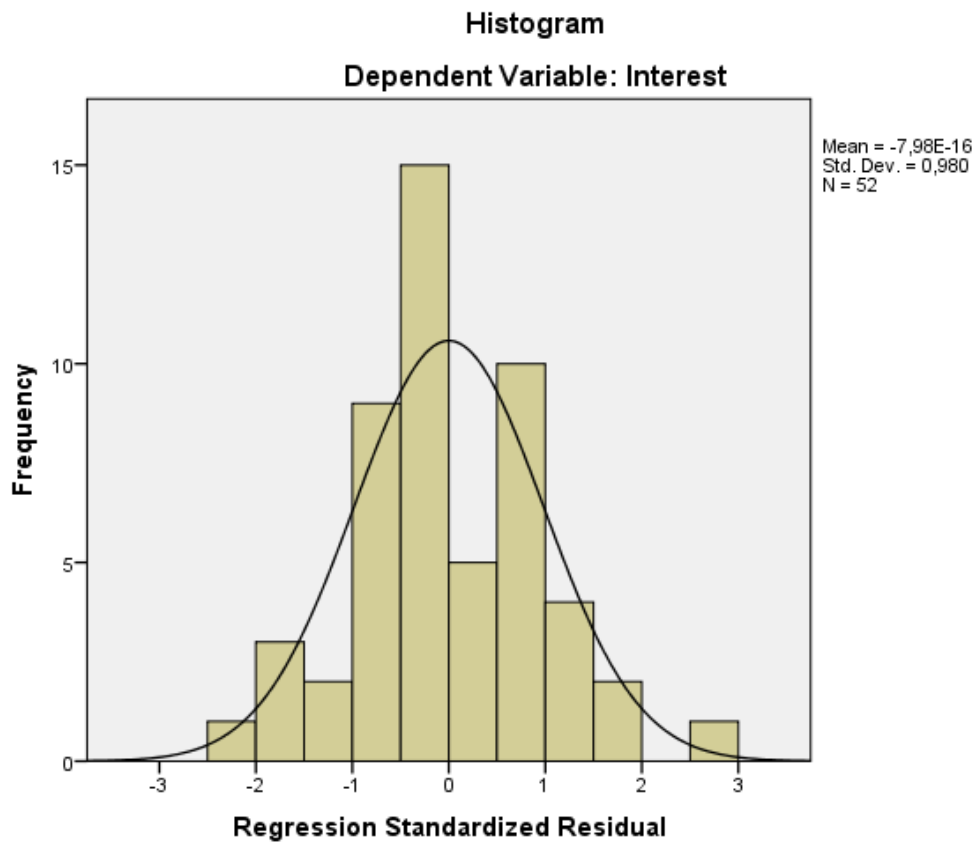
Normal P-P Plot of Regression Standardized Residual
Dependent Variable: Interest
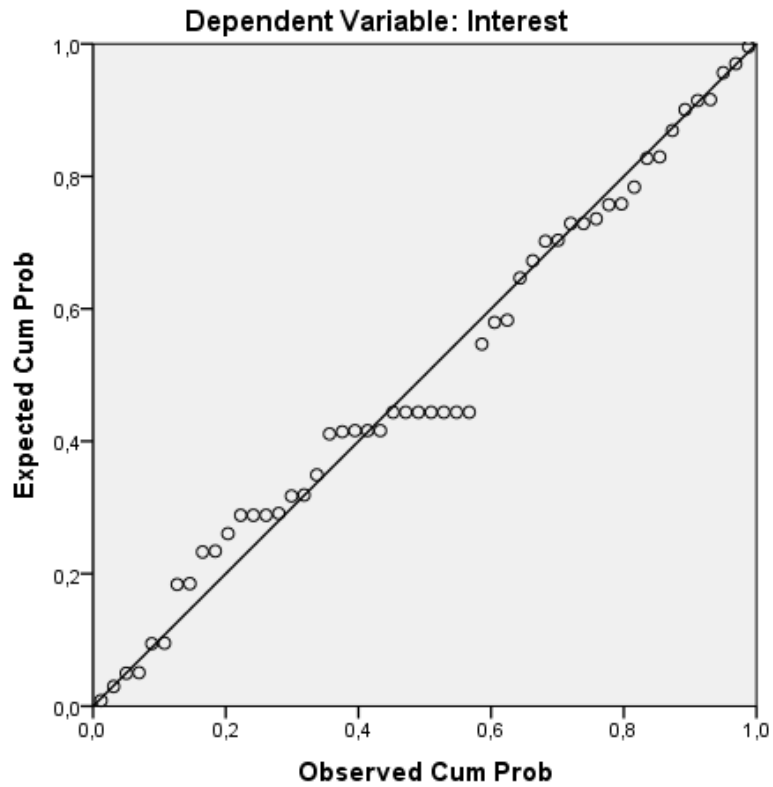
Normality Test

Table 4.6 Normality test : One-Sample Kolmogorov-Smirnov test

		Unstandardized Residual
N		52
Normal Parameters[a,b]	Mean	,0000000
	Std. Deviation	,97489071
Most Extreme Differences	Absolute	,134
	Positive	,134
	Negative	-,074
Test Statistic		,134
Asymp. Sig. (2-tailed)		,201[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.