



A Survey Of Fitness Class Members' Interest, Motivation, And Healthy Living Awareness In Exercise Via The Fitness Class App

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Abstract.

Background

The background to this research is based on the increasing use of fitness apps amidst the challenges of modern lifestyles that often hinder consistent physical activity.

Objectives

This study aims to determine the level of interest, motivation, and awareness of healthy living among Kelas Fitness members in participating in exercise through the Kelas Fitness app.

Methods

The research method used was a descriptive quantitative survey approach. The sample in this study was 27 active Kelas Fitness app members residing in North Sumatra, with data collection instruments consisting of questionnaires and interviews.

Results

The results showed that all three aspects—interest (88.80%), motivation (88.80%), and awareness of healthy living (94.17%)—were in the "very good" category, with an overall average of 91%. These findings indicate that the Kelas Fitness app is capable of facilitating exercise activities and positively influencing healthy lifestyle behaviors for its users. Therefore, the development of app features based on motivational approaches and health education is expected to continue to be improved to maintain user engagement and consistency.

Conclusion

The Fitness Class application is very effective in increasing members' interest, motivation, and awareness of healthy living, with an overall achievement of 91% (very good category), supported by easy access, motivational support, and health education and monitoring, so it has great potential to promote public health even though it still faces long-term sustainability challenges.

Keywords: Fitness Class Application, Interest, Motivation, Healthy Living Awareness

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INTRODUCTION

Health is a crucial aspect of human life. With the changing times and modern lifestyles, awareness of the importance of maintaining good health is increasing. One of the most effective ways to maintain physical health is through regular exercise. Maintaining physical fitness provides not only physical benefits but also mental ones. Regular exercise can improve quality of life, reduce the risk of various chronic diseases, and enhance overall well-being. This is in line with WHO (2010), which states that regular physical activity can reduce the risk of heart disease, stroke, type 2 diabetes, and several types of cancer, as well as improve quality of life and mental well-being. However, although the benefits of exercise are widely known, many individuals still have not made it a sustainable habit.

As the world rapidly changes, many people become trapped in busy daily routines and neglect their physical health. Lack of physical activity can lead to various health problems, such as obesity, diabetes, hypertension, and heart disease. The World Health Organization (WHO) recommends that everyone engage in at least 150 minutes of physical activity per week to maintain physical health and prevent various degenerative diseases. Although many people are aware of the benefits of exercise, many struggle to do it regularly. Various factors, such as limited time, high gym membership fees, and the inability to schedule exercise classes, often lead to individuals' refusal to exercise. This highlights the need for more flexible and affordable alternatives to support people in maintaining their fitness.

The digital era offers a solution to overcome these obstacles in the form of fitness apps. Technology is advancing rapidly and having a significant impact on various aspects of life, including health and fitness. One innovation widely embraced by the public is the use of apps to simplify various activities, including exercise. The use of fitness apps has become a popular choice, especially during the global pandemic, which

has forced people to adapt to more restricted lifestyles while still maintaining their health. The development of fitness apps in Indonesia is growing rapidly. Fitness app users in Indonesia are on the rise, particularly among millennials and Generation Z, who are more familiar with technology and more open to innovations in healthy lifestyles. One fitness app in Indonesia that has kept up with current trends and adapted to its users' fitness goals is the Kelas Fitness app.

The Fitness Class app offers users the convenience of exercising at home or anywhere without the need to go to a gym. The Fitness Class app offers a variety of workout options that can be tailored to each individual's fitness level and preferences. The app allows users to choose the type of exercise, duration, and intensity that best suits their needs. The Fitness Class app also offers a variety of engaging features, such as video tutorials, live workouts through the app, structured training programs, meal plans tailored to their needs, progress tracking, and reminders to exercise regularly. With these features, it is hoped that the fitness app will encourage more people to exercise and maintain their health.

The biggest challenge remains user participation and consistency, despite the growing popularity of fitness apps. Many users start using fitness apps but discontinue their exercise routine after a while. One of the main reasons for this is a lack of interest and motivation to exercise regularly. Therefore, it is crucial to identify factors that influence user interest and motivation in using fitness apps for exercise. This phenomenon raises several questions regarding the level of public interest in exercise through apps, their motivation to participate in these classes, and the extent to which their awareness of the importance of healthy living can increase their participation in fitness activities offered through apps.

Interest is a crucial factor in determining a person's success in an activity. Without interest, a person tends to feel disinterested and unmotivated to continue the activity. In sports, interest can be influenced by various factors, such as past experiences, knowledge of the benefits of exercise, and social influences. Some people may be drawn to exercise because they want to maintain their health, while others may be drawn to achieving their ideal body goals. However, without a strong interest, a person will not be able to maintain an exercise habit long-term.

Public interest in sports and fitness is inseparable from the awareness of the importance of maintaining good health. In today's fast-paced and stressful world, health awareness is on the rise. This growing awareness is demonstrated by the increasing number of people participating in physical activity, including using the Fitness Class app. However, despite this awareness, not all individuals are sufficiently motivated to maintain a healthy lifestyle. Factors such as laziness, lack of social support, and a lack of knowledge about the benefits of exercise are common obstacles.

Motivation also plays a crucial role in a person's success in exercising. Motivation can be divided into two types: intrinsic and extrinsic. Intrinsic motivation comes from within the individual, such as the desire to feel healthier or achieve a specific personal goal. Extrinsic motivation, on the other hand, stems from external factors, such as the support of friends, family, or even encouragement from the fitness app itself. In the context of using a fitness app, intrinsic and extrinsic motivation play a crucial role in determining a person's commitment to regularly attending exercise classes.

Motivation for exercise is a crucial factor in determining a person's success in carrying out an exercise routine. Many factors influence a person's motivation to exercise, such as personal goals (e.g., weight loss, fitness improvement, or health maintenance), social support, and choosing a type of exercise that suits the individual's interests and physical abilities. On the other hand, the Fitness Class application has the potential to increase individual motivation due to its various attractive features, such as the presence of a virtual personal trainer (Online Personal Trainer), monitoring exercise progress, providing exercise programs & meal plans, and consultations with experts recorded in the application. All of these are expected to be motivating factors so that individuals remain motivated and consistent in participating in exercise through the fitness class application.

In addition to interest and motivation, healthy lifestyle awareness is also a factor influencing a person's exercise behavior. Healthy lifestyle awareness encompasses an understanding of the importance of maintaining physical health through a balanced diet, exercise, and maintaining mental health. Fitness app users with a high level of healthy lifestyle awareness tend to be more consistent in following recommended exercise programs. However, not all fitness app users share the same awareness of the importance of healthy living, which can impact their level of exercise participation.

Healthy lifestyle awareness extends beyond understanding the importance of exercise; it also encompasses healthy eating, adequate sleep, and stress management. In the context of fitness class apps, healthy lifestyle awareness is closely related to how the app can serve as an educational and motivational tool for users to develop overall healthy lifestyle habits.

One of the challenges facing increasing awareness of healthy living is a lack of understanding of the relationship between exercise and long-term health. Therefore, fitness class apps that educate users with useful and reliable information about healthy lifestyles will be more effective in raising awareness of healthy living among the public.

According to Deci & Ryan (2012), technology that is fun and provides control over activities can increase intrinsic interest. Fitness apps offer convenience, flexibility, and a variety of exercise options that users can choose from based on their interests. Fitness class apps offer various features that can help increase users' interest and motivation in exercising. Features such as video tutorials, live workouts through the app, structured training programs, meal plans tailored to their body's needs, progress monitoring, and expert consultations can motivate users to maintain consistent exercise. Furthermore, these apps offer convenience and flexibility, as users can exercise anytime and anywhere, without being tied to a gym class schedule. Thus, these apps have great potential to encourage more people to adopt a healthy lifestyle through exercise.

Based on interviews with clients and Fitness Class Personal Trainers, one of the main problems faced by fitness app users is a lack of consistency in their exercise routines. Although the apps offer a variety of workout programs, many users only complete a few sessions and then drop out. This is often due to a lack of motivation or boredom after a while. Furthermore, fitness apps may not provide a personalized experience, making users less inclined to continue their exercise routines.

Beyond motivation, awareness of healthy living is also crucial. While fitness apps can provide guidance and exercises, awareness of the importance of exercise within the context of a healthy lifestyle isn't always properly instilled in users. Some users may only exercise for short-term goals, such as weight loss, without understanding the importance of exercise for long-term health. This makes them more likely to stop exercising after achieving their goals.

The effectiveness of the Fitness Class app in increasing interest, motivation, and awareness of healthy living has not been fully established. Therefore, further research is needed to determine how this app influences users' attitudes and behaviors regarding exercise and the extent to which it can help raise their awareness of the importance of healthy living.

METHOD

Research Design

This research is classified as quantitative descriptive research. According to Abdullah et al. (2022), quantitative descriptive research is research that uses quantitative methods and descriptive analysis techniques to understand data academically. The method used is a survey method with direct data collection. The data obtained will then be processed into percentages and classified to draw conclusions. The researcher used a questionnaire to obtain information on the interests, motivations, and awareness of healthy living among Fitness Class members in participating in exercise through the Fitness Class application.

Participant

A population is a group of individuals whose characteristics and conditions will be studied (Bagyono, 2013). The population sampled in this study was all 100 members who subscribed to the Kelas Fitness app. A sample is a subset of individuals drawn from the population, whose characteristics and conditions will be studied or measured, and then used to describe the characteristics and conditions of the population (Bagyono, 2013). The sampling method used in this study was purposive sampling, which is sampling with a specific purpose. Based on the existing population, 27 individuals met the characteristics of this study.

The inclusion criteria desired by the researcher were as follows:

- 1) Active members of the Kelas Fitness app.
- 2) Residing in North Sumatra

Data Analysis

Data analysis is the process of transforming research data into information that can be used to draw conclusions (Abdullah et al., 2022). The data analysis technique used by researchers in this study was descriptive percentage analysis. The closer each respondent's total score is to the ideal score, the more positive it can be interpreted as indicating a higher level of interest, motivation, and awareness of healthy living. The highest score is 4, and the lowest is 1.

RESULTS AND DISCUSSION

Results

The study involved all members of the Fitness Class application residing in North Sumatra. The sample size for this study was 27 people, who were given a questionnaire containing 30 related questions. In addition to completing the questionnaire, the participants were also asked several questions during an interview to clarify their answers. After data collection, descriptive analysis was conducted using Microsoft Office Excel.

Data analysis is the process of processing data with the aim of finding useful information that can be used as a basis for decision-making solutions. The research instrument used in this study was a questionnaire containing 30 questions divided into three aspects: Interest, Motivation, and Healthy Living Awareness. The lowest score for each question is 1 and the highest score is 4. The average percentage results for each aspect are as follows:

Table 1. Research Survey Results

| No. | Aspect | Percentage | Category |
|-----|--------------------------|------------|------------------|
| 1. | Interest | 88.80% | Very good |
| 2. | Motivation | 88.80% | Very good |
| 3. | Healthy Living Awareness | 94.17% | Very good |
| | Total | 91% | Very good |

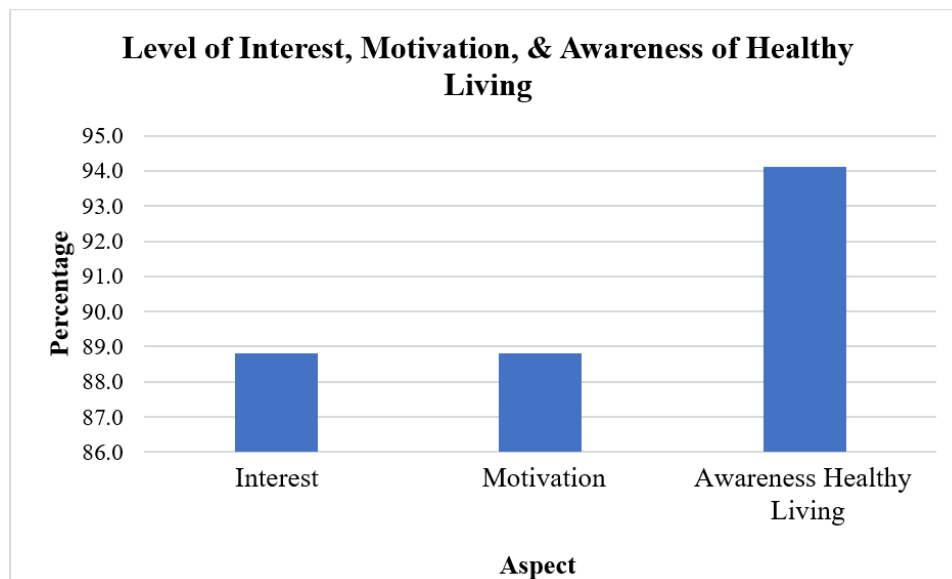


Figure 1. Graph of Research Survey Results

The results in Table 1 and the graph show that the total average rating of interest, motivation, and awareness of healthy living for Fitness Class app members residing in North Sumatra was 91%. This means that Fitness Class app members residing in North Sumatra have excellent interest, motivation, and awareness of healthy living. Each assessment aspect also fell into the very good category.

Discussion

The fast-paced and busy modern lifestyle often results in decreased physical activity and increased stress levels. This condition can ultimately trigger various health problems and diseases. In this context, exercise has long been recognized as a basic human need for maintaining health and fitness, as well as a preventative measure against various diseases. However, time constraints and accessibility to traditional sports facilities often hinder many individuals from participating consistently.

With the rapid development of information technology, particularly the widespread penetration of smartphones and mobile applications, the sports landscape has undergone significant transformation. Fitness apps have emerged as innovative solutions offering easy access and portability to support physical activity. The government has also identified the digital technology-based sports industry as a strategic development direction within the national sports grand plan. One of the first fitness apps in Indonesia is Kelas Fitness.

Based on the survey results, it was revealed that fitness class members' interest, motivation, and awareness of healthy living in participating in exercise through fitness class apps showed "very good" scores, both individually and overall. This finding provides a strong indication of the effectiveness of fitness apps in encouraging positive health behaviors.

The "very good" interest demonstrated by Fitness Class members in using exercise apps can be explained by several key driving factors, including:

- 1) Interest and enthusiasm. The Fitness Class app personally attracted the attention of most members. This is due to the flexibility it offers, making it easy for members to exercise anytime and anywhere.
- 2) Variety of exercises and freedom of choice. The variety of available exercises makes members more enthusiastic about exercising because they can easily choose and adjust their exercise abilities.
- 3) Convenience and accessibility. The survey showed that the majority of respondents, 85%, stated that they prefer to take fitness classes through apps rather than going to the gym, indicating a high need for accessibility. This ease of access was recognized as a significant contributing factor in the choice of fitness apps.

The "excellent" level of motivation found in this survey can be attributed to the integration of behavioral theory as a key to the app's effectiveness. High user motivation does not arise by chance, but rather results from the app's design, which implicitly or explicitly integrates principles of Self-Determination Theory (SDT), Theory of Planned Behavior (TPB), and Social Cognitive Theory (SCT). Fitness Class members' motivation to use the app is based on internal and external motivations, as well as a sense of achieving specific fitness goals.

The "excellent" level of healthy lifestyle awareness indicates that the app not only facilitates physical activity but also serves as a proactive educator of health behaviors. The app empowers users to understand the relationship between their behaviors and achieved health outcomes. This shifts awareness from simply passively acquiring information to using that information to take concrete (proactive) action. The app becomes a resource that enables individuals to actively manage and improve their health. Furthermore, the high level of healthy lifestyle awareness among app users also indicates a link between digital literacy and healthy lifestyle adoption.

Individuals with higher digital health literacy tend to have higher levels of physical activity. Therefore, a "very good" result implies that Fitness Class members who use this app have good skills in navigating and utilizing digital technology for health purposes. Another possibility is that the app itself is so well-designed that it is easy to use even for those who may initially have intermediate digital literacy, thereby effectively increasing their awareness. This suggests that accessible and informative app design can bridge the digital literacy gap and promote healthy behaviors across the broader population.

The 91% "excellent" results from the survey on interest, motivation, and awareness of healthy living do not stand alone, but rather are the result of strong synergy and interconnection between these three aspects. High initial interest (interest in trying the app) drives individuals to download and begin using the app. After trying it, the app's features designed to support motivation play a crucial role in maintaining their engagement. Consistent engagement, driven by high motivation, automatically increases awareness of healthy living.

This occurs because users continually receive relevant information about the impact of physical activity on their bodies. Increased awareness of perceived benefits and beliefs in self-efficacy then strengthen the initial interest and motivation to continue exercising. This process creates a continuous positive feedback loop, where each aspect reinforces the other, encouraging more consistent and sustainable healthy living behaviors.

CONCLUSION

Based on the results of a survey of Fitness Class members' interest, motivation, and awareness of healthy living in exercising through the Fitness Class app, results consistently reached a "very good" level in all three aspects, as well as overall (91%). These findings confirm that the app successfully attracts interest through ease of access and relevance to health goals, maintains motivation through support for autonomy, competence, and connectedness, and increases awareness through proactive education and self-monitoring. While challenges in maintaining long-term consistency remain, the app's potential to promote public health is enormous.

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AUTHOR CONTRIBUTION STATEMENT

This research was conceptualized and designed by Yessy Veronika Simangunsong, who developed the research objectives and methodology, managed data collection, coordinated with participants, and supervised fieldwork at STOK Bina Guna Medan. Dedi Nofrizal performed data analysis, interpreted the findings, and contributed significantly to the preparation of the manuscript. All authors participated in manuscript revisions, approved the final version for submission, and take full responsibility for the integrity and accuracy of the work.

CONFLICT OF INTEREST AND FUNDING

The authors declare no conflict of interest related to the conduct, authorship, or publication of this study.

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