

EXPLORING CUSTOMERS' MOTIVATION TOWARDS BECOMING A MEMBER IN FITNESS CENTER: A CASE STUDY OF CELEBRITY FITNESS PARIS VAN JAVA

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Abstract. The purpose of this research is to explore and identify the customers' motivation and the factors behind it to exercise at the gym, notably Celebrity Fitness Paris van Java. The total sample gathered is 370 respondents, including 193 Celebrity Fitness Paris van Java members. This research uses K-Means cluster analysis and One-Way ANOVA to divide and differentiate the respondents into four clusters, then compare the clusters consisting of Celebrity Fitness Paris van Java members towards the frequency of exercise in a month (regularly exercise), also the satisfaction of the members, and the time period that they have been a member in Celebrity Fitness Paris van Java (loyalty). The findings of this research indicates that the most influential variable of motivation is achievement, change, and exhibition. Based on the clusters, regularly exercising is mostly influenced by Order variable, variable that most influenced satisfaction is Achievement, all clusters have relatively high satisfaction score towards Celebrity Fitness Paris van Java, , the cluster that is most loyal has the highest Order variable score and the oldest average age. This case shows that there is no relationship between regularly exercise and satisfaction, but there is a positive relationship between regularly exercise and loyalty..

Keywords: Customers Motivations; Customer Satisfaction; Customer Loyalty; Gym; Regularly Exercise.

INTRODUCTION

In recent years, obesity came as such a big problem for the society. Nearly half a billion of the world's population is considered obese and over a billion is considered overweight (Rossner, 2002). Obesity does not only impact the people in well developed country such as United States, but starting to spread to Asian countries (Harvard T.H Chan, 2019). The growth and expansion of technology have made people's life easier, this advancement caused people to put less effort in their daily life which leads to sedentary lifestyle and cause obesity. Sedentary lifestyle is a lifestyle with a little or no physical activity and has calorie rich processed food diet with high amount of additives that disturb the body metabolisms. This lifestyle could results in chronic diseases in a long-term period such as heart diseases, diabetes, cancer, and diabetes due to the physical inactivity (Mohan, 2017). By the development of transportation and technology it also means that people can have easier access to reach fitness places to meet their physical health needs. Fitness is starting to become a lifestyle and a necessity for some people. Gym places and private health clubs business is growing rapidly. There are three brands dominating the fitness industry in Indonesia, which are Celebrity Fitness, Gold's gym, and Fitness First (Arthen, 2016). The researcher will limit the study to Celebrity Fitness Paris van Java, Bandung as the object of this research, Celebrity Fitness Paris van Java is one of the biggest gym in Indonesia with a high number of members (Arthen, 2016). As people are more health concious, gym places should have generated more members (Fikri, 2018), but in the case of Celebrity Fitness Paris van Java, the members are decreasing each year since its first opening in 2010, the number of members in the first year of its opening is around 2700 and decreased to 2332 in February 2019. The researcher wants to find the reason of the decreasing members by finding out what drive the customers motivations of people for going to the gym, the Celebrity Fitness manager said that motivation is the most crucial thing to drive people to exercise at the gym. The survey will use a purposive sampling method that will be distributed to the members of Celebrity Fitness Paris van Java. This research uses K-Means cluster analysis and One-Way ANOVA to divide and differentiate the respondents into four clusters, then compare the clusters consisting of Celebrity Fitness Paris van Java members towards the frequency of exercise in a month (regularly exercise), also the satisfaction of the members, and the time period that they have been a member in Celebrity Fitness Paris van Java (loyalty), a conclusion and suggestion will be provided according to the findings.

LITERATURE REVIEW

Customer Motivation: Motivation is the driving force that compels people to act. It represents the reasons one has for acting or behaving in a particular way. Needs are circumstances or things that that are wanted or required, and they direct the motivational forces. Human beings' most basic needs are biological and fulfilling them sustains physical existence and safety (Schiffman & Wisenblit, 2015).

The psychologist Allen Edwards built up a self-administered that wound up to be one of the most broadly utilized apparatuses in the study of personality traits (Schiffman & Wisenblit, 2015). The needs are:

Table 1. Psychogenic needs

Needs	Operational Variables
Achievement	Accomplish task, succeed, overcome obstacles
Exhibition	Shock or thrill others and become the center of attention
Affiliation	Spend time, form strong friendship, and attachment with others
Power/Dominance	Control, influence, and lead others
Change	Seek new experience and avoid routine
Order	Keeping things neat and organized

Customer Satisfaction: Customer satisfaction is defined as an overall evaluation based on the total purchase and consumption experience with the good or service over time (Khadka & Maharjan, 2017).

The satisfaction drivers: In 2006, a research study has identified a powerful set of five factors that drive satisfaction. This model should be seen as a tool to help all those involved in delivering and monitoring the areas that are important to their customers (Khadka & Maharjan, 2017). The satisfaction drivers are:

Table 2. Satisfaction Drivers

Satisfaction Drivers	Explanation
Delivery	<i>The service delivers the outcome it promised and manages to deal with any problems that may arise. "I got what I needed."</i>
Timeliness	<i>The service responds immediately to the initial customer contact and deals with the issue at the heart of it quickly and without passing it on between staff. "I was satisfied with the amount of time it took to get the service."</i>
Professionalism	<i>Staff are competent and treat customers fairly. They are prepared to go the extra mile to give us the extra smile.</i>
Information	<i>The information given out to customers is accurate and comprehensive and they are kept informed about progress.</i>
Staff Attitude	<i>Staff are friendly, polite and sympathetic to customers' needs.</i>

Customer loyalty: Customer loyalty - is a voluntary user solution for a long time to build relationships with the company. Loyalty is the user's desire for a long time to continue their relationship with a particular company (Isoraite, 2016).

METHODOLOGY

Research Methodology

The first step of this research is assembling the research background and identifying the problem, the problem identification will determine the objective of this research. This research uses exploratory approach to find out the most significant variable that influence the motivation of people for going to the gym. The next step is theoretical foundation, which uses the theories in books and papers of the previous studies. The researcher will first conduct an exploratory research using qualitative analysis to find out what are the motivations of people for going to the gym, after that, the researcher will develop a questionnaire, the researcher will conduct a pilot test to test the reliability and validity of the questions, after all the questions are valid and reliable, then the questionnaire will be distributed online. After collecting the data, the researcher will test the validity and reliability of the data again, if the data passed then the researcher will use K-Means cluster analysis, One-Way Anova, and correlation analysis. The researcher will display the complete analysis and interpretation of the data and give conclusion and recommendation.

Design Questionnaire

In the development phase of independent variables, the researcher decided there are three things to be taken account in the fitness and gym area, which are motivation, satisfaction, and loyalty of the fitness places members. The motivation will be the dependent variable which will be measured by five independent variables which are achievement, exhibition, affiliation, power/dominance, change, and order. Based on previous studies on the theoretical foundation, there are five independent variables that drive customers' satisfaction, which are delivery, timeliness, professionalism, information, and staff attitude. The loyalty will be measured by how long the customers have been a member in Celebrity Fitness Paris van Java and how many times the members come to the gym in a month. The researcher will distribute a questionnaire consisting of two parts, the first part will target people who go to the gym, regarding their motivation. The second part will only be intended for the members of Celebrity Fitness Paris van Java regarding their satisfaction and loyalty.

Data Collection

The researcher first conduct an exploratory research using qualitative analysis to find out what are the motivations of people for going to the gym, after that the researcher will distribute a questionnaire consists of two parts, the first part is about customers' motivation that can be filled by all people who go or used to go to the gym, and the second part will only be intended for members in Celebrity Fitness Paris van Java. The questionnaire will consists of 53 questions, the questions will consist of personal data, followed by the questions to determine their motivations and what factors that significantly influenced the motivations, the second part of the questionnaire will be focused on the customers satisfaction and loyalty of Celebrity Fitness Paris van Java's members. The questionnaire will be given to the respondents containing a scale from 1-5. The scale meanings are: 1 - Strongly disagree; 2 - Disagree; 3 - Neutral; 4 - Agree; and 5 - Strongly agree.

Population and Sampling

The researcher wants to know what are the customers motivation and what factors influenced them, how motivations affect customers' satisfaction and how customers' satisfaction affect customers' loyalty in Celebrity Fitness Paris van Java. Hence, the researcher will use the members of Celebrity Fitness Paris van Java as the population. Based on the interview with the manager of Celebrity Fitness Paris van Java and the database of Celebrity Fitness Paris van Java, the members of Celebrity Fitness Paris van Java at the end of February 2019 is 2332 members.

The researcher uses slovin method to calculate the sample size needed, the population that will be used is the total members of Celebrity Fitness Paris van Java which has a number of 2332, with confidence level of 90% and the margin of error of 10%, the researcher needs at least 96 respondents. The researcher will apply non-probability sampling method, specifically purposive sampling method, with compulsory criteria of people who go to the gym, especially members of Celebrity Fitness Paris van Java.

Data Analysis

The data that has been gathered from the survey will be analysed using SPSS. In the data analysis, the researcher will use the validity and reliability test to test whether the data is valid and reliable, K-Means Cluster analysis to divide the respondents into clusters and One-Way ANOVA to divide the clusters based on their characteristic. After the data has been systematically analysed, the results of the findings would further be discussed and presented to create a sense of meaning of quantitative analysis.

FINDINGS AND ARGUMENT

The variables that were most mentioned were Achievement and Exhibition through the keywords of Health and Body Image. also the variable that made least impact to their motivation to go to the gym is Power/Dominance.

Table 1 Cluster Analysis

	Cluster			
	1	2	3	4
Age	21	28	48	37
Achievement	3.96	3.95	4.06	4.33
Exhibition	3.33	3.29	2.83	3.36
Affiliation	3.07	3.44	3.32	3.47
Power	3.00	3.03	2.77	3.09
Change	3.50	3.52	3.12	3.59
Order	3.32	3.32	3.59	3.41

Table 1 shows the cluster analysis for members in Celebrity Fitness Paris van Java. For the clustering, Cluster 1 and 2 have relatively the same scores for all variables except Affiliation, the slight age difference make their characteristics quite similar, the Cluster 2 have higher Affiliation score meaning that Cluster 2 have higher social needs. In terms of Affiliation and Achievement Cluster 1 and 4 have the highest difference, and for Exhibition, Change, Order, and Power/Dominance, Cluster 1 and 3 have the most significant difference.

Based on the ANOVA analysis, the cluster that has the highest mean of Regularly Exercise is Cluster 3, which has an average age of 48, the highest Order score and lowest Exhibition score. The lowest mean of Regularly Exercise held by Cluster 1, which has an average age of 21 and lowest Order score also a moderately high Exhibition score. It can be concluded that in this case, Celebrity Fitness Paris van Java Order score has an impact on Regularly Exercise because it is associated with routine, organized, planning.

The cluster that has the highest mean of Satisfaction is Cluster 4, followed by Cluster 3, Cluster 1, and Cluster 2. Cluster 4 has the

highest Achievement score, Cluster 3 has the second highest Achievement score, followed by Cluster 1, and Cluster 2. It can be concluded that in this case Achievement score has an impact on Satisfaction because it is associated with succeed and accomplish goals.

The cluster that has the highest mean of Loyalty is Cluster 3, followed by Cluster 4, Cluster 2, and Cluster 1. Cluster 3 has the highest Order score and the highest average age, Cluster 4 has the second highest Order score and second highest average age, followed by Cluster 2. Cluster 1 has the lowest Order score and lowest average age. It can be concluded that in this case, Celebrity Fitness Paris van Java members Order score and average age has an impact on Loyalty.

For the correlation, this research used Pearson Correlation, the results shows that there is no correlation between Regularly Exercise and Satisfaction, also the relationship is not significant, but there is a positive correlation between Regularly Exercise and Loyalty but the correlation is relatively low, also the relationship significant.

CONCLUSIONS

The findings of this research indicates that the most influential variable of motivation is achievement, change, and exhibition, also the factor that does not have much contribution is Power/Dominance. Based on the clusters, there are differences for each cluster in terms of exercise frequency. Regularly exercise is mostly influenced by Order variable. There were no significant difference between each cluster regarding their satisfaction, the satisfaction score is in line with the Achievement, so the higher the Achievement score, the more satisfied the clusters. All clusters have relatively high satisfaction score towards Celebrity Fitness Paris van Java, which is 74 out of 90. Between each clusters there are significant difference towards loyalty, the Order score and average age are in line with loyalty, so the higher the Order score and average age, the more loyal the clusters. Based on the result of this research, there is no relationship between regularly exercise and satisfaction, but there is a positive relationship between regularly exercise and loyalty.

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