

Preferences of Members in Choosing a Personal Trainer When Doing Workout at HSC Uny Fitness Center

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ABSTRACT: Weight training at the Fitness Center is a solution to overcome declining physical fitness levels. However, not everyone understands how to use gym equipment and prepare exercise programs, so a Personal Trainer is needed. In choosing a Personal Trainer, of course everyone has different preferences. Therefore, this research aims to determine members' preferences in choosing a Personal Trainer when doing workout at HSC UNY Fitness Center.

The research method used descriptive quantitative methods. The research population was the members of HSC UNY Fitness Center. The research sampling technique used a purposive sampling method so that 30 subjects were obtained. The research instrument was a questionnaire. The validity of the questionnaire used content validity in the form of expert judgment, while the reliability of the questionnaire used Cronbach's Alpha and Cronbach's Alpha in this study was at 0.633. The data analysis used the Likert scale method which was presented and interpreted, so that the data was obtained in the form of member preferences which were sorted from most important/dominant in choosing a Personal Trainer when doing workout at HSC UNY Fitness Center.

Based on the research results, it can be concluded that the most dominant/most important member preference is educational background with a total score of 267 (74.1%). In second place is personality with a total score of 265 (73.6%). In third place is the reference with a total score of 252 (70%). Then in fourth place is expertise with a total score of 250 (69.4%). Then the last or fifth place is price with a total score of 484 (67.2%).

KEYWORDS: Preference, Personal Trainer.

INTRODUCTION

Intangible assets that exist in an individual person and are the most basic capital of humans besides cognitive and intellectual capacity is physical fitness. Physical fitness is a person's ability to carry out daily activities easily without feeling tired and still having the rest or energy reserves to enjoy leisure time or for purposes that can be used at any time, thus physical fitness is a form of a person's functional loyalty to do a certain job with good or satisfying results (Wirnantika et al., 2017). Physical fitness is a physiological attribute that determines a person's ability to do a job (Department of Health & Human Services USA, 2018: C-18).

Physical fitness is the body's ability to carry out physical activities without causing excessive fatigue (Sinuraya & Barus, 2020). Menurut Oktaviani & Wibowo (2021) Physical fitness is a person's ability to carry out an activity for a long time and a fairly heavy load without experiencing significant fatigue. In simple terms, physical fitness can be defined as the condition of a person who does not experience significant fatigue after doing daily activities and still has energy reserves to carry out other activities. People who are healthy do not necessarily have good physical fitness and have enough energy to carry out daily activities, but people who have good physical fitness have a healthy body and are able to do their daily activities well.

Physical Fitness is divided into two, namely physical fitness related to health and physical fitness related to skills. Health-related physical fitness includes lung strength and endurance, muscle strength and endurance, body composition, and flexibility. Then, for physical fitness related to skills/motor skills, among others; agility, balance, coordination, explosiveness (power), reaction time, and speed. Of course, having good physical fitness is the dream of every human being, because with good physical fitness a person will be able to appear more dynamic, enthusiastic, and have high work productivity (Arjuna, 2022: 13). Mutohir et.al., (2023: 5) said that the physical fitness index in Indonesia in 2023 was 0.179, a decrease of 0.006 points compared to the 2022 achievement of 0.185.

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Physical fitness is not a legacy that is passed down from parents to children, but rather a condition that must be achieved with a serious action. One of the efforts that can be done is by exercising. Sport is an activity that needs to involve physical and mental exertion carried out to train the human body, both physically and mentally (Perwiranegara & Sukendro, 2021). Another opinion says that sport is a form of physical activity carried out in a planned and structured manner which in its implementation involves repetitive body movements to improve physical and spiritual fitness (Setiawan et al., 2021).

The advancement of technology has made people lazy to exercise. Some sports activities such as gymnastics, morning running and traditional games that require energy such as gobak sodor and policemen have now been replaced by games on gadgets, making someone lazy to move or exercise. During times of rapid technological change, humans are spoiled by technological advances always (Efendi & Widodo, 2021). In addition, a person's laziness to exercise is due to not having free time and weather factors (whether when it rains or is hot) often make a person lazy to exercise. One way to overcome this problem is to train at a fitness center.

Fitness center is a place used to improve physical fitness. There are several programs that can be done in the fitness center, including: weight gain, weight loss, muscle building, muscle toning, physical fitness, and rehabilitation. In addition, in the fitness center there are adequate facilities and infrastructure for training, a comfortable room (air conditioned), and a trainer (Personal Trainer) who is ready to assist in training. Training at a fitness center can be the answer to the reason someone is lazy to exercise. This is because the training time at the fitness center is more flexible, the place is comfortable (air-conditioned), not affected by the weather, and there are many tools that make training varied so that someone who practices does not feel bored.

In general, some people do not know much about the world of fitness. Starting from how to develop a good and correct exercise program, as well as not understanding the use of fitness/gym equipment. Therefore, someone who does not have knowledge about the world of fitness needs to be accompanied by a Personal Trainer. The Personal Trainer will assist a member in developing a good and correct exercise program to achieve their goals and introduce how to use fitness equipment to avoid injury and get optimal results.

HSC Fitness Center UNY is one of the pioneering fitness centers in Yogyakarta. This is because the facilities available are very good and the human resources who work there are competent in their fields and are graduates from the faculty of sports. Members at Fitness Center HSC UNY do not all know how to use gym equipment and the preparation of good and correct exercises, so it is advisable to use the services of a Personal Trainer. Personal trainers are tasked with assisting and controlling member training in order to achieve their goals. Fitness Center HSC UNY provides Personal Trainer services that are competent in their fields and are graduates of sports science so that the knowledge gained while in college greatly supports the profession. However, not a few members use Personal Trainer services from outside the Fitness Center HSC UNY. The choice of a service/good is what is meant by preference. Of course, the preferences of each member in choosing Personal Trainer services vary. This reason made the researcher take the title regarding member preferences in choosing a Personal Trainer when training at Fitness Center HSC UNY.

RESEARCH METHODS

Type of Research

The research "Member Preferences in Choosing a Personal Trainer When Training at Fitness Center HSC UNY" is an analytical observational research. Analytical observational is research conducted to examine a phenomenon that occurs without intervening in the research subject. This study aims to determine member preferences in choosing a Personal Trainer when training at Fitness Center HSC UNY. Meanwhile, the method used in this research is descriptive quantitative method. The data collection technique used is using a research instrument in the form of a questionnaire / questionnaire. The data analysis technique used in this study uses the Likert scale method.

Time and Place of Research

This research was conducted at the Fitness Center HSC UNY 3rd floor of the Health and Sport Center building of Yogyakarta State University which is located at Jl. Karangmalang, Karang Malang, Caturtunggal, Depok, Sleman Regency, Yogyakarta Special Region 55281. This research was conducted on May 15-21, 2024.

Research Population and Sample

Population is the total number of subjects in a study. The population in this study amounted to 2,389 members of the Fitness Center Health and Sport Center, Yogyakarta State University. The sample in this study amounted to 30 subjects / samples

Determination of the sample in this study using purposive sampling technique. The purposive sampling technique is sampling carried out by matching samples based on the aims and objectives of the study, thereby increasing the accuracy and confidence in the data and research results (Campbell et al., 2020). The sampel criteria in this study are members of the HSC UNY

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Fitness Center and members who use Personal Trainer services.

Research Instrument Mechanics

Data on research is obtained from a questionnaire or questionnaire that has been filled in by the research sample. The results were then analyzed using a Likert scale to determine the tendency of respondents' answers. Likert scale is a psychometric scale commonly used in questionnaires and is a scale that is often used in survey research (Taluke et al., 2019). There are two forms of statements on the Likert scale, namely negative statements and positive statements. In the statement in this study there are four alternative answers, namely strongly agree, agree, disagree, and strongly disagree. In addition, there are two statements in the research questionnaire, namely negative statements and positive statements. Where the two statements have different values / scores. The score is as follows:

Table 1. Rating Scale Reference for Questionnaire Results

Alternative Answer	Statement Score	
	Positive statement	Negative statement
Strongly Agree	4	1
Agree	3	2
Disagree	2	3
Strongly Disagree	1	4

The answers from the respondents were then given a value in accordance with the reference scale of the assessment of the questionnaire results. In addition, the assessment is also carried out by comparing each indicator, starting from the price indicator, educational background indicator, personality indicator, reference indicator, and expertise indicator. The calculation converts the total value into a percent. The formula for measuring the total value of each indicator is as follows (Dewi et al., 2020):

$$= \frac{\text{Total final score}}{\text{Maximum number of final grades}} \times 100$$

Maximum number of final grades

After that, the value of each indicator is known, then compared and sorted each indicator, starting from the largest to the smallest / from the first order to the fifth order.

RESEARCH RESULTS AND DISCUSSION

A. Research Results

1. Respondent Characteristics

Table 2. Respondent Characteristics

Characteristics	Value (%)
Gender	
Male	10 (33%)
Female	20 (67%)
Age	
18-22 Years	14 (46%)
23-27 Years	5 (17%)
> 27 Years	11 (37%)
Jobs	
Student	21 (70%)
Self-employed	1 (3,3%)
Housewife	1 (3,3%)
Private Employee	3 (10,1%)
Doctor	1 (3,3%)
Entrepreneur	2 (6,7%)
Athlete	1 (3,3%)
Domicile	
Yogyakarta	16 (53%)

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Bantul	3 (10%)
Sleman	11 (37%)
Income	
< IDR 2,500,000	18 (60%)
IDR 2,500,000 - IDR 5,000,000	4 (13%)
> IDR 5,000,000	8 (27%)

The data above states the characteristics of the 30 respondents who filled out the questionnaire. Based on gender, there are 10 (33%) male respondents and 20 (67%) female respondents. According to age, there are 14 (46%) respondents aged 18-22 years, 5 (17%) respondents aged 23-27 years, and 11 (37%) respondents aged > 27 years.

In terms of occupation, 21 (70%) respondents were students, 1 (3.3%) respondent was self-employed, 1 (3.3%) respondent was a housewife, 3 (10.1%) respondents were private employees, 1 (3.3%) respondent was a doctor, 2 (6.7) respondents were entrepreneurs, and 1 (3.3%) respondent was an athlete.

A total of 16 (53%) respondents live in Yogyakarta, 3 (10%) respondents live in Bantul, and 11 (37%) respondents live in Sleman. When viewed in terms of income, 18 (60%) respondents have an income of <Rp 2,500,000, 4 (13%) respondents have an income of Rp 2,500,000 - Rp 5,000,000, and 8 (27%) respondents have an income of Rp 5,000,000.

2. Research Indicators

a. Price Indicator

Diagram of Statement No. 1

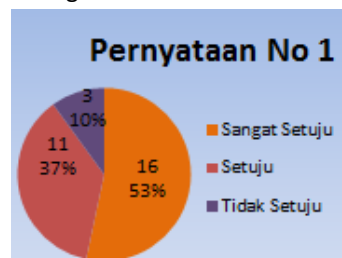


Diagram of Statement No. 2

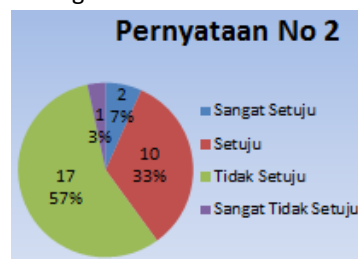


Diagram of Statement No. 3

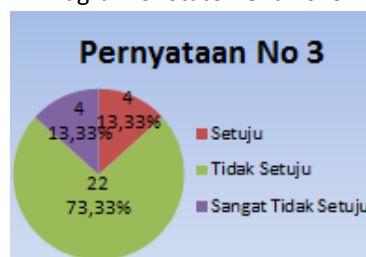
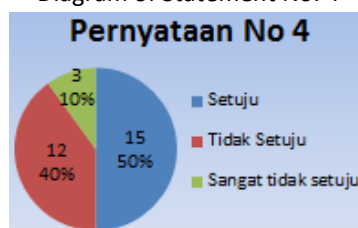


Diagram of Statement No. 4



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Diagram of Statement No. 5

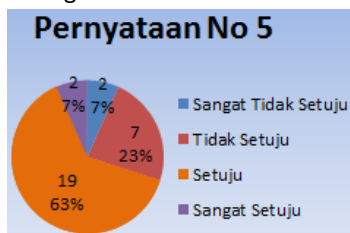
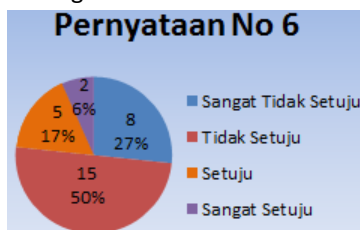


Diagram of Statement No. 6



b. Educational Background Indicator

Diagram of statement No. 7

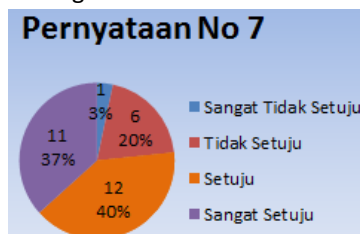


Diagram of statement No. 8

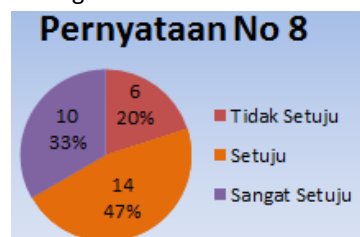
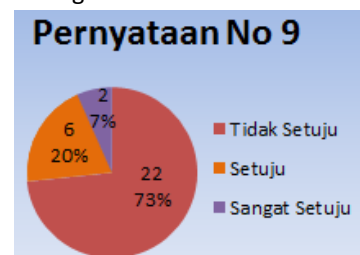
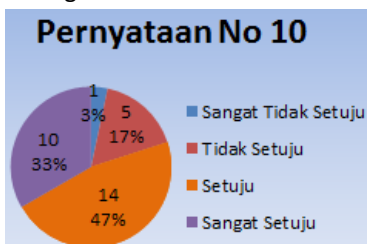


Diagram of statement No. 9



c. Personality Indicator

Diagram of Statement No. 10



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Diagram of Statement No. 11

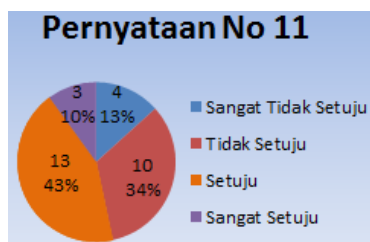
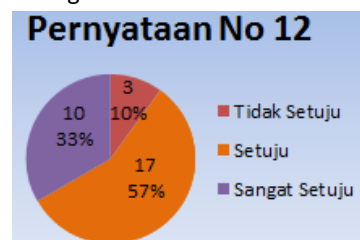


Diagram of Statement No. 12



d. Reference Indicator

Diagram of Statement No. 13

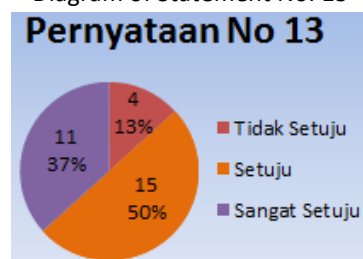


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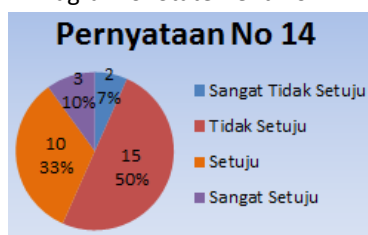
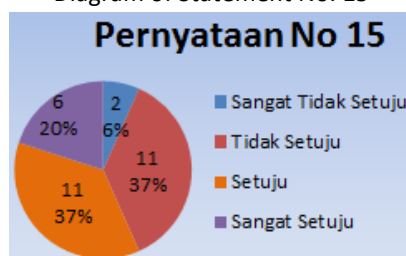
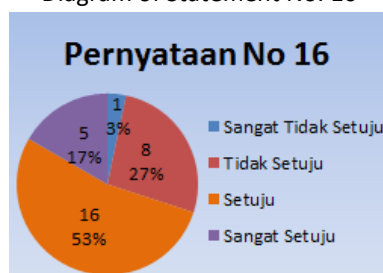


Diagram of Statement No. 15



e. Skill Indicator

Diagram of Statement No. 16



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Diagram of Statement No. 17

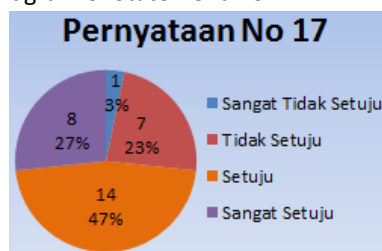
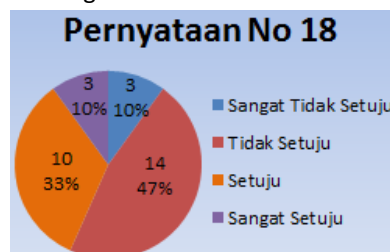


Diagram of Statement No. 18



B. DISCUSSION

This study has five important indicators which are the preferences of members in choosing a Personal Trainer. The five indicators are measured and ranked from first to last.

Table 3. Total score

Description	Price	Educational Background	Personality	Reference	Expertise
Maximum Score	720	360	360	360	360
Total Score	484	267	265	252	250
%	67,2	74,1	73,6	70	69,4

per indicator

Based on the table above, the total score of each indicator is obtained.

1. The indicator that is most important or becomes the member's preference in choosing the most important Personal Trainer is the educational background indicator with a total score of 267 (74.1%). Of the three indicators of educational background, it can be concluded that members prefer Personal Trainers who have a sports education or S1 / S2 / S3 sports students. This is because Personal Trainers who have a sports education or S1 / S2 / S3 sports students have a high success rate, which is supported by the knowledge gained during college, both from theory and skills / abilities. In line with that and based on preliminary studies conducted, researchers were also able to find a fact that Personal Trainer who did not work at the HSC UNY fitness center turned out to be the majority with a sports background, both students who were running undergraduate courses and graduates of S1, S2, and S3.
2. Then in second place there are personality indicators with a total score of 265 (73.6%). Based on the three statements about personality indicators, it can be concluded that Personal Trainers must have an ideal body in order to be a motivation and example for members, dressed using long training and Personal Trainer writing clothes to look attractive or professional, and look neat, clean, and smell good to make members comfortable when practicing.
3. In third place is the reference indicator with a total score of 252 (70%). Judging from the three statements about the reference indicator, it can be concluded that members place recommendations from friends at the top. This is considered because recommendations from friends never lie or people who can be trusted in providing recommendations so that these recommendations can help members in choosing a Personal Trainer. In addition, recommendations from friends certainly come from their previous experience using the Personal Trainer. So that the results obtained by friends can be clearly seen that the training program by the Personal Trainer is satisfying and successful. In line with that, Angriva & Sunyigono (2020) say that preferences can be formed based on previous experience.
4. Then for the fourth sequence, namely the expertise indicator with a total score of 250 (29.4%). From the three statements about the skill indicator, it can be concluded that members prefer Personal Trainers who are certified. This is reinforced

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by the answers of respondents who said that with a Personal Trainer having a certificate, a Personal Trainer looks more convincing in training, can handle clients well, is able to assist in achieving goals, and is considered to have extensive knowledge and is considered competent in his field.

5. Then the last or fifth order is the price indicator with a total score of 484 (67.2%). Based on six statements about price indicators, it can be concluded that price is the main reference in choosing Personal Trainer services. In addition, the ideal price for Personal Trainer services in 1x meeting is in the price range of IDR 100,000 - IDR 200,000 and it can be concluded that the price does not guarantee the success or failure of the exercise program because the actual exercise program is determined by the dedication, knowledge, background of the Personal Trainer, and the individual member himself. The reason why although in the statement it is said that price is the main reference, but in the final score it turns out that the price indicator is the last and the educational background indicator is in the first place. Of course this is related to the respondents of this study, where 21 (70%) of the respondents were students, so of course the respondents were very concerned about the educational background of a Personal Trainer because by having a sports background, his abilities were considered qualified and the training program that was prepared had a high success rate. In addition, HSC UNY fitness center is a fitness center with a sports science background so that the public/member view that Personal Trainers must have a sports background.

CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results of the research and discussion above, it can be concluded that the most important or first order member preferences are educational background with a total score of 267 (74.1%). Then, in second place is the personality indicator with a total score of 265 (73.6%). In third place is the reference indicator with a total score of 252 (70%). Then for the fourth order, namely the expertise indicator with a total score of 250 (69.4%). Then the last or fifth order is the price indicator with a total score of 484 (67.2%).

Advice

Based on the discussion above, the researcher can provide the following suggestions:

1. Personal trainers must identify the demands of members by looking at and keeping up to date regarding member preferences in choosing a Personal Trainer so that they are able to maintain and even improve their quality so that they attract members.
2. For other researchers, this research can be used as a reference for researching and being able to develop this research in the future.

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