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Predicting Gym Subscription Intentions: The Roles of Fitfluencers, Social Media Marketing, and Perceived Value

Ni Putu Loviana Riska*, Nyoman Dwika Ayu Amrita, Ni Nyoman Sudiyani
Universitas Ngurah Rai, Bali, Indonesia
Email: putulovianariska@gmail.com*

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Abstract

Social media has become an important source of information for consumers evaluating gym membership options, with fitness influencers (fitfluencers) and promotional content shaping their expectations of membership benefits. This study examined the relationships among fitfluencer influence, social media marketing, perceived value, and gym membership decisions in Denpasar, Indonesia. A quantitative cross-sectional survey was conducted using purposive sampling to recruit 100 working-age residents who actively used social media, followed at least one fitness influencer, and had held a gym membership within the preceding two years. Data collected through structured questionnaires were analyzed using multiple linear regression. The regression model was statistically significant and explained 46.3% of the variance in gym membership decision scores (adjusted $R^2 = 0.463$). Fitfluencer influence demonstrated the strongest positive and statistically significant association with gym membership decisions (standardized $\beta = 0.458$, $p < 0.001$), followed by perceived value ($\beta = 0.295$, $p = 0.001$) and social media marketing ($\beta = 0.209$, $p = 0.006$). These findings indicated that consumers considered recommendations from fitness influencers, information disseminated through gyms' social media channels, and perceived membership benefits relative to associated costs when making gym membership decisions. The study concluded that gym managers in Denpasar could leverage these findings to establish strategic collaborations with credible fitness influencers, develop informative and interactive social media content, and communicate membership pricing, facility features, and available services transparently to support consumer decision-making.

INTRODUCTION

Advances in digital technology have brought significant changes to consumer behavior and marketing practices. The widespread adoption of the internet, e-commerce, social media, mobile applications, and data-driven technologies has created an interconnected digital marketing environment in which consumers can access product and service information, compare available alternatives, and interact directly with brands. Consequently, digital marketing extends beyond promoting products and services through online channels to

encompass the strategic integration of content creation, brand communication, consumer engagement, and digital platforms to influence consumer perceptions and purchasing decisions (Amrita et al., 2024, 2025; Mendrofa et al., 2024). Within the fitness industry, social media has emerged as an influential source of information regarding exercise programs, gym facilities, membership options, and healthy lifestyles. Recommendations and experiences shared by fitness influencers (fitfluencers) and other social media users can complement formal promotional messages and shape consumers' expectations of fitness services (Yin et al., 2024). Accordingly, the credibility of information sources, the perceived usefulness of digital content, and the value associated with gym memberships have become important considerations in consumers' evaluation processes and membership decisions (Yusriman et al., 2025).

Table 1. Gen Z's Most Frequently Accessed Online Content

No.	Category	Percentage (%)
1	Sports	41,36
2	Politics	33,4
3	Entertainment	31,42
4	Economy, Finance	26,83
5	Education	25,02
6	Culture	24,93
7	Health	23,13
8	International / Foreign Affairs	5,31

Source: Indonesian Internet Service Providers Association (APJII), 2025

As illustrated in Table 1, sports-related content consistently attracts substantial interest among Indonesian internet users. This finding suggests considerable public interest in physical activity, competitive sports, and developments in national and international sporting events. Such interest also highlights the potential of sports-related content, including sporting events, athlete news, and healthy lifestyle information, to engage digital audiences while serving as a source of entertainment, information, and inspiration (Wargama, 2026).

As public awareness of the importance of health and physical fitness continues to increase, Indonesia's fitness industry has experienced considerable growth. Between 2024 and 2025, interest in sports participation and healthy lifestyles continued to rise, with more individuals incorporating regular physical exercise into their daily routines, including activities at gyms and fitness centers. This growing interest has been reflected in the industry's financial performance. According to data reported by Kompas.id, Indonesia's fitness industry grew by 6.1% in 2024, driven partly by increasing awareness of the health risks associated with sedentary lifestyles and unhealthy behaviors. Revenue generated by gyms and fitness centers reached approximately USD 600 million in 2024, indicating substantial consumer demand for fitness-related services.

The increasing emphasis on physical fitness and personal well-being has contributed to the growing adoption of regular exercise as part of contemporary lifestyles, particularly amid the technological and societal transformations associated with Society 5.0 (Mourtzis et al., 2022). One manifestation of this trend is the increasing popularity of gyms and fitness centers. Beyond providing facilities for physical exercise and health maintenance, these establishments

also function as social environments that facilitate interpersonal interactions, reflect lifestyle preferences and socioeconomic positioning, and contribute to the construction and expression of social identity (Wargama, 2026).

According to data published by Market.us Media, the global physical activity industry has demonstrated substantial long-term growth despite disruptions caused by the COVID-19 pandemic. Between 2017 and 2019, the estimated market value increased from USD 789.5 billion to USD 903.9 billion, reflecting steady expansion before the pandemic. However, in 2020, the market contracted by approximately 14.6% to USD 771.7 billion, coinciding with widespread restrictions associated with the COVID-19 pandemic caused by severe acute respiratory syndrome coronavirus 2 (SARS-CoV-2). These restrictions included temporary gym closures and limitations on recreational and physical activities. The industry subsequently recovered in 2021, reaching an estimated value of USD 975.6 billion, supported by growing health awareness and the increasing adoption of digital and home-based fitness solutions. This upward trend continued in 2022, when the market exceeded USD 1 trillion, reaching approximately USD 1,009.7 billion, followed by further expansion in 2023. Market projections for 2024–2028 indicated continued growth, with the global physical activity industry expected to reach approximately USD 1,261.4 billion in 2026 and USD 1,407.7 billion by 2028.

Gyms and fitness centers have increasingly become important options for individuals seeking to improve physical fitness, maintain healthy lifestyles, and participate in structured exercise programs. This trend is reflected in the expansion of gym facilities across local and national markets and the growing demand for fitness memberships, as presented in Table 2. The increasing availability of fitness services has also intensified competition among providers, highlighting the importance of understanding the factors associated with consumers' gym membership decisions, particularly the roles of fitness influencers, social media marketing, and perceived value.

Table 2. Indonesia's gym growth

No.	Years	Gym Count
1	2020	10.000
2	2022	18.000
3	2025	26.500

Source: CCI Indonesia (2025), reprocessed from national fitness industry data.

Table 2 illustrates a substantial upward trend in the number of gyms operating in Indonesia over the past five years, reflecting increasing consumer interest in physical fitness and healthy lifestyles. Alongside the expansion of conventional fitness facilities, digital fitness services have also experienced considerable growth. According to Statista, revenue from fitness applications in Indonesia was projected to reach USD 71.4 million in 2024, while the digital fitness and well-being sector was expected to generate approximately USD 660 million, with continued annual growth anticipated. These projections suggest that Indonesian consumers are increasingly interested in maintaining their health and physical fitness and are willing to allocate financial resources to fitness-related products and services.

The growing popularity of social media and healthy lifestyles has contributed to the emergence of fitness influencers, commonly known as fitfluencers, as influential figures in digital fitness marketing. These individuals shape their audiences' perceptions, attitudes, and

behaviors concerning health, exercise, and physical fitness through content shared on social media platforms. Fitfluencers frequently use short-form videos to demonstrate exercise techniques, share personal fitness experiences, provide workout recommendations, offer online training guidance, and organize accessible fitness activities for their followers (Dajah, 2020). Through informative, motivational, and interactive content, fitfluencers can encourage audiences to adopt healthier behaviors and participate in fitness-related activities (Vyatkina, 2020). In Indonesia, the increasing visibility of fitness influencers on social media has contributed to greater awareness of healthy lifestyles and exercise practices. Previous research has demonstrated that social media influencers, including those specializing in fitness, can influence their followers' attitudes, preferences, and purchasing decisions (Refi & Ulfa, 2025).

Lay and Parasari (2025) found that influencer marketing had a positive and statistically significant association with consumers' decisions to purchase gym memberships. Their findings suggested that incorporating influencers into fitness marketing strategies could encourage prospective consumers to register for membership at fitness centers. However, the influence of fitfluencers is not determined solely by their number of followers but also by their perceived credibility, trustworthiness, authenticity, and ability to establish meaningful connections with their audiences. Consumers may place greater trust in recommendations from influencers perceived as authentic and experienced than in conventional promotional messages. Consequently, fitfluence, which refers to the influence of fitness-related social media content and its creators, has become an increasingly relevant factor in understanding consumers' gym membership decisions.

Social media marketing represents another factor potentially associated with consumers' decisions to join fitness centers. It enables fitness businesses to disseminate information, showcase facilities, communicate with prospective members, and establish customer relationships through interactive digital content. Digital marketing literature emphasizes the importance of aligning platform selection, content development, and communication strategies with target audience characteristics rather than treating online promotion as an isolated marketing activity (Amrita et al., 2024, 2025; Mendrofa et al., 2024). Informative, engaging, and responsive social media content may strengthen brand awareness, encourage consumer interaction, and enhance customer engagement (Powell & Pring, 2024). Previous empirical studies have also identified positive associations between social media marketing activities, consumer purchasing decisions, and intentions to join fitness centers (Hanjaya et al., 2023; Pratama et al., 2025; Prayogo & Yoestini, 2022).

Perceived value is also an important consideration in consumers' gym membership decisions because it reflects their overall assessment of the benefits received relative to the monetary and nonmonetary sacrifices involved. Consumers evaluate fitness services by considering whether the perceived benefits justify membership fees, time commitments, and physical effort. Positive perceptions of gym facilities, service quality, and membership benefits may strengthen customer satisfaction, loyalty, and willingness to purchase or renew memberships. Consequently, consumers are more likely to consider joining a fitness center when they perceive its services as providing favorable value relative to the associated costs (Pratama et al., 2025).

Perceived value extends beyond membership pricing to encompass facility quality, service reliability, comfort, and the overall customer experience. Within the fitness industry,

factors such as facility cleanliness, equipment availability, environmental atmosphere, accessibility, and instructor support contribute to consumers' assessments of membership value. This perspective is consistent with Zeithaml's (1988) conceptualization of perceived value, which emphasizes consumers' overall evaluation of a product's or service's utility based on the benefits received relative to the sacrifices made. When perceived benefits justify or exceed the associated costs, consumers may place greater emphasis on overall service value than on price alone. Accordingly, favorable evaluations of gym facilities and services may contribute to stronger membership intentions and purchasing decisions (Verizka & Aini, 2025).

Despite increasing public awareness of healthy lifestyles and the growing popularity of gym memberships in Indonesia, existing research has not fully established the relative contributions of fitfluence, social media marketing, and perceived value to consumers' fitness membership decisions. Previous studies have examined these factors individually or in different consumer contexts, resulting in limited evidence regarding their simultaneous relationships with gym membership decisions. Furthermore, differences in research settings, consumer characteristics, and marketing approaches may contribute to variations in the reported findings. Addressing these limitations is important for understanding how influencer-related information, digital marketing activities, and consumers' evaluations of service value jointly relate to fitness membership decisions. Therefore, this study aimed to examine the associations of fitfluence, social media marketing, and perceived value with gym membership decisions among consumers in Denpasar, Indonesia.

This study sought to contribute to the existing literature by integrating fitfluence, social media marketing, and perceived value into a single analytical framework for examining gym membership decisions. The proposed approach addressed the relatively limited research examining these three variables simultaneously within the Indonesian fitness industry, particularly in Denpasar. Furthermore, the study considered fitfluence as a specialized form of influencer marketing focused on fitness-related content, exercise practices, and healthy lifestyle promotion. It also emphasized the role of perceived value in consumers' assessments of gym membership benefits and associated costs. By examining the relative associations of these variables with membership decisions, the study was expected to provide empirical insights into digital consumer behavior and offer practical recommendations for fitness center managers seeking to strengthen influencer collaborations, improve social media marketing strategies, communicate membership value more effectively, and support consumer membership decisions.

METHOD

This study employed a quantitative, explanatory, cross-sectional research design to examine the relationships between fitfluencer influence, social media marketing, perceived value, and gym membership decisions. Primary data were collected through a structured questionnaire administered to respondents who actively used social media, followed fitness influencers, and had previously purchased gym memberships in Denpasar, Indonesia.

The study was conducted in Denpasar, Bali, Indonesia, an urban center characterized by the growing presence of gyms and fitness centers, widespread social media use, and increasing interest in healthy lifestyles. This setting provided a relevant context for examining the associations of fitfluencer influence, social media marketing, and perceived value with

consumers' gym membership decisions.

Respondents were selected using purposive sampling based on the following inclusion criteria: residing in Denpasar, actively using social media platforms such as Instagram, TikTok, or YouTube, following at least one fitness influencer, having held a gym membership within the preceding two years, and being of working age. The sample size was determined using a guideline of 5–10 respondents per indicator (Hair et al., 2010). With 16 indicators, the estimated sample size ranged from 80 to 160 respondents. Accordingly, 100 respondents were recruited for the study. Data analysis included instrument validity and reliability assessments, descriptive statistics, and multiple linear regression. The regression model was evaluated using the coefficient of determination (R^2), the F-test to assess overall model significance, and t-tests to examine the statistical significance of individual regression coefficients.

RESULTS AND DISCUSSION

The data collected from 100 respondents through the distribution of questionnaires was then preliminarily analyzed using research instrument tests to ensure that the questionnaire was suitable for testing and could be further analyzed to test the research hypotheses. To assess the research instrument's validity and reliability, a series of validity and reliability tests were conducted. The validity of an instrument is contingent upon the magnitude of the correlation coefficient between an item and the total score in the instrument, which must exceed 0.30 at a significance level of $\alpha = 0.05$. The results of the validity test in this study are presented in Table 3.

Table 3. Validity Test Results

Variable	Indicator	Correlation Coefficient	*Sig. (2-tailed)*	Description
Fitfluence (X_1)	$X_{1.1}$	0.791	0.000	Valid
	$X_{1.2}$	0.772	0.000	Valid
	$X_{1.3}$	0.739	0.000	Valid
	$X_{1.4}$	0.564	0.000	Valid
Social Media Marketing (X_2)	$X_{2.1}$	0.769	0.000	Valid
	$X_{2.2}$	0.597	0.000	Valid
	$X_{2.3}$	0,624	0,000	Valid
	$X_{2.4}$	0,799	0,000	Valid
Perceived Value (X_3)	$X_{3.1}$	0,657	0,000	Valid
	$X_{3.2}$	0,711	0,000	Valid
	$X_{3.3}$	0,714	0,000	Valid
	$X_{3.4}$	0,681	0,000	Valid
	$X_{3.5}$	0,555	0,000	Valid
Gym Subscription Decision (Y)	Y_1	0,610	0,000	Valid
	Y_2	0,731	0,000	Valid
	Y_3	0,640	0,000	Valid
	Y_4	0,789	0,000	Valid

Research findings (compiled, 2026).

The results of the validity test in Table 3 demonstrate that all variables exhibit correlation coefficients with the total scores of all statement items that are greater than 0.30.

This finding suggests that the statement items in the research instrument are valid. In addition, Cronbach's alpha is regarded as reliable if its value is greater than or equal to 0.70. The following table presents a synopsis of the outcomes derived from the reliability assessment of the research instrument (see Table 4).

Table 4. Reliability Test Results

No.	Variabel	*Cronbach's Alpha*	Description
1	Fitfluence (X_1)	0.755	Reliabel
2	Social Media Marketing (X_2)	0.778	Reliabel
3	Perceived Value (X_3)	0.764	Reliabel
4	Gym Subscription Decision (Y)	0.776	Reliabel

Research findings (compiled, 2026)

The results of the reliability test, as presented in Table 4, indicate that all research instruments possess a Cronbach's alpha coefficient that exceeds 0.70. Consequently, it can be concluded that all instruments are reliable and can be used for this study.

The description of the research variables provides information regarding the characteristics of the research variables, including the number of observations, minimum value, maximum value, mean, and standard deviation. Table 5 presents the results of the descriptive statistical analysis.

Table 5. Descriptive Statistics

	STS	TS	CS	S	SS	Amount	Mean
X1.1	0	2	6	58	34	424	4.24
X1.2	0	3	5	39	53	442	4.42
X1.3	0	2	9	41	48	435	4.35
X1.4	0	2	32	36	30	394	3.94
X1			Fitfluence			1702	4.24
X2.1	0	15	41	30	14	343	3.43
X2.2	0	9	43	34	14	353	3.53
X2.3	0	8	25	36	31	390	3.90
X2.4	0	21	41	25	13	330	3.30
X2			Social Media Marketing			1416	3.54
X3.1	0	6	11	51	32	409	4.09
X3.2	0	1	22	44	33	409	4.09
X3.3	0	6	21	45	28	395	3.95
X3.4	0	1	16	43	40	422	4.22
X3.5	1	1	8	62	28	415	4.15
X3			Perceived Value			2050	4.10
Y1.1	0	2	12	31	55	439	4.39
Y1.2	2	8	16	50	24	386	3.86
Y1.3	1	2	6	51	40	427	4.27
Y1.4	0	6	10	27	57	435	4.35
Y			Gym Subscription Decision			1687	4.22

Research findings (compiled, 2026)

Preliminary findings from the descriptive statistical analysis in Table 5 indicate that the Fitfluence variable has obtained a mean score of 4.24. This suggests that consumers have a

high level of satisfaction with Fitfluence gyms in Denpasar. The Social Media Marketing variable obtained a mean score of 3.54, indicating that gym services in Denpasar have a high or good level of social media marketing. The Perceived Value variable exhibited a mean of 4.10, suggesting that gym services in Denpasar are perceived as offering good value by respondents. Additionally, the variable indicating the decision to subscribe to a gym service had a mean of 4.22, suggesting that consumers in Denpasar have a high propensity to subscribe to such services.

Prior to the application of regression techniques for the analysis of data, it is imperative that the regression equation model undergoes rigorous examination to ensure that it meets the criteria of classical assumptions. A superior regression model is one that is not afflicted with issues such as non-normal data distribution, multicollinearity, or heteroscedasticity. The classical assumption tests conducted include the normality test, the multicollinearity test, and the heteroscedasticity test.

The objective of the normality test is to ascertain whether the residuals from the regression model adhere to a normal distribution. In this study, the normality test was conducted by testing the normality of the residuals using the Kolmogorov-Smirnov test. In the context of statistical analysis, the significance probability of the residual value is a critical metric. If this value exceeds 0.05, the data are considered to be normally distributed. Conversely, if the significance probability of the residual is less than 0.05, the data are said to be non-normal.

Table 6. Normality Test Results: One-Sample Kolmogorov-Smirnov Test based on their research findings.

	Unstandardized Residual
N	100
Test Statistic	0.083
Asymp. Sig. (2-tailed)	0.085[c]

Pursuant to the findings enumerated in Table 6, a significance value of 0.085 was ascertained, which exceeds the 0.05 threshold. Given that the Kolmogorov-Smirnov test statistic has a significance value greater than 0.05, it can be concluded that the regression equation model follows a normal distribution.

A regression model is considered to be of adequate quality if there is an absence of correlation among the independent variables. The presence or absence of correlation among the independent variables can be ascertained through the examination of the tolerance value and the variance inflation factor (VIF). In the event that the tolerance value exceeds 10% or the VIF is less than 10, it can be concluded that the model is not affected by multicollinearity. The results of the multicollinearity test are shown in Table 7.

Table 7. Multicollinearity Test Results

Variable	***Tolerance***	**VIF**	**Description**
Fitfluence (X_1)	0,736	1.358	No multicollinearity
Social Media Marketing (X_2)	0,996	1.004	No multicollinearity
Perceived Value (X_3)	0,738	1.355	No multicollinearity

Research findings (compiled, 2026)

As demonstrated in Table 7, an examination of the tolerance and VIF values reveals that the tolerance value for each variable exceeds 10%, while the VIF value falls below 10. This outcome indicates that the regression equation model is not affected by multicollinearity.

A regression model that meets the criteria of quality is one that demonstrates the absence of heteroscedasticity or the presence of homogeneous variances. In the absence of a substantial impact from the independent variables under consideration, or in instances where their statistical significance exceeds 0.05 with respect to the absolute residual values, it can be deduced that the regression model does not manifest heteroscedasticity. The results of the heteroscedasticity test are presented in Table 8.

Table 8. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	3.696	1.382		2.673	0.009
	Fitfluence	0.015	0.077	0.023	0.198	0.843
	Social Media Marketing	-0.044	0.044	-0.099	-0.996	0.322
	Perceived Value	-0.101	0.051	-0.228	-1.973	0.051
a. Dependent Variable: ABS_RESIDUAL						

As illustrated in Table 8, the Fitfluence variable demonstrates a significant value of 0.843, while Social Media Marketing exhibits a value of 0.322 and Perceived Value shows a value of 0.051. The values in question are greater than 0.05, which indicates that the independent variables are not exerting an influence on the absolute residuals. Consequently, the model demonstrates the absence of heteroscedasticity.

Subsequent to the fulfillment of all classical assumptions, the results of the multiple linear regression analysis were presented. The multiple linear regression coefficients were calculated using SPSS 26.0 for Windows, and the results are shown in Table 9.

Table 9. Multiple Linear Regression Analysis Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-2.057	2.143		-.960	.340
	Fitfluence	.628	.119	.458	5.261	.000
	Social Media Marketing	.193	.069	.209	2.796	.006
	Perceived Value	.268	.079	.295	3.395	.001
a. Dependent Variable: Gym subscription decision						

In accordance with the findings of the multiple linear regression analysis presented in Table 9, the subsequent regression equation can be deduced:

$$Y = -2{,}057 + 0{,}628\ X1 + 0{,}193\ X2 + 0{,}268\ X3 \quad (1)$$

The partial t-test results indicate that each independent variable is statistically significant at the 0.05 level. The adjusted R^2 is reported below to summarize the explanatory power of the model.

Table 10. Results of the Coefficient of Determination (R^2) Test

Model Summary				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Error of the Estimate**
1	0.681[a]	0.463	0.447	1.74581

a. Predictors: (Constant), Perceived Value, Fitfluence, Social Media Marketing

The findings presented in Table 10 demonstrate that the adjusted R^2 (adjusted coefficient of determination) is 0.463. This indicates that the decision to subscribe to a gym is influenced by a multitude of factors, including Fitfluence, social media marketing, and perceived value, which collectively account for 46.3 percent of the variance. The remaining 53.7 percent of the variance is attributed to factors that were not incorporated into the research model.

The objective of the present study is to ascertain whether the identified independent variables (Fitfluence, Social Media Marketing, and Perceived Value) are collectively suitable for predicting the decision to subscribe to a gym. This test is frequently referred to as the F-test. The results of the F-test in this study are presented in Table 11.

Table 11. Results of the F-Test

ANOVA[a]						
Model		**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
1	Regression	252.716	3	84.239	27.639	.000[b]
	Residual	292.594	96	3.048		
	Total	545.310	99			

a. Dependent Variable: Gym subscription decision

b. Predictors: (Constant), Perceived Value, Social Media Marketing, Fitfluence

As demonstrated in Table 11, the F-value is 27.639 with a p-value of 0.000, which is less than $\alpha = 0.05$. This finding indicates that the model employed in this study is valid. These findings suggest that all independent variables possess the capacity to predict or explain the phenomenon of gym membership decisions. In essence, the decision to subscribe to a gym is influenced by a converging effect of variables, namely Fitfluence, Social Media Marketing, and Perceived Value.

The present study examined the impact of the Fitfluence, Social Media Marketing, and Perceived Value variables on employees' decisions to subscribe to a gym. To this end, a t-test was employed to conduct a rigorous statistical analysis. The testing criteria for interpreting the relationships between each variable are as follows: if the significance value is less than 0.05, then H0 is rejected and H1 is accepted. Conversely, if the significance value is greater than 0.05, then the null hypothesis (H0) is accepted and the alternative hypothesis (H1) is rejected. The results of the test of the influence between variables are presented in Table 12:

Table 12. Hypothesis Testing Results

	Standardized Coefficients	**t**	**Sig.**
Fitfluence (X_1) → Gym subscription decision (Y)	0.458	5.261	0.000
Social Media Marketing (X_2) → Gym subscription decision (Y)	0.209	2.796	0.006

Perceived Value (X_3) → Gym subscription decision (Y)	0.295	3.395	0.001

1. H1 – The Impact of Fitfluence on the Gym subscription decision

The findings of the study demonstrate that Fitfluence exerts a positive and significant influence on the decision to join a gym (β = 0.458; t = 5.261; p = 0.000). This suggests that the credibility, authenticity, and appeal of a fitness influencer are positively correlated with the probability of consumers subscribing to a gym. This finding aligns with the Theory of Planned Behavior (Ajzen, 1991), which posits that information and social influence can shape beliefs and attitudes that subsequently influence behavioral decisions. These findings are consistent with the results of a study by Durau et al. (2022), which demonstrated that fitness influencers can encourage the intention to engage in physical activity. Furthermore, Lay and Parasari's (2025) research revealed a significant impact of influencer marketing on the decision to enroll in a gym. Consequently, the presence of fitness influencers can serve as an external source of influence that helps shape consumers' perceptions and decisions regarding gym membership.

2. H2 – The Effect of Social Media Marketing on the Gym subscription decision

The results of the study indicated that social media marketing has a positive and significant effect on the decision to join a gym (β = 0.209; t = 2.796; p = 0.006). The findings indicate a positive correlation between the effectiveness of information, content, interaction, and communication delivery through social media and the probability of consumers joining a gym. According to the Theory of Planned Behavior (Ajzen, 1991), information and social influence have the capacity to shape beliefs and attitudes, thereby influencing the formation of behavioral intentions and decisions.

These findings are consistent with the research conducted by Fogel and Ustoyev (2021), Septiarini and Karamang (2023), Prayogo and Yoestini (2022), Hanjaya et al. (2023), Pratama et al. (2025), and Shadrina and Sulistyanto (2022). These studies generally indicate that the use of social media, digital marketing, advertising, and content marketing is associated with consumer engagement, interest, and decisions regarding fitness products or services. Fogel and Ustoyev (2021), for instance, demonstrate the efficacy of social media advertising in attracting consumers to fitness clubs and gyms. Meanwhile, Septiarini and Karamang (2023) underscore the correlation between Instagram content marketing and brand engagement, as well as purchase intention for fitness center memberships. Consequently, the results of this study corroborate extant empirical findings that social media functions not only as a medium for conveying information but also as a means of building consumer interaction and perceptions that can drive the decision to subscribe to a gym.

3. H3 – The Effect of Perceived Value on the Gym subscription decision

The findings of the study demonstrate that perceived value exerts a positive and significant influence on the decision to subscribe to a gym (β = 0.295; t = 3.395; p = 0.001). This finding suggests a positive correlation between consumers' perceived benefits from gym membership and their propensity to subscribe to a gym membership. Specifically, it appears that as consumers' perceived benefits from gym membership exceed their costs, time, and effort, they are more likely to subscribe to a gym membership. These results align with Zeithaml's (1988) concept of Perceived Value, which posits that value is formed through consumers' evaluation of the benefits received relative to the sacrifices made.

These findings are consistent with the research by Pratama et al. (2025), and other studies reviewed in previous research, which indicate that consumers' perceptions of value, price, benefits, and service quality are related to their interest in and decision to use fitness center services. Pratama et al. (2025) found that perceived value has a positive and significant effect on the interest in joining a gym, specifically in the context of Fitness Plus Denpasar. Consequently, the findings of this study corroborate the empirical observation that consumers' assessment of the value derived from the service constitutes a pivotal factor in the decision-making process regarding gym subscription.

CONCLUSION

The findings of this study indicated that fitfluencer influence, social media marketing, and perceived value were positively and significantly associated with consumers' gym membership decisions. Fitfluencer influence demonstrated the strongest association, suggesting that fitness influencers' credibility, attractiveness, and ability to promote healthy lifestyles played important roles in shaping consumer preferences and membership decisions. Social media marketing also exhibited a positive and statistically significant association with gym membership decisions, indicating that informative, engaging, and interactive digital content was linked to consumers' willingness to purchase gym memberships. Similarly, perceived value showed a positive and significant association with membership decisions, suggesting that consumers were more inclined to join fitness centers when they perceived the benefits of membership to justify or exceed the associated financial and nonfinancial costs.

Based on these findings, gym managers should strengthen collaborations with credible fitness influencers and enhance their social media marketing strategies through informative, interactive, and consistently delivered content. They should also communicate membership value transparently by providing clear information about pricing, facility features, available services, and membership terms and conditions. Established digital marketing frameworks could guide the integration of these strategies; however, their effectiveness should be evaluated using measurable consumer engagement and actual membership outcomes rather than audience reach alone (Amrita et al., 2024, 2025; Mendrofa et al., 2024). As a potential direction for service innovation, rather than a factor empirically examined in this study, fitness centers could also consider incorporating environmentally responsible marketing practices, such as communicating verifiable energy conservation and waste reduction initiatives, while ensuring that sustainability claims are accurate and substantiated (Amrita et al., 2024). Future research could investigate whether environmental responsibility, digital payment convenience, and consumer trust provide additional explanatory value in understanding gym membership decisions.

This study had several limitations, including its relatively small sample of 100 respondents from Denpasar, its focus on three independent variables—fitfluencer influence, social media marketing, and perceived value—and its cross-sectional research design, which limited causal inference and the assessment of behavioral changes over time. Future studies should employ larger and more geographically diverse samples to improve the generalizability of the findings. Additional variables, including membership pricing, facility amenities, service quality, and consumer trust, should also be considered to develop a more comprehensive understanding of gym membership decisions. Furthermore, longitudinal research designs are

recommended to examine changes in consumer preferences, membership intentions, and actual subscription behavior over time.

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AUTHOR CONTRIBUTIONS

The author is responsible for all stages of the research, including conceptualization, methodology development, literature search and selection, data analysis, interpretation of results, manuscript drafting, and final revision. The author has read and approved the final version of the manuscript for publication.

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The author declares that generative artificial intelligence (AI) was not used to generate research data, perform scientific analysis, or replace the author's intellectual contribution in the preparation of this manuscript. If used during the manuscript preparation process, AI was utilized only to a limited extent to assist in refining language and writing structure. The author retains full responsibility for the accuracy, integrity, and final content of the manuscript.

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