MILLENNIAL GENERATION DECISIONS ARE BASED ON SOCIAL FACTORS AND PRICES WHICH ARE MODERATED BY LIFESTYLE
(CASE STUDY IN ONE OF THE FITNESS CENTERS IN BANDUNG)

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ABSTRACT

In the last few years, the fitness center industry has experienced significant growth, much of it due to the increasing interest of millennials in adopting healthy and active lifestyles. The current study explores the factors that influence millennials' decision to become members of the ruling class, with a particular emphasis on social and price factors. In addition to that, she describes how the principles of a good life might moderate the interaction between these factors and the process of developing a thesis. Since each variable X in this study significantly affects variable Y through variable Z as a moderating, findings are obtained using quantitative methods and statistical tools. The results show that, in addition to consideration of price, social factors significantly impact the millennial generation's decision to join a fitness center. Additionally, lifestyle selections have been demonstrated to lessen this effect, with specific lifestyle preferences either enhancing or minimizing the influence of social and financial variables on membership decisions. This study advances our knowledge of the factors that influence millennials' use of exercise facilities and provides insightful information to stakeholders and marketers in the fitness sector. A fitness center can more successfully target millennial groups by customizing its offers and marketing methods by understanding the connections between social variables, pricing policies, and individual lifestyle choices.

Keywords : Social Factors; Pricing; Lifestyle; Purchase Decisions; Moderation

ABSTRAK

Dalam beberapa tahun terakhir, industri pusat kebugaran telah mengalami pertumbuhan yang signifikan, sebagian besar karena meningkatnya minat millennials dalam mengadopsi gaya hidup sehat dan aktif. Studi saat ini mengeksplorasi faktor-faktor yang mempengaruhi keputusan millennials untuk menjadi anggota kelas penguasa, dengan penekanan khusus pada faktor sosial dan harga. Selain itu, dia menggambarkan bagaimana prinsip-prinsip kehidupan yang baik dapat memoderasi interaksi antara faktor-faktor ini dan proses pengembangan tesis. Karena setiap variabel X dalam penelitian ini secara signifikan mempengaruhi variabel Y melalui variabel Z sebagai moderasi, temuan diperoleh menggunakan metode kuantitatif dan alat statistik. Hasilnya menunjukkan bahwa, selain mempertimbangkan harga, faktor sosial secara signifikan mempengaruhi keputusan generasi milenial untuk bergabung dengan pusat kebugaran. Selain itu, pilihan gaya hidup telah terbukti mengurangi efek ini, dengan preferensi gaya hidup spesifik baik meningkatkan atau meminimalkan pengaruh variabel sosial dan keuangan pada keputusan keanggotaan. Studi ini memajukan pengetahuan kami tentang faktor-faktor yang mempengaruhi penggunaan fasilitas olahraga millennials dan memberikan informasi yang jelas kepada pemangku

kepentingan dan pemasar di sektor kebugaran. Sebuah pusat kebugaran dapat lebih berhasil menargetkan kelompok milenial dengan menyesuaikan penawaran dan metode pemasarannya dengan memahami hubungan antara variabel sosial, kebijakan harga, dan pilihan gaya hidup individu.

Kata kunci : Faktor Sosial; Harga; Gaya Hidup; Keputusan Pembelian; Moderasi

INTRODUCTION

The millennial generation is generally known as the generation that cares about health and fitness. They have a high awareness of the importance ofining health and a healthy lifestyle. The following are some examples of a healthy lifestyle that is common among millennials:

1. Healthy eating: Millennials tend to pay attention to their food intake and strive to eat healthy and nutritious foods. They tend to choose organic foods, free of pesticides, and without chemical additives.

2. Regular exercise: Millennials tend to exercise hard, such as running, cycling, and fitness. They often exercise in the gym or outdoors, and more and more choose high-intensity exercise or HIIT (High Intensity Interval Training).

3. Mental Health: Millennials are increasingly paying attention to their mental health and are beginning to find ways to reduce stress and improve psychological well-being. They tend to seek help from therapists or psychologists, and more and more practice meditation and yoga to help deal with stress and anxiety.

4. Use of Health Technology: Millennials tend to adopt health technology, such as activity tracking devices, health applications, and telemedicine. They tend to use this technology to monitor their health, measure physical activity, and find information about health in general.

5. Healthy Living Habits: Millennials tend to adopt healthy living habits, like smoking and drinking alcohol within healthy limits. They tend to choose healthier drinks, such as fruit juices and smoothies, and increasingly reduce alcohol consumption and smoke.

Overall, millennials prioritize health and fitness in their lifestyles. They focus more on diet, exercise, mental health, and healthy living habits, as well as using health technology to help them monitor their health and their health goals. In addition, today's fitness centers or gyms also offer a variety of facilities and programs that are interesting to the millennial generation, such as yoga classes, pilates, HIIT, and so on. Thus, the generation of millennials feels more motivated to exercise and visit the gym

regularly.However, in addition to lifestyle factors, economic factors can also be a consideration for the millennial generation in choosing to visit a fitness centre. Sometimes, gym membership fees are too expensive for some of them, so they choose alternative sports like running or cycling outdoors. Millennials, like people from other age groups, also consider economic factors in their decision to exercise in the gym. Therefore, although lifestyle factors are one of the main reasons why millennials choose to visit a fitness centre, expensive prices can still influence their decisions to stay at the gym or look for alternatives to other sports.Many fitness centers today offer a wide range of special promotions and discounts to attract new customers, including a "member get member" program. It allows members to get discounts or rewards if they succeed in recommending the gym to others who then become new members. These kinds of promotions are quite popular among millennials who want to save on the cost of gym membership. Moreover, the millennial generation also tends to be open to innovative ideas and interesting new programs, so such promotions can also be an important factor in making their decision to join a particular gym. However, in addition to promotional and discount factors, the millennial generation also keeps considering the quality and facilities offered by the fitness centre. If the fitness centre only offers cheap prices but the facilities are inadequate or do not meet expectations, the millennial generation may choose to find another gym that is more suited to their needs and preferences. So in the end social factors can determine a person's lifestyle to make a decision to pursue a healthy life but actually force themselves to be accepted within a particular social community. While there was an initial gap in the price, that one would never become a member of a fitness centre seems to be for now not something that is impossible even with minimal financial conditions.

LITERATURE REVIEW

Social Factors and Lifestyle

Arsita (2022) conducted a study to test the influence of lifestyle and fashion trends on online shopping decisions for fashion products on social media Instagram. The study used survey methods with questionnaires as a data collection tool. The respondents used are consumers who have purchased fashion products through Instagram. Research shows that lifestyle and fashion trends have a significant positive influence on online shopping decisions for fashion products on Instagram social media.

Furthermore, research also suggests that lifestyle has a stronger influence over online buying decisions of fashion products compared to trend fashion. The research provides practical implications for business actors in developing online marketing strategies for fashion products on Instagram social media by looking at consumer lifestyle as a factor influencing purchasing decisions. In addition, the research also contributes to the development of science in the field of marketing management and consumer behavior.

H1: Social Factors Significantly Influence Lifestyle

Price and Lifestyle

From a study conducted by Hamdani, Muharwiyah, Nurhasan (2022) it is stated that the study shows that shopping lifestyle has a positive and significant influence on impulsive purchases in Shopee consumers. Shopping lifestyle is measured on the basis of three dimensions: dependence on shopping, environmental influence, and search for satisfaction. This shows that consumer and impulsive shopping lifestyles can increase the likelihood of impulse purchases among Shopee customers. From the results of the study, it can be concluded that price discount and shopping lifestyle have a significant impact on impulse shopping in the Shopee customer. Therefore, Shopee can consider giving price discounts wisely and pay attention to consumer lifestyle factors in developing marketing strategies to reduce the risk of impulsive buying in the consumer. Furthermore, consumers are advised to be more sensible in shopping and consider their financial ability to decide before buying products impulsively.

H2: Prices Have a Significant Influence on Lifestyle.

Lifestyle and Purchase Decision

The research carried out by Saragih, B., & Cahyono, C. V. (2015) aims to test the influence of product quality, product availability, and lifestyle on the purchase decision of the product. This research uses survey methods and data collected through questionnaires. The respondents used in this study are consumers who have purchased a product for bathing with Ayu Source in Jakarta. The total of respondents that were used in the study is 120 respondents. Research results show that product quality, product availability, and lifestyle have a significant positive influence on the purchase decision of the product. Product quality has the greatest influence, followed by the availabilities of products and lifestyle.

H3: Lifestyle Influences Purchase Decisions

Social Factor and *Purchase Decision*

Research conducted by Andira, P., Rusyidi, M., & Maulana, C. Z. (2021), states that the results of the research show that social factors such as social norms and group references also have a significant influence on consumer purchasing decisions. Therefore, companies need to pay attention to these factors in designing their product marketing strategy. In this case, the company needs to take note of good product quality, consumer perception and attitude towards the product, as well as social norms and group references in promoting and marketing its product.

H_4: Social Factors Influencing Consumer Decisions

Price and *Purchase Decision*

From the results of Siti Nurhalimah (2021) research, it can be concluded that price and location policies have a significant influence on consumer satisfaction and product purchase decisions on Indogrosir Ciputat. Therefore, Indogrosir Ciputat may consider continuously improving price policy and pay attention to location factors in developing marketing strategies to increase consumer content and obtain more product purchasing decisions. In addition, consumers can also consider price policy factors and location when choosing a place to shop for a more satisfying shopping experience.

H_5: Price Influences Purchase Decisions

RESEARCH METHOD

Method is a method of work that can be used to obtain something. While the research method can be interpreted as a work procedure in the research process, both in searching for data or disclosing existing phenomena (Zulkarnaen, W., Amin, N. N., 2018:113). This research was conducted using a quantitative approach, with the aim of measuring and understanding the correlation due to the inter-variable consequences. The sample used was respondents from the age range of 17 to 35 who decided to sign up for membership at the 47-person in one of famous fitness centre at Bandung within a six-month period in 2023. The sampling technique used, namely saturated samplings or censuses, because all members of the population of 47 members decided to sign up after they took the trial program. Data analysis used, using path analysis and hypothesis testing.

RESULT

Based on the data obtained based on the characteristics of the respondents, the study found that the majority of respondents were male from 36 of the questionnaires that had been distributed. By age, most respondents aged 20 to 30 were 28 people. Then, based on their last education, most of them had completed their education to high school level at 29 people. This really illustrates that the male millennial generation with a high school education background constitutes the majority of respondents who were found in one of these fitness centers.

Path Analysis

Based on Ghozali (2018), path analysis is an extension model of the original double linear regression analysis to measure the correlation between previously defined variables. This path analysis is used to identify personal and impersonal influences between free and bound variables.

Analysis of Model I Path Coefficient Data:

1. It is known that the significance value of the Social Factor variable (X_1), is 0.001 < 0.05, so it can be concluded that the Social Factor variable (X_1) has a significant effect on the Lifestyle variable (Z). (H_1 is accepted).

2. It is known that the significance value of the variable Price (X_2) is 0.000 < 0.05, so it can be concluded that the variable Price (X_2) has a significant effect on the variable Lifestyle (Z). (H_2 accepted).

Data analysis from Table 4. Model II Regression Analysis :

1. It is known that the R Square value is 0.545, which means that the influence of the Social Factor and Price variables on Life Style is 54.5%, while the remaining 45.5% is influenced by other variables not examined in this study.

2. Meanwhile, the value of e1 can be found using the formula $e1 = \sqrt{(1-0.545)} = 0.674$.

Analysis of Model II Path Coefficient Data:

1. It is known that the significance value of the Social Factor (X1) variable, which is equal to 0.003 <0.05, concludes that the Social Factor (X1) variable has a significant effect on the Purchase Decision of Millennial Generation (Y) variable. (H3 accepted).

2. It is known that the significance value of the Price variable (X2), which is equal to 0.004 <0.05, concludes that the Price variable (X2) has a significant effect on the Purchase Decision of Millennial Generation (Y) variable. (H4 accepted).

3. It is known that the significance value of the Life Style (Z) variable is 0.003 <0.05, so it is concluded that the Life Style (Z) variable has a significant effect on the Purchase Decision of Millennial Generation (Y) variable (H5 is accepted).

Data analysis from Table 5. Model Summary II :

1. It is known that the R Square value is 0.739, which means that the contribution of the influence of social factor variables (X_1), price (X_2) and lifestyle (Z) to the millennial generation's decision to become fitness center members is 73.9% while the remaining is 26.1%. influenced by other variables not examined in this study.

2. Meanwhile, the value of e2 can be found using the formula e1 = $\sqrt{(1-0.739)}$ = 0.511.

DISCUSSION

- The analyzed variables—social factors, cost, and lifestyle—can explain around 73.9% of the variance in the millennial generation's decision to join fitness centers, according to the R Square value of 0.739. This high R^2 value shows a close connection between these elements and the decision to join. In essence, it suggests that these elements account for roughly three-quarters of the decision-making process.

- It's important to note that these factors cannot explain the remaining 26.1% of the variance. This part might be affected by unresearched variables, individual differences, or unrelated environmental elements that weren't taken into account in the study. Because of this, even while the variables under consideration are highly relevant, it's crucial to understand that other influencing factors could also have a big impact.

- The proportion of unexplained variance in the choice to join a fitness facility is represented by the value of e^2, which is 0.511 for e1 = (1-0.739). E^2 essentially refers to the degree of irrationality or variability in the membership decision that cannot be explained by the social, financial, and lifestyle variables under consideration.

- This discovery emphasizes how difficult it is for people to make decisions. There are always underlying uncertainties and unique variants that add to the remaining unpredictability, even when there are substantial correlations between specific elements and a decision. For academics and practitioners, comprehending this residual variability is crucial because it encourages further investigation and evaluation of potential additional variables or contextual elements that could affect the decision-making process.

- In conclusion, even though the R Square value shows a significant correlation between social, financial, and lifestyle factors and the decision of the millennial generation to join fitness centers, the presence of e2 emphasizes the need for a thorough understanding of decision-making that takes into account both the variables that have been studied and other unexplored ones. For the fitness sector to develop successful strategies and interventions aimed towards millennials, a comprehensive perspective is necessary.

CONCLUSION

- The research results discussed here, in conclusion, offer light on the complex interactions between social variables, financial factors, lifestyle preferences, and the decision-making process of the millennial generation with regard to fitness center membership.

- First off, it is clear that social influences have a big impact on millennials' lifestyle decisions. Peer influence, community involvement, and the pervasive presence of social media are likely among these social elements. All of these influence this generation's lifestyle preferences.

- The study also emphasizes the indisputable influence of price considerations on millennials' lifestyle preferences. The viability of certain lifestyle decisions, such as joining a fitness center, is heavily influenced by economic concerns, which can either be a major motivator or disincentive.

- Importantly, the study also reveals a definite connection between social variables and millennials' decisions to join fitness centers. Beyond influencing lifestyle decisions, social variables also have a direct impact on millennials' propensity to participate in fitness-related activities in a social or peer group environment.

- Last but not least, it is important to mention that the decision to join fitness centers is significantly influenced by the millennial generation's lifestyle choices as well as cost factors. This suggests that millennials' decisions about whether to join a fitness center are heavily influenced by a balance between affordability and conformity with individual lifestyle preferences.

- In conclusion, our results highlight the complex nature of millennial decision-making and emphasize the significance of comprehending the interaction between social variables, cost, and lifestyle in order to meet their wants and preferences in the fitness

business. For stakeholders in the fitness sector and marketers looking to reach and efficiently serve the millennial generation, these data are priceless.

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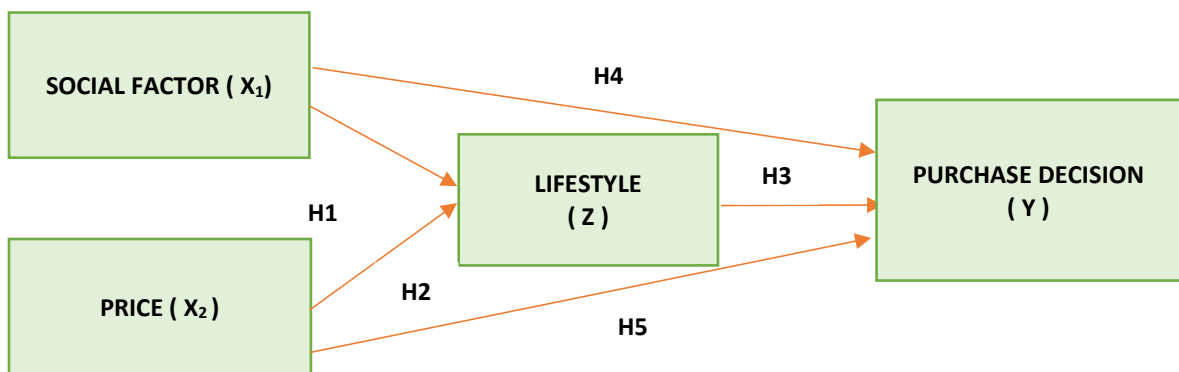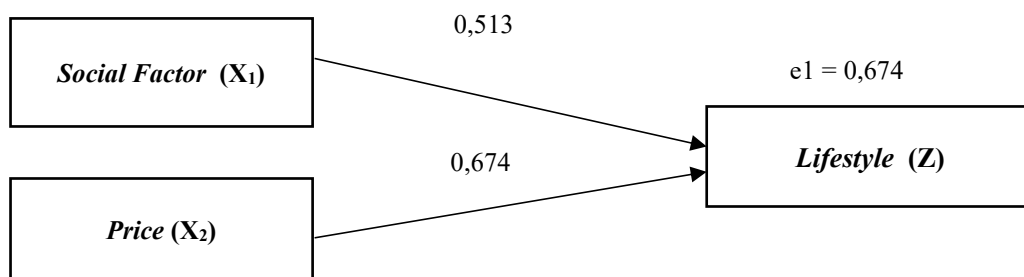
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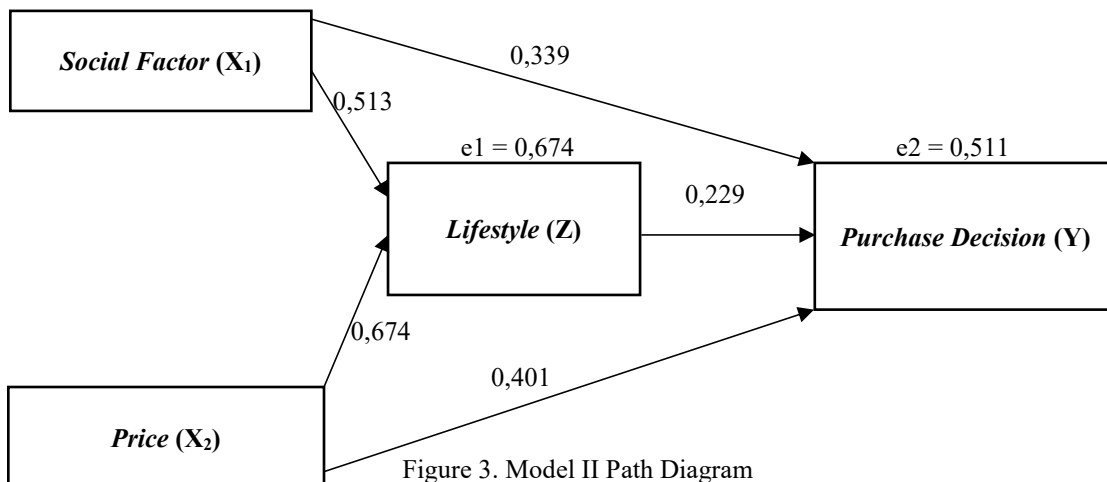

Figure 1. Research Model

Figure 2. Model I Path Diagram

Figure 3. Model II Path Diagram

Table 1. Respondents Characteristic

Respondents Characteristic	Total
Jenis Kelamin	
Laki – Laki	36
Perempuan	11
Usia	
< 20 tahun	14
20 – 30 tahun	28
> 30 tahun	5
Pendidikan Terakhir	
SMA	29
Sarjana	16
Magister	2

Source: Data Processing, 2023

Tabel 2. Model I Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.430	.510		2.844	.003
	X1	.513	.161	.500	3.706	.001
	X2	.674	.144	.665	4.692	.000

a. Dependent Variable: Z

Source: SPSS Data Processing, 2023

Table3. Model Summary I

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.738^a	.545	.524	.47883

a. Predictors: (Constant), X2, X1

Source: SPSS Data Processing, 2023

Table 4. Model II Regression Analysis

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.065	.379		.171	.865
	X1	.370	.119	.339	3.109	.003
	X2	.391	.130	.401	3.017	.004
	Z	.220	.111	.229	3.981	.003

a. Dependent Variable: Y

Source: SPSS Data Processing, 2023

Tabel 5. Model Summary II

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860^a	.739	.721	.35309

a. Predictors: (Constant), Z, X_1, X_2

Source: SPSS Data Processing, 2023