RESEARCH ON HEALTHY LIFESTYLE FOR GEN-Z BY TAKING PILATES IN TANGERANG

Michelle Monica Rusli[1]*, Melvina Christella Marin[2], Laurencia Angelina Ting[3], Stephannie[4], Sherylin Liu[5], Friska Dwinita Setiawan[6] & Rianto Nurcahyo[7]

[1,2,3,4,5,6,7]BINUS University, Indonesia
*Correspondence email: Michelle.rusli@binus.ac.id, Melvina.marin@binus.ac.id, Laurencia.ting@binus.ac.id, Stephannie@binus.ac.id, Sherylin.liu@binus.ac.id, Friska.setiawan@binus.ac.id,Rianto.nurtjahjo@binus.ac.id

ARTICLE INFO	ABSTRACT
	This study is conducted to analyze the effect of lifestyle, health, and viral marketing on consumer interest in taking pilates classes. This type of research uses a causal associative method with a quantitative approach. The population in this study were all Gen Z people who live in Tangerang and are interested in taking pilates classes. The sample used in this study was 143 respondents selected through non-probability sampling applying the Slovin formula and the sampling technique used was purposive sampling. Data were collected through the distribution of closed questionnaires that had been compiled using a Likert scale of 1–5. In the analysis of the research instrument, it was carried out with a reliability test, classical assumption test, and multiple regression test. Furthermore, for the statistical analysis test, the coefficient of determination and multiple regression were used, while for the hypothesis test, the f test and t test were used. According to the results of the research that has been carried out from the T-Statistic test, it was found that the variables Lifestyle, Health Awareness, and Viral Marketing have a significant partial effect on the Consumer Interest variable.

1. INTRODUCTION

Background

Healthy living is one of the most important assets in a person's life, as it typically affects various aspects of quality of life, productivity, and life

expectancy (Syamsir, 2023). Today, adopting a healthy lifestyle can enhance physical and mental well-being, prevent diseases, and support daily activities. However, in the modern era, people tend to neglect healthy habits due to the consumption of instant food, lack of physical activity, and increased stress levels.

Healthy living is also one of the key indicators in assessing a country's overall well-being. Developed countries such as Singapore (the Asian Tiger) demonstrated their success by being ranked the healthiest country in the world in 2023, with a health score of 86.9 out of 100, followed by Japan with 86.5, South Korea with 84.8, then Taiwan and China (Anna, 2023). This achievement is closely related to the citizens' active lifestyles and strong health awareness. Data from the Government of Singapore in 2024 showed a reduction in negative behaviors such as smoking (a decrease of 0.4%) and sodium consumption (a decrease of 6%), as well as an increase in physical activity (+0.6%), influenza vaccination (+3.7%), and chronic disease screening (+2.3%).

In Indonesia, similar awareness has also begun to develop. According to data from Rizaty (2024), 83% of respondents drink plenty of water, 61% get enough sleep, 55% consume healthy foods, 42% manage stress through physical activities like yoga, and 41% choose not to smoke. This indicates a growing trend toward a healthy lifestyle, especially among the younger generation.

Pilates has become a popular exercise choice due to its benefits in improving fitness, posture, and stress management (Wahjuni, 2024). According to a Jakpat survey, 58% of respondents exercise to strengthen their immune system. Pilates is also gaining popularity due to its flexible movements and low impact on joints, making it suitable for all age groups (Tempo, 2025).

The role of social media in supporting this trend is significant. Viral marketing through digital promotions such as influencer content and membership programs on social platforms further increases interest in Pilates (Dewi, 2021; Hapsari & Lisdayanti, 2023). According to Setyonugroho et al. (2024), the rise of Pilates studios offering flexible services has also contributed to the growing public enthusiasm.

In Tangerang alone, there are around 339,829 individuals from Generation Z (Liputan6, 2024), representing a promising market segment. Therefore, this study aims to analyze the influence of lifestyle, health awareness, and viral marketing on the interest of Generation Z in Tangerang to join Pilates classes (Setyonugroho, Soewardikoen, & Ilhamsyah, 2024).

1.2. Research Objectives

1. To determine the influence of lifestyle on consumer interest in joining Pilates classes.

2. To determine the influence of health awareness on consumer interest in joining Pilates classes.

3. To determine the influence of viral marketing on consumer interest in joining Pilates classes.

4. To determine the influence of lifestyle, health awareness, and viral marketing collectively on consumer interest in joining Pilates classes.

2. LITERATURE REVIEW

2.1. Relevance to International Business

International business involves global trade activities like export and import. Globalization and cultural diversity influence marketing strategies, requiring businesses to understand local values and consumer preferences (Simanjorang et al., 2023; Hasibuan & Hendra, 2024).

2.2. Marketing

Marketing is the process of delivering value through product exchange. It includes designing, promoting, and managing customer-centered programs, supported by Industry 4.0 technologies like analytics and digital platforms (Kaur et al., 2022).

2.3. Consumer Behavior

Consumer behavior studies how individuals or groups choose, buy, and use products. It is influenced by personal, environmental, and psychological factors such as lifestyle, family, culture, motivation, and attitudes (Ardani, 2022; Adha, 2022).

2.4. Lifestyle

Lifestyle reflects daily behavior, values, and interests. It includes three dimensions: activities (daily routines), interests (preferences), and opinions (views on trends or brands) that influence purchasing decisions (Ulviani & Pitri, 2021).

2.5. Health Awareness

Health awareness refers to an individual's concern for physical and mental well-being. It includes sensitivity to health changes, personal responsibility, and motivation to maintain health (Khairun Nisa et al., 2022).

2.6. Viral Marketing

Viral marketing uses social media to spread marketing messages quickly through word-of-mouth. Key dimensions are product knowledge, information clarity, and product discussion (Algista et al., 2022; Puriwat & Tripopsakul, 2021).

2.7. Consumer Interest

Consumer interest is the desire to explore or purchase products based on needs or preferences. It includes transactional, referential, preferential, and exploratory interest (Stansyah et al., 2023; Novianti & Saputra, 2023).

2.8. Pilates

Pilates is an exercise method that improves flexibility, strength, posture, and mental focus. It comes in various types and offers health benefits such as reduced anxiety, better concentration, and improved body composition (Pertiwi & Bahri, 2024; Bandyopadhyay, 2023).

2.9. Lifestyle (X1) and Consumer Interest (Y)

Lifestyle significantly influences consumer interest. Modern lifestyles, aligned with trends and technology, drive consumers to prefer innovative products. Healthy lifestyles also boost interest in health-oriented products (Hayati & Jayandi, 2024).

2.10. Health Awareness (X2) and Consumer Interest (Y)

Health-conscious consumers are more inclined to engage in healthy activities like Pilates, especially post-pandemic. Pilates helps address cognitive issues and menstrual pain non-pharmacologically (Sipahuntar et al., 2023; Jehaman et al., 2024).

2.11. Viral Marketing (X3) and Consumer Interest (Y)

Viral marketing significantly influences purchase decisions, especially through social media. High engagement with viral content increases consumer interest and potential purchases (Putri et al., 2021).

2.12. Lifestyle, Health Awareness, and Viral Marketing with Consumer Interest

Pilates marketing increases health awareness and encourages a healthy lifestyle, particularly among Gen Z. Social campaigns highlight the benefits of activities like Pilates or gym to attract consumer interest (Lim & Hyun, 2021; Haston et al., 2024).

2.13. Research Model

Hypothesis 1   : Lifestyle affects consumer interest

Hypothesis 2   : Health awareness affects consumer interest

Hypothesis 3   : Viral marketing affects consumer interest

Hypotheses 4   : Lifestyle, health awareness, and viral marketing jointly affect consumer interest

3. METHODS

This study uses a quantitative approach with a casual associative research type that aims to determine the effect of Lifestyle (X1), Health Awareness (X2), and Viral Marketing (X3) on Consumer Interest (Y) to take pilates classes among Generation Z in the Tangerang area. This approach was chosen because it can explain the cause-and-effect relationship between the variables studied. Data collection was conducted on a one-time basis (cross-sectional) on individuals who fit the criteria of respondents.

This research type is quantitative with a casual associative approach, using a questionnaire as the main tool for collecting data. The measurement scale used is a Likert scale, and the data analysed using multiple linear regression techniques to see the relationship between variables.

The population used in this study is Generation Z in Tangerang City who have an interest in Pilates Classes, with a total population of 339,829 people. A sample of 100 respondents was calculated based on the Slovin Formula with an error rate set at 10%.

Data was collected through the distribution of closed questionnaires that had been prepared using a Likert scale of 1-5. In addition, supporting data was also obtained through literature studies from various references such as scientific journals and books. All items in the questionnaire proved to be valid and reliable after going through the validity and reliability testing process.

Data analysis was conducted using SPSS with multiple linear regression models. Previously, the data was tested with validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Hypothesis testing was conducted through t-test for partial effect and F-test for simultaneous effect.

The results show that the three independent variables significantly influence consumer interest in pilates classes.

4. RESULTS AND DISCUSSION

4.1. Respondent Demographics

A researcher must choose the characteristics of the respondents so that the research can be easily interpreted the results and make it easier for the researcher to know the background of the respondents:

4.1.1. Characteristics of Respondents Based on Gender, Age, Domicile, and Interests.

Table 4.1. Classification of Respondents by Gender

No	Criteria	Total
1	Female	151
2	Male	33
	Total Sample	**184**

Source: Data processed by researchers, 2025

Based on data processed from 184 respondents who have filled out surveys via Google forms. Based on the results on table 4.1., there are 151 female respondents with a percentage of 82.1% who dominate and the remaining 33 male respondents with a percentage of 17.9%. It was also obtained through survey results showing respondents of age 13-28 years who fell into Generation Z category, a total of 170 respondents or 97.3%. Respondents aged 29-44 years who fall into the Generation Y category, with a total of 4 respondents or 2.2%. And finally respondents aged 45-60 years who fall into generation X, totalling 1 respondents or 0.5%. From the data above, it can be concluded that the survey is dominated by ages 13-28 years. This research focuses on the Generation Z category, so the remaining 5 respondents cannot continue the survey.

In this study, 179 respondents based on domicile were filled in. There are 188 respondents within Tangerang domicile or in percentage; 92.7%. While 13 respondents were outside of Tangerang domicile or in percentage; 7.3%. From the data shown, it can be concluded that the majority of respondents live in Tangerang.

Table 4.2. Classification of Respondents Based on Interest

No	Criteria	Total

1	Interested	143
2	Not Interested	17
	Total Sample	**160**

Source: Data processed by researchers, 2025

Then, based on table 4.2., the classification of respondents based on their interest or desire to take pilates classes was filled in by 160 people. There are 143 respondents who are interested in taking pilates classes or a percentage of 89.4%. Meanwhile, 17 respondents or equivalent to a percentage of 10.6% were not interested in taking pilates classes.

4.2. Survey Data Test

4.2.1. Classical Assumption Test

Table 4.3. Reliability Test Results

Criteria	Cronbach's Alpha	Standard Cronbach's Alpha	Decision
Lifestyle	0.792	0.7	RELIABLE
Health Awareness	0.735	0.7	RELIABLE
Viral Marketing	0.912	0.7	RELIABLE
Consumer Interest	0.803	0.7	RELIABLE

Source: Data processed by researchers through SPSS, 2025

Based on table 4.3., which is the result of the reliability test, it shows that the indicators contained in Lifestyle, Health Awareness, Viral Marketing and Consumer Interest have a Cronbach's Alpha value of 0.792, 0.735, 0.912, and 0.803, which is greater than the Cronbach's Alpha Standard value of 0.7. So, it can be concluded that the variables of Lifestyle, Health Awareness, Viral Marketing and Consumer Interest can meet the requirements of the reliability test, and can proceed to the classic assumption test. Reliability test results show that the value between variables is related and consistent. In addition, this test is carried out with the aim of also ensuring the quality of the instrument and avoiding biased data.

Table 4.4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	100

Normal Parameters	Mean	.0000000
	Std. Deviation	2.14268469
Most Extreme Difference	Absolute	0.070
	Positive	0.032
	Negative	-.070
Test Statistic		.070
Asymp. Sig. (2 – tailed)		.200

Source: Data processed by researchers through SPSS, 2025

Based on the results of the Normality Test in the table 4.4., it is found that the sig. value of 0.200 is greater than the alpha value of 0.05. This shows that all variables in this study are normally distributed and can proceed to the next test.

Table 4.5. Multicollinearity Test Results

Variable	Collinearity Statistics		
	Tolerance	**VIF**	**Decision**
Lifestyle (X1)	0.331 > 0.10	3.019 < 10	No multicollinearity occurs
Health Awareness (X2)	0.365 > 0.10	2.739 < 10	No multicollinearity occurs
Viral Marketing (X3)	0.571 > 0.10	1.750 < 10	No multicollinearity occurs

Source: Data processed by researchers through SPSS, 2025

Based on the results of the Multicollinearity Test in the table above, the tolerance value of the Lifestyle, Health Awareness, and Viral Marketing variables is 0.331, 0.365, and 0.571, respectively, which is greater than 0.10 and supported by the VIF value of each variables of 3.019, 2.739, and 1.750 which is smaller than 10. So, it can be concluded that there is no multicollinearity.

Table 4.6. Heteroscedasticity Test Results

Variable	Sig	Sign	Alpha Value	Decision
Lifestyle (X1)	0.872	>	0.05	No Heteroscedasticity occurs
Health Awareness (X2)	0.227	>	0.05	No Heteroscedasticity occurs
Viral Marketing (X3)	0.474	>	0.05	No Heteroscedasticity occurs

Source: Data processed by researchers through SPSS, 2025

Based on the results of the Heteroscedasticity Test in the table 4.6. above, the sig value of the Lifestyle, Health Awareness, and Viral Marketing variables is 0.872, 0.227, and 0.474, respectively, which is greater than the alpha value of 0.05. So, it can be concluded that no heteroscedasticity occurs.

4.2.2. Multiple Regression Tests

Table 4.7. Outer Loading Test Results
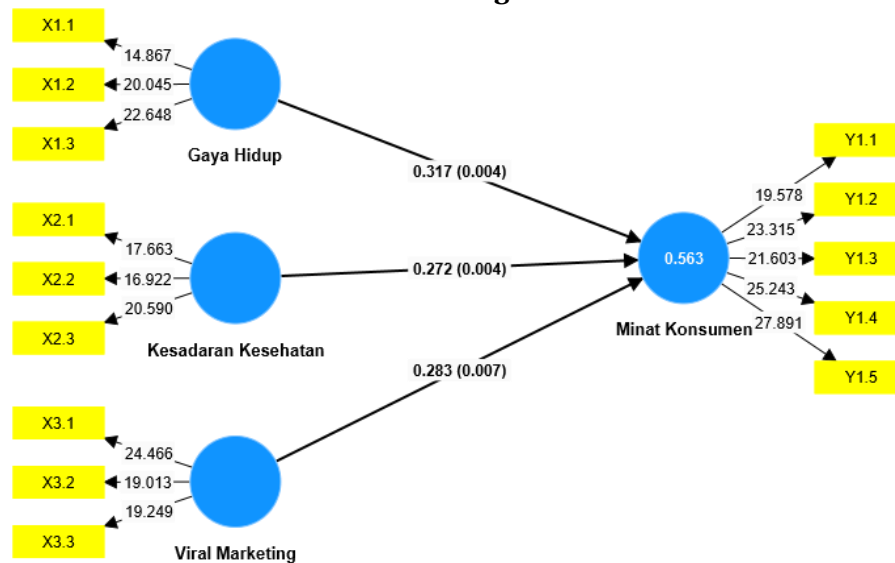
Source: Data processed by researchers through Smart PLS, 2025

Based on the Outer Loading Graph in Table 4.7., it shows that Lifestyle with indicators X1.1 to X1.3 has a positive influence on Consumer Interest, namely with a value of 0.317. This shows that Lifestyle can have an influence on increasing Consumer Interest. Then, also through the T-Statistic value of 2.884 which is greater than 1.65, supported by a P-Value of 0.004 which is smaller than the value of 0.05. So, this shows that there is a significant relationship by Lifestyle to Consumer Interest. Through the information obtained, it can be concluded that people's lifestyles can encourage increased consumer interest in taking pilates classes.

Then, in the Health Awareness graph with indicators X2.1 to X2.3, it shows a positive influence on Consumer Interest because the path coefficient value obtained is 0.272. The results of this figure indicate that the higher the public awareness of the importance of health, the greater the likelihood that there will be an increase in consumer interest in implementing pilates classes. In addition, the T-Statistics value of 2.920 which is smaller than the value of 0.05 indicates that there is a significant influence by Health Awareness on Consumer Interest. This indicates that health awareness is one part of an important factor in influencing consumer interest.

Based on the next hypothesis, namely Viral Marketing on Consumer Interest which is shown through indicators X3.1 to X3.3. It is known that the Path Coefficient value is 0.283, indicating that Viral Marketing has a positive influence on Consumer Interest. This means that Viral Marketing can provide rapid information dissemination until it goes viral so that it is more effective in increasing consumer interest in participating in pilates class activities. Furthermore, it is also shown that the T-Statistics value of 2.717 is greater than 1.65 and the P-Value of 0.007 which is smaller than 0.05 indicates that there is a significant influence by Viral Marketing on Consumer Interest.

Based on the results of the three hypotheses that have been tested, it can be concluded that all three have a positive and significant influence on consumer interest. The factors of consumer interest in the Gen-Z Generation in participating in pilates class activities are also shown through Lifestyle, Health Awareness, and Viral Marketing. Each of the three factors has its own role in shaping the increase in consumer interest in participating pilates class activities.

5. CONCLUSION

Based on the results of the research with 100 respondents in Tangerang within the age of 13-28 years who are interested in taking pilates, it is found that the three independent variables namely Lifestyle, Health Awareness, and Viral Marketing each significantly affect the dependent variables of Consumer Interest with a value of 2.884, 2.920, 2.717. Lifestyle indicators (Activities, Interests, and Opinions) are proven to play a role in influencing consumer interest in taking pilates classes. Health Awareness indicators (Self-health Awareness, Personal Responsibility, and Health Motivation) are proven to play a role in influencing consumer interest in taking pilates classes. Viral Marketing indicators (Product Knowledge, Clarity of Product Information, and Talking about Products) are also proven to play a role in influencing consumer interest in taking pilates classes.

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