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스포츠 매니지먼트 석사 학위논문

# Employment within Sport & Physical Activity Sector:

A Study on Personal Trainer and  
Fitness Instructor in Malaysia

스포츠 분야에서 고용 및 신체 활동 분야:  
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## **Abstract**

# **Employment within Sport & Physical Activity Sector:**

## **A Study on Personal Trainer and Fitness Instructor in Malaysia**

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In 2013, a study by UK medical journal revealed that almost half of Malaysian women and nearly 45% of men are overweight or obese. This shocking finding became an eye-opener to the government as well as the society.

To tackle this issue, Malaysian government has included gym membership as one of the lifestyle tax exemption under Malaysian Budget 2017. As a result, more and more Malaysian have signed up for a gym membership in order to become healthy. Once in a gym, personal trainer and

fitness instructor play a major role in changing society's habit inclusive but not limited to a workout and a diet plan.

The purpose of this study is to find out the characteristics of personal trainer and fitness instructor and the employment opportunity of both group. Additionally, this study would like to find out the personal values that affects job satisfactions among PT and FI.

This study used a mix method (quantitative and qualitative) approach to get the finding. Six personal trainers and four fitness instructors were interviewed using a semi-structured questions. Furthermore, a total of 75 respondents were participating in the Google Docs online survey.

Upon completion of the study, we found that the characteristics of these two occupations are almost similar for instance educating, changing behaviour, and passionate. There are some differences between the characteristics which are qualification needed, income and occupation status. It is shown that personal trainers have better employment opportunity compare to fitness instructor due to their education background, pay rate and society acceptance.

Both occupation shows relatively high level of job satisfaction. What we found interesting is that their job satisfaction were affected by two categories which are Task-Oriented Values and Status Quo Values. There

are nine values included which are aggressive, diligence, initiative, cautious, economical, formal, logic, obedience and orderly.

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**Keywords:** Personal Trainer and Fitness Instructor, Characteristics, Employment, Job Satisfaction, Personal Values

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## **List of Abbreviations**

ACE	American Council on Exercises
CRV	Change-related Values
EOSE	European Observatory on Sport Employment
FI	Fitness Instructor
HRM	Human Resource and Management
IDEA	International Dance-Exercise Association
MF	Multi-Function
PDPA	Personal Data Protection Policy
PQV	Personal Values Questionnaire
PT	Personal Trainer
ROV	Relationship-oriented Values
RQ	Research Question
SPA	Sport and Physical Activity
SPSS	Statistical Package for the Social Science
SQV	Status Quo Values
TOV	Task-oriented Values

## **Chapter 1. Introduction**

### **1.1. The Background of Personal Trainer and Fitness Instructor**

Malaysia has been rated as the highest among Asian countries for obesity. Officially the fattest country in South East Asia, the nationwide foodie culture is feeding mountain concern over what its health minister calls “an obesity epidemic”. Malaysians have a passionate love affair with their lip-smacking cuisine – rich curries, succulent fried chicken, buttery breads and creamy drinks – but it is increasingly an unhealthy relationship. Nearly 45% of Malaysian men and almost half of women are overweight or obese, according to a 2013 study by UK medical journal Lancet, compared to global rates of around 30%.

Malaysia is a victim of its own success, with decades of economic advancement bringing the flip-side health issues that developing countries often encounter when hunger is defeated, incomes rise, and lifestyles become more sedentary.

Compounding the issues, languid, tropical Malaysia has historically lacked a strong tradition of active outdoor leisure pursuits, due in part to the sweltering weather, Islamic modesty and shortage of public spaces for

exercise. Subramaniam, the health minister, said the problem eventually “will affect productivity and impact our economic development”.

Over the past year, the government has ramped up public-awareness campaigns and mass street-exercise activities. Fitness chains, a relatively undeveloped industry in Malaysia, now report growing numbers of health-conscious members. “At least three out of 10 people who sign up at our gym do it because of illnesses, including obesity and heart-related illness,” said Elaine Yap, marketing manager with fitness chain Jatomi, which has four outlets.

For the purpose of this thesis, only two (2) functions will be studied further which is exercise to individuals and groups and training physical activity (Sports and Physical Activity (SPA) Occupation=Personal Trainer) and physical conditioning programs for groups and developing and conducting basic fitness (SPA Occupation=Fitness Instructor). The reason behind the selection of these functions is because the increasing number of personal trainers and fitness instructors in parallel of the booming numbers of fitness clubs across Malaysia.

According to the Vice President of Celebrity Fitness Malaysia Trevor Brenna, with the easy availability of information through social media and online, the awareness of Malaysian society on health and fitness

conscious has increased. This led them to invest more on fitness and wellness.

Brennan says, “They’re no longer merely contented with a ‘cookie cutter’ fitness experience. They actively seek a fitness experience that is exceptional and are becoming more discerning, so instead of going after ‘the best deal in town’ they appreciate that investing in suitable fitness membership is pivotal to the long-term benefits to their health and wellness”.

The managing director of Fitness First Malaysia Kurt Stocks agreed on the statement by Brennan and explained that one of the reason why the fitness industry is growing was because of the increased awareness on the importance of staying healthy and fit in Malaysia.

Fitness and weight loss has been growing in popularity because of the increasing rates of obesity. Almost becoming an obsession in Asia, MasterCard had conducted a study with 6,000 consumers across 14 Asian’s countries to find out about their spending. Fascinating enough, MasterCard discovered that spending on fitness scored the highest at 78%.

Dave Nuku, the regional fitness manager for Fitness First explained, the growth of fitness industry was assisted by the technological advancement. He said “Some people will find that they prefer training independently with phone applications and gadgets. Then there are others

who are either looking to kick start a fitness regime, those who would like to improve their sports performance, or are looking for a personal trainer to provide a structured training program.”

To say that personal trainer is an important role in the fitness industry is an understatement. Gym operators strongly agreed that they are more than keen to hire right people and continually sending them to boot camps to learn the latest in fitness education. All these just for the sake of helping customer’s to achieve their health goals in healthiest and safest manner.

Fitness First is always out looking for a proven methods of training as well as new programmes. Dave Nuku added “We recruit the right people who have the same passion and values as the company and provide them with the training necessary to the best they can be”.

While all the big gyms are gung-ho with their own expansion plans, how about the rest of the small gyms? There is a lot of small gym which are not making money. Many cases reported of these businesses went bankrupt as the result of lacking members.

One gym equipment supplier did mention that a few mid-sized chains rely heavily on pricey personal training sessions to cover the cost

from membership fees. This just proved how important personal training service in a gym alone.

## **1.2. Employment within Sport and Physical Activity Industry**

The growth of the sport and physical industry surely has impacted employment and pulling attention of researchers. The employment studies in Sport and Physical Activity (SPA) are carried out from different perspectives and very diverse. For instance, there are, national overviews or regional(Jean Camy, 2006); the employment of graduates in SPA specific studies (Minten, 2010); or study that focuses on areas of specific sectors, intervention, occupations or professions, such as the fitness sector(Lloyd, 2007).

The European Observatory on Sport Employment (EOSE, 2014) has done an extensive study. From the study, it shows that the development of the sport industry led to a wider spectrum of functions, including an expansion into new areas, services and occupations. The findings from the study also reveal a general information which was not related to any specific countries. It shows characteristics such as quality assurance processes, weakness and gaps in the labour market, strengths and also the work force. A various stakeholders benefitted from this study inclusive but not limited to national qualification authorities, governments, training providers,

education, employers, individual employees and national sport movements (EOSE, 2014).

The Australian Bureau of Statistics (2011) revealed that in Australia, most SPA occupations were coaches, sports animators and fitness instructors. In case of Australia, manager of fitness centre and fitness instructor were two occupations with strongest growth in the country. (Hoffman, 2009) concluded that, in the USA, coach and physical education teacher were the most traditional SPA occupations have been. Whilst in Czech Republic, coach, physical trainer and instructor were the most seek after job depends on different organizations (Caslavova, Kraft, & Voracek, 2015).

SPA sector has appeared as an important source of employment for women and youth as indicated by a previous studies on labour market and sport (Di Cola, 2006). For instance, with the majority of 23% working as fitness instructors, young professionals represented the majority of employees in SPA occupations in Australia, (ABS, 2011). (J Camy, Clijsen, Madella, & Pilkington, 2004) revealed in her study that there was a big gap between women and men in some SPA functions. For example, men particularly dominate sport coaching (Greenhill, Auld, Cuskelly, & Hooper,



2009) and sport management functions (Moore, Parkhouse, & Konrad, 2010).

#### 1.2.1. Labour Characteristics and Employment Opportunity

The tremendous growth in the services sector brings a question whether this platform prepare the same growth in the labour market. From 2007 until 2011, half of the total employment across all sectors in Malaysia was contributed by the services sector. With the average growth rate of 2.48% and 1.92%, the employment growth in services sector also outweighed that manufacturing sector. Despite the explicit discriminatory treatment found in selected services subsectors, evidence shows that the services sector has a bearing on creating employment in Malaysia labour market (Wye & Ismail, 2012).

#### 1.2.2. Personal Values and Job Satisfaction

One such important are of study is “personal values”. On the importance of values (Spranger & Pigors, 1928), for example, argued that the personalities of individuals can best be determined by their values. The values that a person has, such as those related to equality, loyalty and compassion, among other values, have been proposed to guide one’s decisions and actions (Weiss, Dawis, & England, 1967). This research aims

to explore if personal values contributes to the job satisfaction among personal trainers and fitness instructors.

The term “value” may include personal values and work values. This paper is more concerned with personal values. Work values and personal values are considered to be related. However, recent research has demonstrated that they are separate constructs that ought to be measured separately (Leuty, 2013).

There are many value measures and conceptualizations that have been proposed by academics. According to (McDonald & Gandz, 1991), however three schemes have achieved considerable recognition. These are (Rokeach, 1973) Value Scale, England’s Personal Values Questionnaire (PVQ) (England, 1967) and the Allport-Vernon-Lindzey instrument (Allport, Vernon, & Lindzey, 1970). Each of them contains different sets of values and measures. For example, Rokeach’s (1973) scale, which is considered to be one of the most popular scales for measuring “personal” values in particular (McDonald & Gandz, 1991), refer to desirable end states, while instrumental values describe preferable modes of behaviour. Examples of the former include values of “world at peace”, “true friendship”, “mature love”, “a world of beauty” and “equality”, while the latter includes “cleanliness”, “love”, “imagination”, “cheerfulness” and “courage”, among

others. On the other hand, other schemes such as England's PVQ use much larger sets of values. However, in their research, (Hambrick & Brandon, 1988) suggested that most of the value schemes that have been proposed by theorist can be distilled into six major value dimensions, namely collectivism (to value the wholeness of human kind and social systems; respect and regard for all people), rationality (to value actions, fact-based and emotion-free decisions), novelty (the new, the different and to value change), duty (to value obligation, loyalty and the integrity of reciprocal relationships), materialism (to value wealth and pleasing possessions) and power (to value control of situations and people). It has been suggested that personal values consists of influences such as:

- i. Affect the perception of situations and problems;
- ii. Influence the decisions and solutions;
- iii. Influence how one perceives others;
- iv. Influence the perception of individual and organisational success, as well as their achievement;
- v. Influence ethical behaviour; and
- vi. Influence the acceptance of or resistance to organizational pressures and goals (Ismail, 2015).

### **1.3. Problem Statement**

The purpose of this study is to examine the labour characteristics, employment opportunity and personal values that influences job satisfaction among Personal Trainers (PTs) and Fitness Instructors (FIs) in Malaysia.

- RQ 1. What are the labour characteristics of PT and FI in Malaysia?
- RQ 2. In what ways are PT and FI contributes to the employment opportunity in Malaysia?
- RQ 3. How the differences in personal values influence the job satisfaction among PT and FI?

### **1.4. Purpose of Study**

In lights of the booming fitness industry and fitness craze in Malaysia, there is a need of study on labour characteristics and job satisfaction between PT and FI. These findings would be crucial on improving human resource management and also employment opportunity for PT and FI in the future.

## **Chapter 2. Literature Review**

### **2.1. The Physical Fitness Industry**

Most of us will think of fitness and aerobic in-sync, thanks to Jane Fonda craze that started way back in 1980's. Several years have passed since the last "Is Fitness a Fad or a Trend" article appeared in newspapers and magazine. A staggering number of pools show that fitness is here to stay and will keep growing. Arguably, fitness instructors play a significant role in weight maintenance and weight loss program for the overweight group (Forsyth, Handcock, Rose, & Jenkins, 2005).

Job opportunities abound in the physical fitness industry, although those of us in the field often have a difficult time explaining to family and friends that professionally and emotionally satisfying and often financially lucrative careers exist in fitness (Parks & Zanger, 1990). 50 years ago, who would have thought such a thing possible?

For many people, the first step in a fitness career is as an instructor or trainer in a fitness centre or program. Although the financial rewards of employment in such a setting are limited, the exposure to day-to-day operations and to the range of positions requiring additional experience or

academic preparations can be invaluable. These positions may also involve greater rewards, both personal and financial (Parks & Zanger, 1990).

As a general rule, instructors supervise and instruct clients in safe and effective exercise programs. In higher quality commercial fitness centres and athletic clubs and incorporate fitness settings, instructors guide clients through one or more initial workouts according to a physiologist-designed *exercise prescription*, for which the instructor receives in-service training in the principles of proper warm-ups, cool-downs, stretching, and equipment use. In commercial fitness centres with lower membership fees and admittedly less intensive service, clients are by no means assured that instructors are sufficiently trained to supervise such programs.

Personal or private trainer is a new career option. Though such services are more common in major metropolitan area or affluent suburbs where personal income allows such a luxury, private trainers across the country (in this case the United States of America), can collect fees of USD20 to USD60 per hour (and more in New York and Los Angeles) for serving as one-on-one coaches and program designers. As usual, individuals with more advanced training, skills, and abilities garner higher fees (Parks & Zanger, 1990).

Nonetheless, instructors and trainers with aspirations towards a management-level position can make this clear to their supervisors. For instance, in Fitness First Malaysia, instructors who learn the business over several years and augment their fitness training with some academic preparations in business fill many management-level position.

According to (Kent & Chelladurai, 2001), instructors and trainers belong to the *human sustenance and curative* which categorised under participant service group. This form of service included but not limited to rehabilitate those deficient in fitness, health, and/or physical appearance (e.g.: cardiac rehabilitation, relaxation and stress reduction, and weight loss programs). Human sustenance and curative service require organizing and conducting exercise and fitness programs on a regular basis under the guidance and supervision of experts. When healthy individuals want to participate in this class of service, their intention is to maintain and sustain present levels of fitness and health (Parkhouse, 1991).

## **2.2. Classification of Employment in SPA**

The SPA sector offers a wide variety of services. It requires different levels of specialization from professional services (based on knowledge, expertise and special competencies) to consumer (low skill and routine services) (Chelladurai, 2006). What make this sector challenging is to

structure and analyse the employment and human resources in the field because of its wide variety of jobs (J Camy et al., 2004).

Human resources refers to employees who deliver professional services, according to the context of SPA (Chelladurai, 2006), manage sport organizations(Tracey, 2016) and/or operate sport facilities(Le Roux, Chantelat, & Camy, 1999). Specific requirements are needed in this occupations such as capabilities, knowledge, competencies, abilities and experience.

There are three most frequently performed functions among SPA professionals which is instructing SPA (sport instructor), coaching competitive sport and developing basic physical conditioning for groups (fitness instructor). Three more groups that come after those are exercise (personal trainer/physical trainer), teaching physical education (physical education teacher) and managing SPA (sport manager). From the last three functions mention previously, there are more desirable among SPA professionals because of the nature of re-educating and readapting through exercise or SPA in more stable occupations. In the specific case of Spain, the last decade showed that the important role if coaching has declining while functions related to fitness instructor, re-adaptor and personal trainer/physical trainer showed the strongest growth.



In conclusion, the Spanish labour market trend shows a continuing necessity and importance of Multi-Function (MF) of SPA professionals in order to remain relevant and pertinent in their current jobs. Because the similar functions can be applied in a variety of SPA occupations, it shows a high level of labour mobility. In other words, mobility and MF contributes to the career opportunities and employment for these professionals, either at present or in the future (Campos-Izquierdo, González-Rivera, & Taks, 2016).

The International Standard Classification of Occupation (ISCO-08; International Labour Organization, 2007) classified specific SPA occupations under codes '1431: Cultural centre managers, sports and recreation' and '342: Fitness workers and sports' (with '3422: Sports officials, coaches, and instructors' and '3423: Program leaders and fitness and recreation instructors'). Other specific SPA occupations (personal trainers, extra-curricular activities teachers, physical education teachers) appear under codes: '23: Teaching professionals,' '2269: Health professionals' (not elsewhere classified) and '5169: Personal services workers' (not elsewhere classified).

(Le Roux et al., 1999) established two categories of SPA related profession in the European context: (1) *Sport profession* (referees, sports activity leaders, professional sports persons, sports coaches and sports

instructors) and (2) *Sports-related professions* (sports doctors; sport managers; physical education teachers; sports physiotherapists; sports journalists; maintenance workers of sport facilities and caretakers).

SPA occupations in Spain were grouped into: Physical Activity and Sport which are 'Non-specialist' and 'Specialists'.

The current classification which specifically developed for Spain was established by (Campos-Izquierdo et al., 2016). The comprehensive classification serves to analyse, structure and identify specific human resources in any organization in the different SPA facility or services based on the performing functions. Three types of human resources were classified into two groups of SPA services:

- i. *Specific SPA human resources (SPA professionals)*: Which means individuals who carry out one or several functions specifically for SPA. As identified by (Chelladurai, 2006); this falls under the 'professional sport and physical activity services'.
- ii. *Indirect (non-specific) SPA human resources*: Which means individuals who work in SPA services, but doesn't carry out functions that are not SPA specific. It can be further explain as below:

“Those who do have salaried positions but do not belong to a profession: for example cleaning, attending to clients, maintenance, and sports equipment sales persons, etc.”

For a study focuses specifically on SPA professionals, these workers use SPA as central element and the fundamental for the base of their professional performance. Their competencies are resulted from the specific training in SPA. SPA professionals apply specific scientific knowledge, practical, and theoretical, techniques and procedures. This qualification ensures the efficiency, quality and safety of the services (Campos-Izquierdo et al., 2016).

To shape and delimit SPA professions, occupations and jobs, a thorough understanding of SPA functions is needed. As mentioned by (Petry, Froberg, & Madella, 2008) a “functional maps” was identified by a set of tasks and functions corresponding to the production of goods or services which may be characterized by a professional area.

The strong emphasis of Sport and Physical Activity (SPA) contributing to an improved social well-being and quality of life (Commission of the European Communities, 2007) encouraged by government support (Downward, Dawson, & Dejonghe, 2009) has

stimulated the individual and societal demand for SPA (Campos-Izquierdo et al., 2016).

Based on the European Sport Management Quarterly journal titled “Multi-functionality and occupations of sport and physical activity professionals in Spain” SPA (Campos-Izquierdo et al., 2016), there are basic of functions in SPA which can be categorised in the table below:

Table 1. SPA occupations in Spain – the basic functions

SPA Occupations	SPA Functions
PE teacher	Teaching PE in the education system
Sports Instructor	Instructing SPA outside the educational system
SPA theory instructor	Instructing SPA theory in courses <sup>a</sup>
Sports coach	Coaching individual and team sports in competition
Extra-curricular PE teacher	Teaching extra-curricular SPA in school
Physical-Sport Readaptor (similar to kinesiologist; athletic trainer)	Readapting (reconditioning) and re-educating through SPA or exercise (including athletes of individual and team sports at different levels of competition)
Fitness instructor, aerobics instructor	Developing and conducting basic fitness and basic physical conditioning programs for groups
Personal trainer, physical trainer and fitness trainer	Training PA and exercise to individuals and groups (including athletes of individual and team sports at different levels of competition)
Sport manager	Managing, organizing and coordinating SPA in sports facilities
SPA inspector	Inspecting SPA services
Sport animator	Developing and conducting recreational SPA programs
SPA advisor, researcher and consultant	Advising, researching and certifying SPA

Note: PE=Physical Education; Physical Activity SPA=Sport and PA=Physical Activity.

<sup>a</sup>For SPA professionals these courses are offered in permanent education programs.

In case of Spain, the demand for SPA consumption is associated with an increase of SPA. This is proven through the growth of the number of sport facilities in Spain. The National Sports Council of Spain (2006) explained that the cause for this rise might be due to the increased level of sport participation. In addition to that, the increased support from the national governments, local and regional to promote and support SPA, with the intention to create healthy SPA habits among the Spanish population. It can be assumed that this growth in facilities has been paralleled with a growth in employment opportunities (Campos-Izquierdo et al., 2016).

There is an extension into new territories, employment, occupations, services and opportunities (EOSE, 2014). This can be explained by the overall social well-being in the past decades and stronger emphasis on SPA for the individual (Conference Board of Canada, 2005). This had led to the enhancement and expanded SPA services both from a supply perspective (the SPA professionals) and from a demand (the SPA participants) that benefitted the whole Spanish population. The wide variety of functions delimits and defines the SPA professionals, employment and the labour market in this sector. To reduce unemployment in Spain, the SPA sector offers highly needed opportunities for developing strategies and actions.

There is a substantial increases in functions such as exercise and training physical activity for the competitive athletes and general population as fitness trainer and/or personal trainer. We can see a similar trend in other countries too like Canada (National Athletic Trainer Association [NATA], 2011).

The employment opportunities for fitness instructors was generated by the increased importance of developing basic physical conditioning for groups. In many developed countries, teaching physical education is a regulated profession and a well-established, and one of emerging occupation identified was sport manager (Chelladurai, 2006). To keep improving employment in these occupations and functions, proper training and promotion are essential. Professional and scientific collaboration with other countries should be encouraged.

Everyone has the right to obtain work, earn fair wages, and receive fair treatment in all areas on the basis of ability, work performance, and potential to learn on the job. Equal employment opportunity refers to the responsibility of organizations and managers to keep the work environment free from discrimination.

Equal employment opportunity is a broad concept holding that individuals should have equal treatment in all employment related actions.

One persistent stumbling block in accomplishing the objectives of equal employment opportunity is the existence of prejudices.

### **2.3. Current Trend of SPA Professional**

To explain the high level of MF among SPA professionals, we can look at several trends in the SPA labour market. Firstly, as a matter of fact, most SPA occupations are not regulated and do not require official SPA qualifications except for Physical Education teacher (Campos-Izquierdo et al., 2016). This resulted in a scenario where SPA professionals have to compete with other less-qualified people for the same jobs, which for most cases, many of these jobs are part time. Thus, SPA professionals were forced to require different sets of functions (MF in multiple organizations simultaneously) in order to get a full-time employment to work in a variety of SPA organizations.

“It is important to stimulate MF in human resources because it efficiently organizes and improves employment” argued Peiro and Mundate (1999). Thus, when managing human resources in the SPA sector, MF must be taken into account (Chelladurai, 2006).

MF should become an integral part of the job selection process, the training of SPA professionals and the job description. To do this, MF must be fully acknowledged by SPA professionals, as this would strongly

enhance their career opportunities and position in the labour market. Not only that, MF also promotes opportunities for SPA professionals' self-employment (Campos-Izquierdo et al., 2016).

There is a reported case of the lower level of MF and underrepresentation of women in SPA occupations with the higher number of male students in SPA qualifications. To address this issue, we have to come up with tactics and strategies to reduce this gender gap in SPA occupations and functions (Pfister, 2006). Which in light would enhance employment opportunities for women in the labour market, which would benefit from this greater diversity (Chelladurai, 2006).

In Malaysia, the female labour participation rate recently breached the 50 percent mark whilst that of males is over 80 percent. The availability of more child-care services would facilitate expansion of female labour force participation. More equally shared household responsibilities between husband and wives should also be advocated if female labour force participation is to be increased (Qi & Fernandez, 2014).

Future research should focus on analysing the labour characteristics of the SPA functions as well as the training and qualification of SPA professionals. To understand more about SPA labour market, a deeper discussion on the relationship with the quality of services, the need for



norms and standards and many more aspects are much needed (Campos-Izquierdo et al., 2016).

#### **2.4. Personal Values and Job Satisfaction**

According to (England, 1967), personal values are therefore linked to several important areas in organizational functioning. Equally, (McDonald & Gandz, 1991) also argue for the importance of values in organizational effectiveness. They state values have an impact on operational decision-making, interpersonal conflict, strategic decision-making, corporate ethics, quality of working relationships employee motivation and commitment and, career choice and progression. However, empirical support between values and behaviour remains largely limited (Kotey & Meredith, 1997).

The handful of studies in this area, however, point to the fact that personal values do have an influence on behaviour. For example, a study by (Glover, Bumpus, Logan, & Ciesla, 1997) showed that values are associated with ethical behaviour. The study was based on 367 business students from a large university. The results suggest that individuals who value achievement will make more ethical choice when moral intensity is not extreme (very high moral intensity and very low moral intensity). The findings, however demonstrate that an achievement orientation was not

associated with ethical decision-making in situations characterized by high moral intensity. According to the authors, when individuals were faced with a decision choice balanced in economic and ethical issues, individuals who significantly value achievement made the more ethical choice (Ismail, 2015).

(Backhaus & Tikoo, 2004) stress the need to pursue congruence between the organization and current and prospective employees. Individuals prefer organizations that offer them what they consider important, so that they feel they do or can fit.

According to (Schneider, 1987) Attraction-Selection-Attrition (ASA) model, individuals are attracted by organizations with similar values and are more likely to remain in them and contribute to them. Employer attractiveness is also a key for employees when they decide to enter or remain at an organization. In the emerging war of talent, many corporations have concluded that the best way to gain a distinction as prospective employers is through enhancement of their level of attractiveness. Applicants' impression of a corporation build the level of the corporations' attraction (Carless & Wintle, 2007), or the corporation's desirability as an employer, in the eyes of a prospective employee. As research evidence provides evidence of a strong relationship between prospective employees'

perceptions of attractiveness and job choices (Berthon, Ewing, & Hah, 2005), there will be a strong and direct relationship between employer attractiveness and being an employee of choice (Bellou, Rigopoulou, & Kehagias, 2015).

Value are likely to guide HRM practices, and these strategies and practices, in turn, communicate and reinforce values (Meyer & Topolnytsky, 2000). Values influence every aspect of our lives: our moral judgement, our responses to others, our commitments to personal and organizational goals. Values set the parameters for the hundreds of decisions we make every day (Posner, Kouzes, & Schmidt, 1985).

## **2.5. Introduction to Methodology**

To conduct the study on the three previous research questions, mix methodology consists of quantitative and qualitative will be used. The explanation on the methodology will be explained as per below.

### **2.5.1. Labour Characteristics and Employment Opportunity**

Qualitative research had been chosen as the methodology of choice because the purpose of this study is to figure out labour characteristics and employment opportunity under a natural setting. According to (Creswell, 1998) “Qualitative research is an inquiry process of understanding based on

distinct methodological traditions of inquiry that explore social and human problem. The researcher builds a complex, holistic picture, analyses words, reports detailed views of informants, and conducts the study in a natural setting.”

To be more specific, ethnography methodology will be applied for this study. Ethnography is used to describe and interpret a cultural (such as behaviours, languages, etc.) or social group or system. Since the purpose of this study is to figure out the characteristics of the labour market, ethnography is the most suitable method to be applied.

Why qualitative methodology is chose in this study? According to (Hendrick & Nachmias, 1992), “to understand the behaviour and the institutions, researcher need to know well the persons involved, their values, rituals, symbols, beliefs and their emotions.”

(Skinner, Edwards, & Corbett, 2014) “Qualitative research has been constantly evolving, with the development of naturalistic inquiry, or constructivism, to emphasize the importance of the participant’s view; to take into account the setting or context in which the participants expressed those views; and to look at the meanings that people assigned to different issues.”

In the 1990s and 2000s researchers have seen the emergences of participatory and advocacy practices in qualitative research, themes that express concern for the needs of individuals in lower social classes, racial groups and women. These themes called for researchers to report, as part of their research, their own personal biases, values and assumptions. It cast research into politics in which it considered the rights of women, gays, lesbians, racial groups and different classes in our society – all traditionally under-represented in mainstream sport – and honoured different viewpoints during both the writing and the reading of qualitative reports. It also spoke about qualitative data collection procedures in which inquirers were sensitive to participants, actively collaborated with them (rather than studying them) and respected the dignity of each individuals who offered data for research (Skinner et al., 2014).

Qualitative research are also used for studies interested in understanding, exploring and discovering. Some of the methods used are focus groups and interviews, documents analysis, observe behaviours in group, investigate culture and look for trends and patterns in the data collection.

As a rule of thumb, qualitative research is often associated with inductive approaches: building theories and explanations where none (or nothing suitable) currently exist (Skinner et al., 2014).

The qualitative methods can be used to better understand any phenomenon about which little is yet to known (Strauss & Corbin, 1998). Qualitative method would also be used to gain more in-depth information that may be difficult to convey quantitatively or to gain new perspectives on things about which much is already known.

Theoretical sensitivity comes from a number of sources, including professional literature, professional experiences and personal experiences (Strauss & Corbin, 1998). The credibility of qualitative research depends on the level of reader's confidence in the researcher's ability to be sensitive to the data and to make the appropriate decisions in the field (Eisner, 1991).

Even though qualitative research has an advantage in terms of the flexibility of purposeful sampling, there's a risk of arising three types of sampling errors that researcher should be aware of. The first relates to distortions caused by insufficient breadth in sampling: the second from distortions introduced by changes over time: and the third from distortions caused by lack of depth in data collection at each site (Patton, 1990).

One of the challenges of qualitative research is the question of credibility of the study. For qualitative research, credibility depends less on sample size than on the richness of the information gathered and on the analytical abilities of the researcher (Patton, 1990).

The credibility of qualitative research can be enhanced through triangulation of data. Patton identifies four types of triangulation: 1) methods triangulation; 2) data triangulation; 3) triangulation through multiple analysts; and 4) theory triangulation.

Other techniques for addressing credibility include making segments of the raw data available for others to analyse, and the use of “member checks” in which respondents are asked to corroborate findings (Guba & Lincoln, 1985).

#### 2.5.2. Difference Values Influencing Job Satisfaction

To find a level of job satisfactions among PTs and FIs in Malaysia, a quantitative study will be chosen as the methodology. A set of values from the 24-personal value items of (McDonald & Gandz, 1991) will be taken as a baseline for the questionnaire. For the job satisfaction scale, 5-likert scale from Strongly Disagree to Strongly Agree will be used for this study. This scale was developed by the study of (Macdonald & MacIntyre, 1997). This scale had a test-retest reliability of 0.76 and an inter-rater reliability of 0.77.

Both the convergent and discriminant validity are high (Wye & Ismail, 2012).

Regarding the setting and measures. The questionnaires will be distributed among PT and FI in Malaysia focusing in the area of Kuala Lumpur/Klang Valley. The questionnaires will be made up of two parts. The first part describes the demographic characteristics, including gender, age and marital status, among other characteristics. The second part of the questionnaire assessed the personal values of the respondents.



## **Chapter 3. Methodology**

### **3.1. Procedure**

This study used mixed method which consists of qualitative and quantitative research. The methodology was utilized upon RQs as below:

RQ 1.	What are the labour characteristics of PT and FI in Malaysia?	Qualitative Research (Interview)
RQ 2.	In what ways are PT and FI contributes on the increase of employment in Malaysia?	
RQ 3.	How the differences in personal values influence the job satisfaction among PT and FI?	Quantitative Research (Survey)

#### **3.1.1. Methodology for RQ1 and RQ2**

A qualitative research was conducted for RQ1 and RQ2. A series of interview sessions were conducted by the researcher and 10 respondent were selected for the interview. All of the interviews were conducted through a phone call and the conversations were recorded for a transcription purpose. Before the interview started, all of interviewees have given their permission for the conversations to be recorded. Below is the list of the interviewees:

Table 2. Respondent candidates for the qualitative research

	Pseudonym of Interviewees	Occupations
1.	Jeffry	PT
2.	Ben	PT
3.	Minho	PT
4.	Nickhun	PT
5.	Taeyon	PT
6.	Kate	PT
7.	Judy	FI
8.	Taeil	FI
9.	Junie	FI
10.	Peter	FI

Note: The real name of the interviewees were not provided for the protection of their privacy.

A self-administered interview with open-ended questions were prepared beforehand. One of the interviewees was responding to the questions via email. The interview questions were attached in Appendix A.

### 3.1.2. Methodology for RQ3

A quantitative research was used to study RQ3. The study for the differences in personal values that influence the job satisfaction among PT and FI was conducted based on (McDonald & Gandz, 1991) model that has four cluster of values and were rated by the respondents on 5-point scale.

These four set clusters contains 24 different values as follows:

Table 3. 24-personal values

Relationship-oriented Values		
1.	Broad-mindedness	Accepting different viewpoints and opinions
2.	Consideration	Being caring, kind and considerate
3.	Co-operation	Being co-operative and working well with others
4.	Courtesy	Being polite and having respect for individual dignity
5.	Fairness	Being fair and providing just recognition based on merit

6.	Forgiveness	Being forgiving and understanding when errors occur
7.	Humour	Creating fun and being light-hearted
8.	Moral Integrity	Being honourable and following ethical principles
9.	Openness	Being straightforward, sincere and candid in discussions
10.	Social Equality	Being equal to others and avoiding status differences
<hr/> Task-oriented Values <hr/>		
11.	Aggressiveness	Being aggressive and pursuing goals vigorously
12.	Diligence	Working long and hard to achieve results
13.	Initiative	Seizing opportunity and taking responsibility without hesitation
<hr/> Change-related Values <hr/>		
14.	Adaptability	Being flexible and changing in response to new circumstances
15.	Autonomy	Being independent and free to act
16.	Creativity	Developing new ideas and applying innovative approaches
17.	Development	Achieving personal growth, learning and development
18.	Experimentation	Taking a trial and error approach to problem solving
<hr/> Status Quo Values <hr/>		
19.	Cautiousness	Being cautious and minimizing exposure to risk
20.	Economy	Being thrifty and careful in spending
21.	Formality	Upholding proper ceremony and maintaining tradition
22.	Logic	Being rational and thinking in terms of facts and figures
23.	Obedience	Complying with directions and conforming to rules
24.	Orderliness	Being neat, tidy and well-organized

A set of questionnaires was distributed via Google Doc to PTs and FIs in Malaysia to find out their level of job satisfaction and the correlation to the personal values. This questionnaire was developed by (Macdonald & MacIntyre, 1997) from their study of The Generic Job Satisfaction Scale: Scale Development and Its Correlates. This scale of job satisfaction is relevant to a wide range of occupational groups.

The interpretation of the job satisfaction were based on the added score as followed: 42-50~very high; 39-41~high; 32-38~average; 27-

31~low; 10-26~very low. This scale is most accurate for employees between the ages of 25 and 60. Those under 25 tend to have a lower job satisfaction and those 60 and over have higher job satisfaction. The scale works equally well for males and females from all occupations. The 44-questions survey consisting The Job Satisfaction Scale and Personal Values Questionnaires were attached in Appendix B and C respectively.

All of the data collected from the survey were then recorded in the Statistical Package for the Social Science (SPSS) for analysis.

### **3.2. Sample Selection**

For the purpose of sampling, 6 PTs and 4 FIs were selected across Malaysia. The respondent were chosen regardless of their employment status. Some maybe freelancers and some of them are attached to commercials gym in Malaysia.

The use of interviews as a data collection method begins with the assumption that the participants' perspectives are meaningful, knowable and able to be made explicit. An interview, rather than a paper and pencil survey, is selected when interpersonal contact is important and when opportunities for follow-up of interesting comments are desired (Skinner et al., 2014).

## Chapter 4. Findings

After conducting interviews for 10 persons consisting of six PT and four FI, all the interviews done were recorded for transcription purpose. The transcript of the interview were made based on the recorded interview as similar as what there were conducted.

From the transcript interview, all the similar words were highlighted and were recorded in an excel file. The example of the highlighted transcription as per below:

1. **Can you explain about your background and about yourself (e.g.: age, gender, marital status, occupation, education, ethnicity, religion and place of birth).**  
34 years old. Male, chinese and single. Got a diploma in computer science. And I was born in PJ, KL.
2. **How did you get into the SPA industry?**  
Actually started from my hobby I think. Because I'm a very sporty person, I was playing basketball by then after years by years, all of my friends are getting married and they have their own family and they don't even have time to play together and then I switched to another sports which I started weight lifting.
3. **When did you become PT?**  
I think that was like 10 years ago roughly. Around 2006. I passed ACE exam in 2000.
4. **What makes you want to be PT?**  
I think I love seeing my client getting progressed. Inspired other people to stay healthy. And you can see people's behaviour changed from not willing to do this to become healthier. Before this they don't even cook before they met me. So after few months training, they will start cooking and googling recipe to make it more interesting. That is very satisfying for me.
5. **Who/What is your motivation to become PT/FI?**  
I think it's because I'm leading all my clients so I have to be like, to prove that I can do it so guys also can do it. It's like I wanted to be an idol for my clients.
6. **Can you tell how the typical life as a PT/FI is in a day?**  
You have to plan your rotations and planning. And then I think I have to give up my life. Last time I used to drink a lot, and then I stop once I started to lift weights. Right now, I drink only if there's event like wedding or occasionally.

Figure 1. Example of highlighted words from the interviews' transcript

The 30 questions from the interview questions produced 351 words that bring meanings to the study. The list of the 351 words were attached in Appendix D. Out of the 351 words, there are 148 repetitive words found. And this 148 words were categorise according to the questions asked during the interview. From there, all the repetitive words are gathered and collected together according to their characteristics and employment. The similar words are presented in the mind maps:

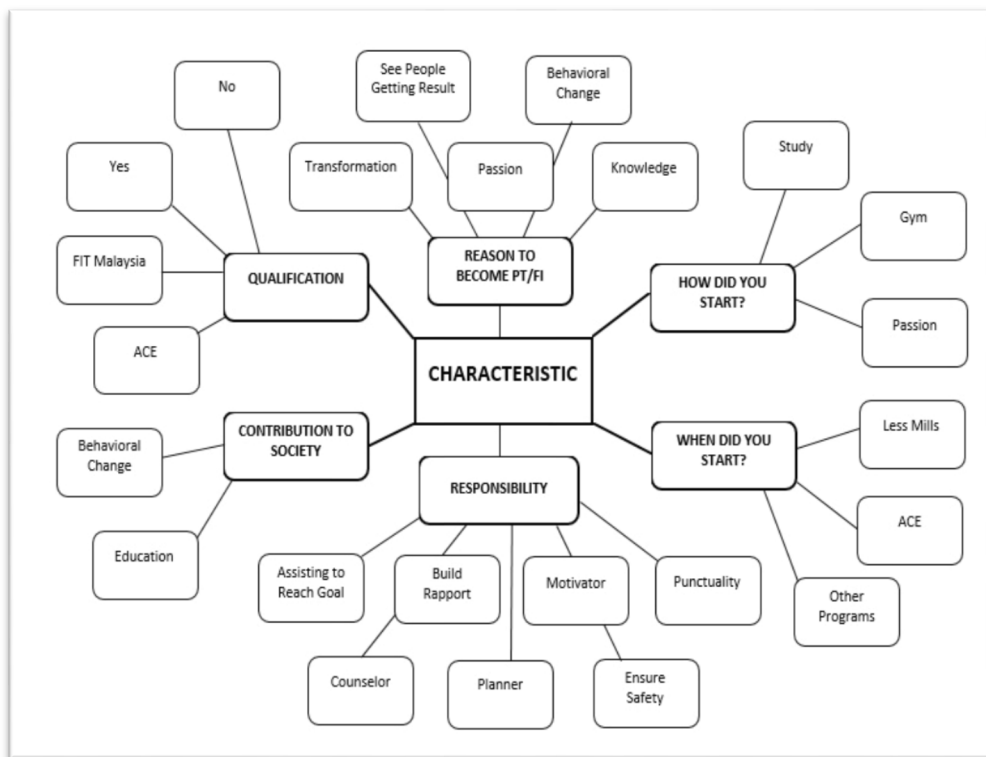


Figure 2. Mind map of the characteristics words similarity

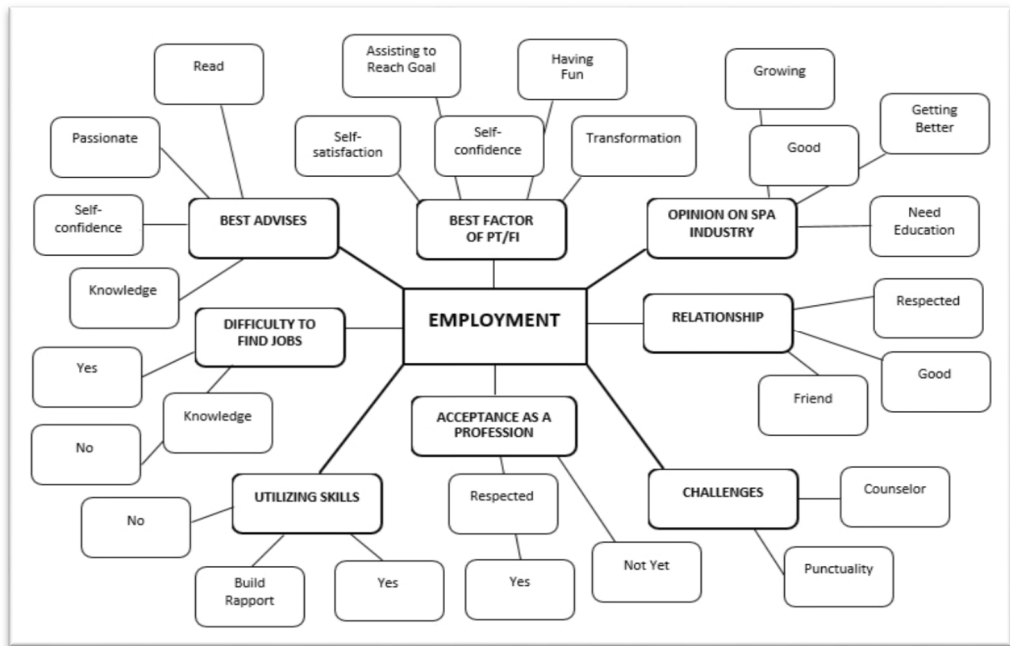


Figure 3. Mind map of the employment words similarity

#### 4.1. The Characteristics of PT and FI

The characteristics are based on the questions asked during the interview. We can see that some of the same repetitive words fall in a different categories. This will be discussed further during the discussion later.

For the characteristics of PT and FI, we found out that they can be separated into two different categories which are the similarity and the difference between PT and FI. The similarities of the characteristics are presented in the table shown below:

Table 4. Similar characteristics of PT and FI

No.	Category	Characteristic
1.	Responsibility	i. Educating
		ii. Motivating
		iii. Ensuring safety
		iv. Assisting to achieve goal
		v. Planning
2.	Qualification	vi. Needed
		vii. FIT Malaysia
3.	Contribution	viii. Behavioural change
		ix. Education
4.	Driving Factors	x. Passion
		xi. Transformation
		xii. Sharing knowledge
5.	Advantages	xiii. Self-satisfaction
		xiv. Self-confidence
		xv. Having fun
6.	Challenges	xvi. Punctuality
		xvii. Mutual timing

In general, both occupation thinks that being an educator is what they are responsible to:

“I would say education, providing accurate and evident based education not like some misinformation from the internet...”

(Nickhun)

Many interviewees mentioned how time management is very important as well as to be a motivator to their clients:

“I think firstly is punctuality. You have to be very punctual. If you don’t have this, clients going to be very lazy. When we talk about determination, you need to have this kind of thing. You do not postpone your training, I mean if in emergency case it’s alright, you



try not to postpone your training. You need to be very motivating.”

(Jeffry)

Most interviewees agreed that qualification is required to become a PT. One of the reason why they wanted to become a PT is to share the knowledge that they have:

“I am qualified PT when I passed my ACE in 2004 under FIT Malaysia.” He further explained, “As a PT you are more qualified to design a multiple range of exercise routine that are suitable for a specific individuals with special needs. What is the difference between a PT and a fitness instructor? Knowledge, understanding the mechanics of a human anatomy in much details and know how to implement proper movement of an exercise as effective and safe.”

(Minho)

When asked about qualification requirement, only one out of five PT disagreed on the need of qualification to become a PT:

“Not really. Because this thing is pretty open. I mean a person can become a PT if he has a love for it but you just like you know work hard, maybe buy some book online and study the physiology of the body and how to body works and what are the latest research on

muscle, fat loss. You have to keep up with that. You can still become a pretty good trainer.” (Taeyon)

Passion and self-confidence are among characteristics that often mentioned during the interviews:

“I’m leading all my clients to live a healthier life. It’s like I wanted to be an idol for my clients.” He added “And then I think I have to give up my life. Last time I used to drink a lot, and then I stop once I started to lift weights. Right now, I drink only if there’s event like wedding or occasionally.” (Ben).

This confession from Ben shows that you really need to have passion to become a PT.

There was an interesting finding from the analysis done where characteristics among PT and FI are totally different. The different characteristics are presented in the table below:

Table 5. Different characteristics between PT and FI

PT Characteristic	Category	FI Characteristic
Build rapport Psychiatrist*	Responsibility	Instructing/Teaching
ACE FIT Malaysia	Qualification	Less Mills Other programs
Higher	Income	Lower
Full-time Part-time	Occupation Status	Part-time

\*PT isn’t a licensed psychiatrist, this will be discussed further later in Chapter 5.

## 4.2. The Employment Opportunity of PT and FI

From the interviews conducted, we found out that they are factors that affecting employment among PTs and FIs. The factors are divided according to the category shown in the table below:

Table 6. Factors affecting employment of PT and FI

PT	Category	FI
Friends Respected	Relationship	Friends
Growing Getting better Need education	SPA Industry Condition	Good
Respected Yes	Acceptance as Profession	Not yet
No	Difficulty Finding Jobs	Yes

### 4.2.1. The Service Price / Fees Charged by PT and FI

From the analysis done, the service charge or fees for PT and FI are varied depends on the job status. The price range is shown in the table below:

Table 7. Range of pay for PT and FI

No.	Job Status	Price Range / session	Min. Income per Month
1.	Part-time and full-time FI	Between RM50 – RM80	RM200* (USD50)
2.	Part-time PT	Between RM100 – RM120	RM1000** (USD250)
3.	Full-time PT working with a gym	Between RM90 – RM120 (30% commission to the PT)	RM1500*** (USD375)
4.	Full-time Freelancer PT	Between RM130 – RM200	RM1300** (USD325)

\*assuming there is only one class per week.

\*\*this calculation is based on one client for minimum of 10 sessions per month.

\*\*\*this is a general basic salary in a commercial gym without any commission.

### 4.3. The Personal Values That Affected Job Satisfaction

Within a period of two weeks, a total of 75 PT and FI took part in the online survey. Initially, the purpose of this research was just to find out the correlation between two groups which are PT and FI. However, during the survey conducted, we found out that one more group consisted the combination of PT and FI is quite common.

Using SPSS, a descriptive analysis was done for the Job Category from the survey.

Table 8. Respondents' frequency

Valid	Frequency	Percent	Cumulative Percent	Mode
PT	34	45.3	45.3	PT
FI	21	28.0	73.3	
Both	20	26.7	100.0	
Total	75	100.0	100.0	

#### 4.3.1. Job Satisfaction Level Result

For the purpose of this study, we were focusing only on two groups which are PT and FI. In that case, the third group which is both (combination of PT and FI) will be eliminated from the analysis. Using the Generic Job Satisfaction Scale: Scale Development and Its Correlates developed by Scott Macdonald and Peter McIntyre, we found a set of job satisfaction among PT and FI as per table below:

Table 9. Job satisfaction level

Job	Very Low	Low	Average	High	Very High	Total
FI	0	2	10	4	5	21
PT	2	2	8	8	14	34
Total	23	4	18	12	19	55



Figure 4. Job satisfaction graph

#### 4.3.2. One-Sample T-Test Result

Table 10. Sample frequency table

Job Category	N	Mean	Std. Deviation	Std. Error Mean
PT	34	39.59	5.727	.982
FI	21	37.90	5.656	1.234

Table 11. One-sample T-test result

Job Category	Test Value = 25					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
PT	14.854	33	.000	14.588	12.59	16.59
FI	10.456	20	.000	12.905	10.33	15.48

The result shows  $p$  values for both PT and FI are significant which were below 0.05. This proved that the sample comes from a specific population. The mean for job satisfaction level for both group shows relatively high level which is 39.59 for PT and 37.90 for FI.

#### 4.3.3. Reliability (Cronbach-Alpha) Test Result

A Cronbach-Alpha test was done on all 24-personal values before the data were proceeded to another test. This step was needed to ensure the reliability of the data. By using SPSS, these 24-personal values were turned into variables and computed into four different categories as per below:

Relationship-oriented : Personal values no.1 to no. 10

Values (ROV)

Task-oriented Values : Personal values no.11 to no. 13

(TOV)

Change-related Values : Personal values no.14 to no. 18

(CRV)

Status Quo Values : Personal values no.19 to no. 24

(SQV)

Table 12 Cronbach- $\alpha$  result

Job Category	ROV	TOV	CRV	SQV
PT	0.855	0.714	0.804	0.780
FI	0.927	0.824	0.553	0.782

From the reliability test done, every variable shows at least acceptable range ( $\alpha \geq 0.7$ ) to excellent range ( $\alpha > 0.7$ ). Except for CRV variable for FI, the result came out poor ( $\alpha < 0.6$ ).

#### 4.3.4. Pearson-Correlation Test Result

Table 13. Personal values correlation result

Job Category	ROV	TOV	CRV	SQV
PT	0.351	0.077	0.227	0.000**
FI	0.189	0.035*	0.138	0.035*
B	0.234	0.004**	0.048	0.000**

\*. Correlation is significant at the 0.05 level (2-tailed).

\*\*. Correlation is significant at the 0.01 level (2-tailed).

From the table above, we can see that job satisfaction only correlate with SQV group. For FI, their job satisfaction correlates with TOV and SQV groups.

However, since both mean for PT and FI are relatively similar (39.59 and 37.90 respectively), we can consider PT and FI belongs to the same

group which we named it B. By running Pearson-Correlation test on B, only TOV and SQV proved to be correlate to the job satisfaction.



## **Chapter 5. Discussions**

### **5.1. The Characteristics of PT and FI**

#### **5.1.1. The Similar Characteristics of PT and FI**

For the similar characteristics of PT and FI, there were categorised into six groups as shown in Table 4. As expected, both PT and FI said that their main responsibility is to educate their clients and members in regards of exercising and diet. They need to plan the workout routines and to ensure their safety throughout the exercise process. They need to consistently motivate their clients and members to help them achieving their fitness goals.

The second category is qualification. Both PT and FI agreed that qualification is needed in order to become fitness trainer and instructors. Compared to nonqualified PT and FI who used internet, qualified trainers and instructors showed that they are more inclined to depend on research paper as their main source of information. In other words, unqualified PT and FI were concerned of not knowing how to write a proper programme thus would disgrace the fitness industry (Forsyth et al., 2005).

What interesting here is, there was none of the respondent mention or give credit to the government in terms of qualification needed. Instead, a

private institution which is FIT Malaysia, was repeatedly mentioned as the centre that provided education and qualification to PT and FI. It's amazing how FIT Malaysia has become a well-established education centre in Malaysia's SPA industry.

The third similar category is the contribution to the society. It's not surprising when both PT and FI said that they are educating society in leading a healthier lifestyle. Both of them were saying about how they managed to change the behaviour of society in aspects of physical fitness, nutrition, diet and daily life.

Next category is the reason for PT and FI to pursue this career. Passion about fitness became a definite factor for both of them to jump into SPA industry. Apart from passion, sharing knowledge and the transformation of others also became a factor for them to become PT and FI. Some of the interviewees mentioned about how they wanted to become a role model for their clients. This is supported by one of the study done by (Maguire, 2008) which said, for a PT, their professional image and personal lifestyle are inseparable. This is because being a role model is embedded in their occupational text.

When they were asked about what's the driving factors to become PT and FI, both of them mentioned about how they were having fun while

working. Because of their love for fitness and exercise, there were no days that they didn't enjoy their life doing what they do. Both of them mentioned about how becoming a PT or FI have boosted their self-confidence and self-satisfaction.

The last category to the similar characteristics is the challenges. Both of PT and FI mentioned that time management is their major challenge. It's hard to find a mutual time for a training session with the clients.

Furthermore, it's challenging to keep the punctuality if you are doing PT and FI as a part-time. This is because they have to juggle between their two or even three jobs in one day.

#### 5.1.2. The Different Characteristics between PT and FI

Interestingly, we found a different characteristics among PT and FI as shown in Table 5. Under responsibility category, FI main job is to prepare how to instruct the class in a group exercise session. FI usually have to memorize a certain choreography and music to teach the members in a gym class or studio (for example Zumba or Less Mills program). Basically the interaction is between one to many. For PT, because the interaction is one to one, they need to build a rapport first in order for the client to put his or her trust in PT. A connection between a PT and a client goes beyond the relationship between a seller and a buyer. A PT at times needs to listen to

the client vent, rant and outburst. Some of the respondents even said that sometimes they felt like they had to act like a psychiatrist or counsellor in order to bring their clients mental back to calm so that they can work out.

Out of six PT interviewed, five of them certified by American Council on Exercise (ACE) through FIT Malaysia. And all of them emphasised on how important to continue their education and to update their knowledge through FIT Malaysia's fitness courses. ACE started their history of preparing a complete PT Manual starting in 1991. This manual consists of code of conduct, standardization, dissemination, work practices, professional identity and many more skills and values to ensure the professionalism as a PT will not be questioned (Maguire, 2008).

For FI, they either started by passing the Less Mills program training or other programs like Zumba, Steps Aerobic or FitnessFX. Except for FitnessFX (which is run through FIT Malaysia as well), other programs (e.g.: Less Mills) either run by a commercial gyms or don't require qualification at all.

From the qualification discussed before, it shows that PT got paid a lot more compare to FI. The topic of income and pricing would be discussed further in employment opportunity. Furthermore, it is quite rare to find a full-time FI. Most FI are doing it as a part-time based to have an extra

income. This is supported by a study done in Norway which stated, job as an instructor were assumed as a transitory position, this job usually taken by a students or youngsters before they find a ‘real’ career (Lloyd & Payne, 2013). However, PT has become one of full-time job that promise a lucrative income but they are some PT who’s still doing it as part-time.

### 5.1.3. Comparison between Malaysian’s PT and Australian’s PT

For this study, we managed to conduct the interview with one of the respondent who used to work in Malaysia and now currently studying and working in Melbourne, Australia. From the comprehensive interview, we successfully came out with the comparison between working as a PT in Malaysia and Australia as per table below:

Table 14. Comparison between Malaysian and Australian PT

Malaysian’s PT	Category	Australian’s PT
Employee Freelancer	Job Status	Business entity
Employer’s gym PT studio	Business Space	Yes
No	Business Logo	Yes
Employer’s Uniform None	Uniform	Yes
Commission Based Total	Income	Total
No	Government’s Regulation	Yes
Between RM90 – RM200	Price per Session	Min AusD60 (RM194)

From the table above, we can see that the biggest difference between Malaysian's PT and Australia's PT is that the system in Australia treats PT as a business entity or in another word they are considered as business owner. This is part of Australia's Government Regulation that required PT to register themselves as a businessman.

In some part, the process looks tedious and takes a lot of works, but on the positive note, PT in Australia were treated as a professional. There are part of professional workers in the industry and are required to pay taxes as well as applying for an insurance. In return, they are protected by the government's law.

Unlike in Malaysia, if PT works for a gym regardless whether the gym is a commercial one or not, PT is just an employee to a company. The fate of the PT is solely dependent on the company. Usually in a commercial gym, there is a better future plan for a PT. For example from a Junior Trainer you have a chance to be a Senior Trainer (depends on the performance) and to a Fitness Manager. But still, the chances are just a few because you need only one Fitness Manager in a gym.

Secondly, the lack of Malaysian's government policy in SPA industry is affecting a PT's career. One of the respondent mentioned about how he was considered a hard worker labour and not a professional while

applying for a work's insurance. This shows how Malaysian government not yet recognised these two occupations as a labour force in the industry.

## **5.2. The Employment Opportunity of PT and FI**

Table 6 explained about the factors that influence the employment opportunity among PT and FI. For a relationship factors, FI are considered a friend or just an instructor among the members of the gym while PT are being respected more than friends.

For an acceptance as a profession, all of the respondents were saying that FI isn't considered a profession yet. Unlike PT, all respondents strongly feel that PT is a profession which is highly respected among society. Supported by an international certification like ACE, it shows that society perceives PT as a real occupation. That would explain why it's harder for FI to find jobs compare to PT.

In general, FI thinks that SPA industry is good for them. Meanwhile, PT mostly agreed that society needs to be educated more about SPA industry. However, all of them strongly agreed that SPA industry is growing and getting better.

From Table 7, it's clearly define that in general PT earns much more compare to FI. From the interview conducted, full-time PT were potentially capable to get clients up until 15 people in a month. That means they raked

in around RM19500 per month or USD4875 (assuming the charge for one session is RM130). This is supported from the study done by (Maguire, 2008), in 2005 PT annual income ranged from USD14540 to USD55020.

In contrast, for a full-time FI, in general they have around 25 classes per week. Which means in a month, they have 100 classes. If one class is charged at RM70, the total income per month for FI is RM7000 or around USD1750.

However, it is unimaginable for a FI to keep up with 25 classes for one whole year. Actually not even for six months. This is because, unlike PT who shows and tell how to do the exercise, FI needs to be part of the exercising process, in other words people follow whatever they are doing. This can lead to overused muscles, ligaments and joints which will result in an injuries. To make it worse, if they are not covered by the gym's insurance they might face with a financial crisis and jobless future.

### **5.3. The Personal Values That Affects Job Satisfaction**

According to Figure 4, it shows that in general both groups were quite happy with their role as FI or PT. Especially for PT, the majority of respondents said that job satisfaction level is very high. Unlike PT, nearly half of FI rated their job satisfactions as average.



Going back to the discussions previously, one of the factor why job satisfaction level for FI is lower compare to PT is because of their pay rate. It's much lower compare to the rate given to PT's group. Furthermore, society hasn't accepted FI as a profession yet which contribute to the average satisfaction level among FI.

From the result of Pearson-Correlation done in Table 13, it shows that the job satisfaction level among PT and FI were affected by Task-oriented Values and Status Quo Values. Thus, we can conclude that there are nine values that affected job satisfaction among PT and FI as presented in table below:

Table 15. Values that affected job satisfaction among PT and FI in Malaysia

No	Values
1.	Aggressive
2.	Diligence
3.	Initiative
4.	Cautious
5.	Economical
6.	Formal
7.	Logic
8.	Obedience
9.	Orderly

These values would explained a lot about being a PT and FI. In general, PT and FI are aggressive in pursuing their goals while not reluctant to work long and hard. They always ready to take responsibility and grab any opportunity available. In other words, they find pleasure in completing

tasks in their life. This is very true considering their job characteristics as per what have been discussed previously.

Furthermore, PT and FI enjoy complying with rules, being tidy and maintained a proper tradition. This could be explained from an education background of these two jobs. PT certified from ACE have a strong foundation on rules and regulations. FI came out from Less Mills system that have a history of strong attachment to their tradition and style. And both of them obligate to ensure the safety of their clients/members.

From this study, we found an unexpected outcome that shows PT and FI job satisfaction didn't correlate with Change-related Value (CRV). Commonly, PT and FI we expected to be more flexible, independent and innovative looking at their nature of jobs. However, the study shown opposite result where these values do not affected their sense of achievement and job satisfaction unlike Task-oriented Values (TOV) and Status Quo Values (SQV) previously.

#### **5.4. Limitations of the Study**

Throughout this study, there were a few obstacles that limiting the findings of the study. Firstly, PT and FI aren't represent by any associations neither private entity nor government body. It was hard to find PT and FI to

take part in the study. Apart from that, both PT and FI were not required to register with the Ministry of Human Resource.

The only institution that has sort of information about PT and FI is FIT Malaysia. However, FIT Malaysia was reluctant to help with their information because of their Personal Data Protection Policy (PDPA). It is understandable for FIT Malaysia to behave in such a way because PT and FI are their main clients for their business. In the end, the only medium to reach out for the PT and FI is through social media networking for example Facebook and WhatsApp Messenger.

Secondly, even among PT and FI, the awareness of professionalism is relatively low especially for FI. The perception of FI just a part time job is generally high. Most FI don't feel the need to contribute or participate in the study which they think will not give any affect to them. In comparison to PT where most of them were willing to participate in order to make things better for PT as a chosen career.

### **5.5. Suggestions and Future Direction**

From all the discussions above, we came up with a few suggestions that might improve the working conditions of PT/FI and as well as the future directions for the study.

#### 5.5.1. PT/FI Professionalization and Representative

For PT and FI to be taken seriously, these two occupations need to be recognised as a professional. There are three factors that indicate the differences between occupation and professional:

- i. Monopoly and mastery of abstract knowledge, application of the techniques and the courses of training;
- ii. The degree of autonomy; and
- iii. Normative codes that place service before self-interest and justify the prestige of the profession by reference to a greater social cause (Maguire, 2008).

Looking from those three factors, again it requires a certain degree of education, knowledge and the existence of autonomy body such as International Dance-Exercise Association (IDEA) and ACE. These two leading US fitness organization had been around since 1990 and have thousands of certified members across the globe.

It's common for any profession or job to have their own association. This association will act as a representative to voice out their need and rights especially to the government. The existence of the association will definitely help the development of PT and FI as a career and profession.

Furthermore, the association will keep track the numbers of PT and FI in Malaysia.

There is a proven importance of association or works council/trade union from a previous study. This works council acts to encourage forms of job design that require broader skills and also to limit the monitoring of workers (Lloyd & Payne, 2013).

#### 5.5.2. Government Intervention

From the findings, it shows how government intervention is much needed in order to improve job status for both PT and FI. For the first step, Malaysian government should make it mandatory for PT and FI to register their service under Ministry of Human Resource. This will enable the government to make profiling and keeping track of all personal trainers and fitness instructors in Malaysia. With this information, government would able to work on a lot of things for PT and FI for example, their career path, protection wise (e.g.: insurance) and minimum salary policy. With the existence of works council, government can assist through its national legal right with their activities such as co-determination and organizational support (Lloyd & Payne, 2013).

Secondly, the government should enforces all PT and FI to pass certain exam or certificates before they are allowed to teach or taking up

clients. To make it better, those who meet certain criteria would be given out a license to start their own business like what the Australian's system is doing right now. This certainly a win-win situation to both side where PT/FI can maximize their revenues and the government can increases the income tax. Without a credible minimal qualification standard, fitness industry will struggle for their credibility and desperate to be accepted by the health professionals. What worse, consumers will continue to be the most vulnerable group to these unqualified practisers (Forsyth et al., 2005).

In conjunction with government effort to encourage people to study and read more, they should consider giving tax refund to those who attended fitness courses. It is one of the option for the government to build a nation with a better knowledge.

## **5.6. Conclusion**

It's about time for the government to create awareness on the employment opportunity in the SPA industry. There are vast chances and opportunities for anyone who's willing to work hard to make it big in the SPA industry especially as a PT or FI. This could be the answer for the increasing of jobless graduates in Malaysia. However, government needs to come out with the accreditation system for PT and FI to ensure the quality of the service provided.

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## **Appendix A**

### **Qualitative Interview Questions**

1. Can you explain about your background and about yourself (e.g.: age, gender, marital status, occupation, education, ethnicity, religion and place of birth).
2. How did you get into the SPA industry?
3. When did you become PT/FI?
4. What makes you want to be PT/FI?
5. Who/What is your motivation to become PT/FI?
6. Can you tell how the typical life as a PT/FI is in a day?
7. How long have you been working as a PT/FI?
8. Are you attached to any gym or company or are you a freelancer?
9. (If part time) What makes you want to do a part time as PT/FI?
10. What is your occupation/job title currently or previously?
11. How long have you held your current position?
12. Can you briefly describe your work responsibilities?
13. How much money you make for one session and how long is one session?
14. How many sessions you conducted per week or how many clients you have per week?

15. Do you need to have certain qualification to become PT/FI?
16. What is the best part becoming PT/FI?
17. Do you enjoy your job as PT/FI?
18. What is your obstacles or challenges during your job as PT/FI?
19. What makes you think that you contributed to a healthier society?
20. Are you satisfied to be working as PT/FI?
21. Is it easy finding a job as PT/FI?
22. What do you think about Malaysia's SPA industry?
23. Do you have a problem working as a PT/FI?
24. What is your best advice to give to those who are interested to become PT/FI?
25. What do you think about your general working condition (e.g.: flexibility, location and vacation/sick leave)?
26. What do you think about your pay and promotion potential (e.g.: job securities, benefits and recognition)?
27. How is your relationships with your co-workers / supervisors / subordinates?
28. Do you think this job fully utilise your skills and abilities and would you want to learn new skills?
29. Do you have opportunity for additional training and education?

30. What do you think of people acceptance of this job (e.g.: liberalism, sexual orientation and openness)?
31. Do you have any questions before we wrap up?

## Appendix B

### Job Satisfaction Scale

For each statement, please circle the number to indicate our degree of agreement.

	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Don't Know</b>	<b>Agree</b>	<b>Strongly Agree</b>
I receive recognition for a job well done	1	2	3	4	5
I feel close to the people at work	1	2	3	4	5
I feel good about working at this company	1	2	3	4	5
I feel secure about my job	1	2	3	4	5
I believe management is concerned about me	1	2	3	4	5
On the whole, I believe work is good for my physical health	1	2	3	4	5
My wages are good	1	2	3	4	5
All my talents and skills are used at work	1	2	3	4	5
I get along with my supervisors	1	2	3	4	5
I feel good about my job	1	2	3	4	5

## Appendix C

### Personal Values Questionnaires

For each statement, please circle the number to indicate our degree of agreement.

No.	Question	Answer Choices
<b>Demographic Characteristics</b>		
1.	Gender	Man
		Women
		Transgender
2.	Ethnicity	Malay
		Chinese
		Indian
		Others
3.	Marital Status	Single
		Married
		Divorcee
4.	Do you have children?	Yes
		No
5.	Do you have a religion?	Yes
		No
	Sexual orientation	Straight
		Not straight
6.	Occupation	PT
		FI
		Both
7.	Occupation Status	Full-time
		Part-time
8.	Location	Kuala Lumpur
		Selangor
		Putrajaya
		Others (please specify)
9.	Income per month (from PT/PI only)	RM0 – RM100
		RM101 – RM500
		RM101 – RM1000
		RM1001 – RM1500
		RM1501 – RM2000
		RM2001 – RM3000



		more than RM3000				
10.	Workplace	Freelancer				
		Commercial Gym (please specify)				
		Public Gym				
Job Satisfaction						
		Strongly Disagree	Disagree	Don't Know	Agree	Strongly Agree
11.	I receive recognition for a job well done	1	2	3	4	5
12.	I feel close to the people at work	1	2	3	4	5
13.	I feel good about working at this company	1	2	3	4	5
14.	I feel secure about my job	1	2	3	4	5
15.	I believe management is concerned about me	1	2	3	4	5
16.	On the whole, I believe work is good for my physical health	1	2	3	4	5
17.	My wages are good	1	2	3	4	5
18.	All my talents and skills are used at work	1	2	3	4	5
19.	I get along with my supervisors	1	2	3	4	5
20.	I feel good about my job	1	2	3	4	5

<b>Relationship-Oriented Values</b>						
21.	I accept different viewpoints and opinions	1	2	3	4	5
22.	I always being kind, caring and considerate	1	2	3	4	5
23.	I like to be co-operative and work-well with others	1	2	3	4	5
24.	I am polite and respect individual dignity	1	2	3	4	5
25.	I supported the idea of fairness and getting recognised based on merit	1	2	3	4	5
26.	I always forgive and understand when error occurs	1	2	3	4	5
27.	I like to create fun and being light hearted	1	2	3	4	5
28.	I believe in being honourable and following ethical principles	1	2	3	4	5
29.	I am straightforward, sincere and candid in discussions	1	2	3	4	5
30.	I believe in being equal to others	1	2	3	4	5

	and avoiding status differences					
<b>Task-Oriented Values</b>						
31.	I am aggressive and like to pursue my goals vigorously	1	2	3	4	5
32.	I always work hard and long to achieve results	1	2	3	4	5
33.	I like to seize opportunity and taking responsibility without hesitation	1	2	3	4	5
<b>Change-Related Values</b>						
34.	I am flexible and willing to change in response to the new circumstances	1	2	3	4	5
35.	I like to be independent and free to act	1	2	3	4	5
36.	I like to develop new ideas and use innovative approaches	1	2	3	4	5
37.	I strive to achieve personal growth, learning and development	1	2	3	4	5
38.	I like to use a trial and error approach to solve	1	2	3	4	5

	a problem					
<b>Status Quo Values</b>						
39.	I am a cautious person and try to minimize any exposure to risk	1	2	3	4	5
40.	I am thrifty and careful in spending money	1	2	3	4	5
41.	I like to uphold proper ceremony and maintaining tradition	1	2	3	4	5
42.	I am a rational person and like to think in terms of facts and figures	1	2	3	4	5
43.	I comply with directions and follow the rules	1	2	3	4	5
44.	I am neat, tidy and well-organized	1	2	3	4	5

## Appendix D

### 1-Education Background

Diploma  
Diploma  
Diploma  
Bachelor  
Bachelor  
Bachelor  
Bachelor  
Bachelor  
Bachelor  
Master

### 2-How you get into SPA industry

Passion  
Passion  
Gym  
Gym  
Study  
Study  
Study  
Study  
Study

Small Research

### 3-When did you became PT/FI?

Less Mills  
Less Mills  
Other Programs  
Other Programs  
Part time  
Started as a coach  
ACE  
ACE  
ACE  
ACE

### 4-What makes you want to be PT/FI?

Physically fit  
Like to teach  
See people getting result  
See people getting result  
See people getting result  
Try it out  
To be better  
Talent  
Transformation  
Passion  
Passion  
Passion  
Qualified  
Knowledge  
Knowledge  
Inspiration  
Something to do with sports  
Behavioral change

### 5-Motivation to become a PT/FI?

Success of people  
Being happy  
Better-self  
Help others  
Being fitter-self  
Mentor  
Reach out to people  
Myself  
Myself  
Former fitness manager  
My mum

Family  
 Keep in good shape  
 To stay healthy  
 To become idol  
 Colleague  
 Want to do something about fitness  
 Extra money  
**6-Typical daily life**  
 Reached before class  
 Busy  
 Tiring  
 Running here & there  
 Work during working hours  
 Business during the day  
 Attending classes  
 Prepare/Plan/Brainstorm  
 Prepare/Plan/Brainstorm  
 Long hours 7am-9pm  
 Gave up my life  
 Working on a shift  
**7-Occupation Status**  
 Full-time Freelancer  
 Sports Development Officer  
 Full-time PT & FI  
 Part-time Freelancer  
**10&11-Current Job/Former Job**  
 IT  
 Graphic Designer  
 Insurance  
 Dietician  
 Students  
 Sports Development Officer  
 Sales coordinator  
 Retrenchment package  
**12-Work Responsibilities**  
 Members/Clients fitness goal

achieved  
 Members/Clients fitness goal  
 achieved  
 Members/Clients fitness goal  
 achieved  
 To educate  
 To analyse the situation  
 Safety comes first  
 Safety comes first  
 To plan  
 To plan  
 To plan  
 Be confidential of client's information  
 Punctuality  
 Motivator  
 Motivator  
 Don't postpone your training  
 Be their friends  
 Psychiatrist  
 Build rapport  
 Know your client background  
 Know client's condition  
**13/14-fees and prices and frequency**  
 RM50  
 RM80  
 RM70  
 RM60  
 5 classes per week  
 15 classes per week  
 24 classes per week  
 1 class pe week  
 RM150  
 RM70-RM120  
 RM150  
 AusD60  
 RM180-RM200 (out based)

RM130 (in based)  
 4 clients per week  
 5 clients per week  
 15 clients  
 18-20 clients  
 15 clients  
**15-Qualification**  
 Yes  
 Yes  
 Yes  
 Educated  
 Basic course  
 GFit  
 Fitness experience  
 CPR  
 Fitness institution  
 FIT Malaysia  
 Recognised certificate  
 No  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 No  
 ACE  
 A must  
 Study book online  
 Study physiology  
 Knowledge can convince client  
 To build rapport  
 FIT Malaysia  
**16-Best part of becoming PT/FI?**  
 Self-confidence  
 Able to exercise as well

Members/Clients fitness goal  
 achieved  
 Members/Clients fitness goal  
 achieved  
 Members/Clients fitness goal  
 achieved  
 Members/Clients fitness goal  
 achieved  
 Self-satisfaction  
 Self-satisfaction  
 Self-satisfaction  
 Having fun together  
 Having fun together  
 Transformation  
 Member's journey  
 Torture client for money  
 Place where people ask  
 Becoming inspiration  
 To educate people  
 Client's overcoming medical  
 condition  
 Enjoying work  
 Not boring  
 Meeting people  
**18-Challenges**  
 Always looking good  
 Lifting a lot  
 To keep smiling  
 Punctuality  
 Safety of members  
 Self-motivation  
 Motivating others  
 Self-competition  
 Education level (Malaysian's issue)  
 Not enough help from the  
 government  
 Stubborn members  
 To find mutual time

People who's not qualified giving advice	Yes
People who's not qualified charging cheaper	Yes
People who's not qualified ruining PT values	Yes
Mental condition's of clients	No
Psychiatrist	No
Becoming a friend	No
To keep up with the sales	Social media
To plan workout for injured people / special population	Getting fit
You are selling a dream	To get in shape
Visualizing matter	Need contacts & friends
Killer job	Maintain standard
<b>19-Contribution to healthier society</b>	Need to do replacement class
Enhancement on clients	Competitive
Advising workouts	Full-time
Healthier lifestyle living	Part-time
Balance in life	Market not stable
Improve lifestyle & living	Not qualified PT
Channel to start exercise	Cheap sessions
Good attraction (GX)	Knowledge
Affected person's life	High demand
Educating	Expensive
Exercising correctly & safely	<b>22-What do you think of SPA industry?</b>
Building mental fitness	Improving
Education	Good
Education	Getting better
Exercising right	Getting better
Injury free	More group classes
Behavioral change	Attracts people
Behavioral change	Rooms for improvement
Making client's independent	GX not develop
<b>21-Difficulty finding jobs</b>	GXI isn't protected
Yes	Growing
Yes	Growing



Growing  
 Hipster  
 Behind 6-7 years  
 GX is obsolete in Europe & USA  
 Yet to learn what's gym  
 membership  
 Hardly utilise  
 Slowly  
 Evolving  
 Not yet a lifestyle  
 Trendy  
 Peaking up  
 Need education  
 Need education  
**24-Best advise to those wanted to  
 become PT/FI?**  
 Go for it  
 Never hesitate  
 Self-confidence  
 Sincere  
 Not about yourself  
 It's about clients/members  
 Passionate  
 Passionate  
 Passionate  
 Keep forward  
 Know what you want to achieve  
 Planning for future  
 How far are you willing to go?  
 Knowledge  
 Honesty  
 Learn  
 No big ego  
 Read  
 Read  
 Listen  
 Watch

Train yourself first  
 Be careful  
**25/26-Working  
 condition/Pay/Promotion**  
 Depends on program  
 FitnessFX should be paid more  
 GX is cheap  
 Underpaid  
 Zumba higher pays  
 People preferences  
 Not qualification based  
 Flexibility  
 Based on gym's management  
 Deserved more money  
 Full-time Freelancer is good  
**27-Relationship**  
 Good  
 Good  
 Good  
 Good  
 Good  
 Good  
 Friends  
 Friends  
 Respected  
 Great  
**28-Utilising Skills**  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Yes  
 Build rapport  
 Career boosting

No

Limitation for commercial gym

**29-Further education opportunity**

Yes

Yes

Yes

Yes

Yes

Depends on trainer

Needs money to do that

No obligation for instructors

in-house training (gym)

No

Obligation for certified PT

Upscale program

**30-Acceptance as profession**

Depends on people

Yes

Role-model

Not yet (FI)

Only freelancer FI

Yes

Yes

Yes

Yes

Jaga Gym

Awareness

Business

Respected

Not yet

Not yet

Not high compare to overseas

## Appendix E

### Transcription of 1<sup>st</sup> Respondent's Interview:

1. **Can you explain about your background and about yourself (e.g.: age, gender, marital status, occupation, education, ethnicity, religion and place of birth).**

22 years old. Male, chinese and single. Now I'm studying in Victoria University Melbourne in Sport Science, Clinical Practice. And I was born in Shah Alam, Selangor. I consider myself as a student with profession.

2. **How did you get into the SPA industry?**

Something like passion I would say. Initially it was because of my mum, my mum wasn't well for quite some time and having this passion to pursue health and fitness. And trying to enforce it onto my mum and general population as well. So it's like a passion thing.

3. **When did you become PT?**

2012. That was when I passed ACE.

4. **What makes you want to be PT?**

I would say passion and inspiration and also knowledge about health and fitness. So the continuous possession for that.

5. **Who/What is your motivation to become PT?**

Initially it was my mum, now it's just about now probably I would say family in general.

6. **Can you tell how the typical life as a PT is in a day?**

It really depends on where you work. Because in Malaysia you work as an employee but in Australia you work as an employer. So you don't have a fix hours and you can work in general how long you want. Basically I'm a freelancer PT but in Australia I'm a support drafter to a gym. This concept is pretty common in Australia.

7. **How long have you been working as a PT?**  
4 years since 2012.
8. **Are you attached to any gym or company or are you a freelancer?**  
I'm not attached to any gym.
9. **What makes you want to do a part time as PT?**  
Well because I'm a full-time student so I need to be flexible. So as a freelancer I can be flexible with my time and I can balance between student-life and working life.
10. **What is your occupation/job title currently or previously?**
11. **How long have you held your current position?**
12. **Can you briefly describe your work responsibilities?**  
My work responsibilities number 1 would be regression and progression to their training program. Number 2 to make sure their information and all their confidentiality would be with me only to myself unless if I do want to post like their testimonial in social media whatsoever, I need to get approval. Number 3, to make sure that my client not only getting result but being healthy as well in sense of nutrition, physical wellness and pain-free motion in their daily lives.
13. **How much money you make for one session and how long is one session?**  
60dollars per hour.
14. **How many sessions you conducted per week or how many clients you have per week?**  
Per week would be 18 to 20 clients.
15. **Do you need to have certain qualification to become PT?**  
Yes definitely it's a must.
16. **What is the best part becoming PT?**

Able to see results from the clients and how we as a PT should guide them into the new life and their lifestyle and to become inspiration to them as well.

**17. Do you enjoy your job as PT/FI?**

Yes, definitely.

**18. What is your obstacles or challenges during your job as PT?**

They are many kind of challenges. Number 1 is I would say a mental challenge with clients, sometimes our job tend to be on what we are capable of in realistic one let's say a client will rocked up to you and they were in emotionally unstable and your job is to manage to bring them into present and making sure they can exercise and if they can't you can advise them to stay calm and basically you be like a psychiatrist in a away. Ethically you shouldn't do that but realistically you have to do that because it's a personal thing so because you can be in a good relationship with your client so becoming like a friend and they talked to you about certain stuff and you just have to understand them. That's it.

**19. What makes you think that you contributed to a healthier society?**

I would say education, providing accurate and evident based education so not like some miss about internet things and then like, you cannot eat certain things, you can only meat vegetarian stuff no, you can only meat no, there are a lot of diet out there. So making sure they can have balance diet. And making sure they are exercising right so that they don't get injuries and making sure they are getting results in efficient way.

**20. Are you satisfied to be working as PT?**

Yes

**21. Is it easy finding a job as PT?**

In Malaysia it's very easy. In Australia, it's tough because they are a lot of competitors. Let's say you are going against top people here. Basically because a lot of them are educated here. A lot of them do a lot of research compare to trainers in Malaysia. It's a different field because the technology in Australia is way better, especially in sport science.

**22. What do you think about Malaysia's SPA industry?**

It's growing but it's hmmm, I wouldn't know in general because I worked only in Fitness First because FF is more politically in that sense. But I wouldn't know but what I experienced is they are growing better but very slowly. Very very slow.

**23. Do you have a problem working as a PT/FI?**

**24. What is your best advice to give to those who are interested to become PT/FI?**

My best advice is do not stop learning. Because most trainers have a very big ego, what they feel is once they know something they feel that I will stop learning and then they will stop receiving advice from the people. And they tend to be very physically egoistic in a way where like alright I should listen to this guy because he is a big guy. So it's kind of like in that sense.

**25. What do you think about your general working condition (e.g.: flexibility, location and vacation/sick leave)?**

In FF, you have sick leave (14 days) because you work as an employee. In a company basically their flexibility is irregular as you have to work 8 hours shift. So 6 days a week in your first 6 months and 5 days a week after your probation. And we have insurance for medical for certain clinics I think by AIA.

In Aussie, because you work as an employer you have to care about all insurance, you have to register your own business number, you have to

come out with a company name and everything. So basically it's like you have to set up your own company. I have my own business company, I have my own business logo, and I have my own business shirt, business card. In some ways, you have a lot more stuffs to do. You have to handle your own finance, your own tax, so basically you are like a businessman instead of just a PT.

**26. What do you think about your pay and promotion potential (e.g.: job securities, benefits and recognition)?**

In FF Malaysia, whatever sales and hour conducted that you made it's subsidized by the company so basically you earn only 30% of your sales but you have a basic income like around RM1550 and then your total sales 30% out of it.

And in Aussie basically you get everything but you have to pay rental every fortnight.

**27. How is your relationships with your co-workers / supervisors / subordinates?**

I would say great hahaha. None of my clients complaining about stuffs.

**28. Do you think this job fully utilise your skills and abilities and would you want to learn new skills?**

Yes and no. Because it really depends on where you work let's say if you work in a commercial gym then you have a limit there because you don't train athlete or you rarely train athlete or any other population. But if you do work in powerlifting gym or weight lifting gym that's where you specialty in different field would be more specialised in.

**29. Do you have opportunity for additional training and education?**

In FF a lot of in-house training. In Aussie it is upscale. When you are the gym owner basically you earn all the revenues so basically you can earn the amount of money to sustain your business.

**30. What do you think of people acceptance of this job (e.g.: liberalism, sexual orientation and openness)?**

In my opinion a PT is a business. Basically you are a businessman.

**Transcription of 2<sup>nd</sup> Respondent's Interview:**

**1. Can you explain about your background and about yourself (e.g.: age, gender, marital status, occupation, education, ethnicity, religion and place of birth).**

31 years old. Male. Malay. Islam. Johor/muar. Married. Current occupation Sports Development Officer/Manager at Nottingham University Malaysia. Education Highest Diploma In Business Administration. Professional Cert Ace 2004, Physio Under Mahsa Uni. Asec Aed&CPR.

**2. How did you get into the fitness industry?**

Entered Bukit Jalil sports school when i was in high school form 3 under 18 Selangor football club year 2000. My interest builds up from there and wanted to learn and develop more sports related training method. During my diploma studies i work part i work part time as a fitness instructor at Fitness First Wisma Consplant. From there i learn the difference between a coach and a trainer.

**3. When did you become PT?**

I am a qualified PT when i passed my ACE in 2004 under FIT.

**4. What makes you want to be PT?**

As a PT you are more qualified to design a multiple range of exercise routine that are suitable for a specific individuals with special needs.

What is the difference between a PT and a fitness instructor.

Knowledge, understanding the mechanics of a human anatomy in much



details and know how to implement proper movement of an exercise as effective and safe.

**5. Who/What is your motivation to become PT?**

My motivation is from my former fitness manager Jonathan Tan who actually sees my potential as a PT to a Coach.

**6. Can you tell how the typical life as a PT is in a day?**

A typical life of a PT who is consider a superstar is a busy Monday to Friday some are up to Sunday. Work life starts at as early as 7 am up to 9 pm daily.

**7. Are you attached to any gym or company or are you a freelancer?**

At the moment i am a full time SDO( Sports Development Officer) at Nottingham University. I only maintain 5 PT clients as a freelance.

**8. What is your job title currently?**

Sports Development Office/ Manager

**9. How long have you held your current position?**

3 Month

**10. Can you briefly describe your work responsibilities?**

Plan,manage the whole sports division at Nottingham University and cooperate with China and London SDO.

**11. How much money you make for one session and how long is one session?**

At the moment my per hour rate are RM 150. My per session can goes up to 2 hours.

**12. How many sessions you conducted per week or how many clients you have per week?**

Per week i have 5 clients with an average 2 times a week

**13. Do you need to have certain qualification to become PT?**

Yes we do need a certified certificate as a PT.

**14. What is the best part becoming PT?**

Best part is you are always consider the walking dictionary so people actually do want to start a conversation with you when they know you are a PT

**15. Do you enjoy your job as PT?**

Yes very much enjoy as a PT

**16. What is your obstacles or challenges during your job as PT?**

Challenges as a pt is you will face with people who are not qualified PT giving bad advice and conducting PT cheaper than you which leads to ruining the PT Values.

**17. What makes you think that you contributed to a healthier society?**

How do i contribute to healthier community society by educating them on what is actually living healthy not just by exercising correctly and safely and at the same time motivating them building their mental fitness.

**18. Is it easy finding a job as PT?**

Yes it is easy, but the market is Malaysia is not stable because the Gym's are actually hiring people who only have well build physics but not qualified PT and charging way to cheap sessions. When we as a PT knows he/she is not doing an exercise correctly.

**19. What do you think about Malaysia's fitness industry?**

Frankly speaking Malaysia Fitness industry is behind 6 to 7 years. What ever the trend now we as a PT have done it way back but for the society is a big thing such as group exercise. It is nearly obsolete in Europe and the states. They are more focus at 24 hours gyms and sports specifics exercises and functional. The sad part of us in Malaysia they have yet to learn what is a gym membership. Malaysian thinks that gym membership is like a Spa or a Golf club memberships. Which they hardly utilize it. Plus in Malaysia the effort of exercising is less

than a magic diet pill or supplement which Malaysian are consuming in much higher rate than exercising.

- 20. What is your best advice to give to those who are interested to become PT?**

Simple advice to be a PT you need PASSION, HUNGER FOR KNOWLEDGE, SINCERE and most important HONESTY

- 21. What do you think about your general working condition (e.g.: flexibility, location and vacation/sick leave)?**

General working condition if much flexible on location, time and such as sick leave. Sometime we as a PT depends on the time of our clients it might change from time to time but this is all depends on flexibility of an individual.

- 22. What do you think about your pay and promotion potential (e.g.: job securities, benefits and recognition)?**

When i was a full time PT at fitness first they do have career advancement, medical coverage and advance learning certs. I am not sure about other GYM's which based from what i heard that they don't have medical coverage, very low basic salary and no career advancement.

- 23. How is your relationships with your co-workers / supervisors / subordinates?**

When i was the FM/PT i practice i rule that is respect our co-workers and no gossip in or out the GYM. I works wonders for me and my co-workers more fun and long lasting trustworthy friends.

- 24. Do you think this job fully utilise your skills and abilities and would you want to learn new skills?**

Yes it does. it does help me boots my career as a PT

- 25. Do you have opportunity for additional training and education?**

Yes i do. And sometimes certain government and private company do request us to be a spoke person.

**26. What do you think of people acceptance of this job as a profession?**

10 years ago i and few of my friends have underwent what we call sarcastic remarks from society well we as a trainer are label as 'JAGA GYM'. when i applied an insurance for my self we are consider hard labor worker and not a professional. Finding clients during that time were tough. Mostly during that time our clients are expats. As time goes by we are consider well experience PT. Some of us did quit the industry. I consider my self lucky to plant my feet down and stay in the industry. It has help me build my career. Now i think that acceptance of a PT is consider good and well known.

## Appendix F

**One-Sample Statistics<sup>a</sup>**

	N	Mean	Std. Deviation	Std. Error Mean
B	34	39.59	5.727	.982

a. JobCat = 1

**One-Sample Test<sup>a</sup>**

	Test Value = 25					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
B	14.854	33	.000	14.588	12.59	16.59

a. JobCat = 1

**One-Sample Statistics<sup>a</sup>**

	N	Mean	Std. Deviation	Std. Error Mean
B	21	37.90	5.656	1.234

a. JobCat = 2

**One-Sample Test<sup>a</sup>**

	Test Value = 25					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
B	10.456	20	.000	12.905	10.33	15.48

a. JobCat = 2

## Cronbach Alpha Test for ROV

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	32	94.1
	Excluded <sup>b</sup>	2	5.9
	Total	34	100.0

a. JobCat = 1

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.855	10

a. JobCat = 1

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	20	95.2
	Excluded <sup>b</sup>	1	4.8
	Total	21	100.0

a. JobCat = 2

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.927	10

a. JobCat = 2

## Cronbach Alpha Test for TOV

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	33	97.1
	Excluded <sup>b</sup>	1	2.9
	Total	34	100.0

a. JobCat = 1

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.714	3

a. JobCat = 1

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	21	100.0
	Excluded <sup>b</sup>	0	.0
	Total	21	100.0

a. JobCat = 2

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.824	3

a. JobCat = 2

## Cronbach Alpha Test for CRV

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	33	97.1
	Excluded <sup>b</sup>	1	2.9
	Total	34	100.0

a. JobCat = 1

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.804	5

a. JobCat = 1

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	21	100.0
	Excluded <sup>b</sup>	0	.0
	Total	21	100.0

a. JobCat = 2

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.553	5

a. JobCat = 2



## Cronbach Alpha Test for SQV

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	33	97.1
	Excluded <sup>b</sup>	1	2.9
	Total	34	100.0

a. JobCat = 1

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.780	6

a. JobCat = 1

**Case Processing Summary<sup>a</sup>**

		N	%
Cases	Valid	21	100.0
	Excluded <sup>b</sup>	0	.0
	Total	21	100.0

a. JobCat = 2

b. Listwise deletion based on all variables in the procedure.

**Reliability Statistics<sup>a</sup>**

Cronbach's Alpha	N of Items
.782	6

a. JobCat = 2

## Correlation Between JobSat vs ROV

**Correlations<sup>a</sup>**

		B	ROV
B	Pearson Correlation	1	.170
	Sig. (2-tailed)		.351
	N	34	32
ROV	Pearson Correlation	.170	1
	Sig. (2-tailed)	.351	
	N	32	32

a. JobCat = 1

**Correlations<sup>a</sup>**

		B	ROV
B	Pearson Correlation	1	.306
	Sig. (2-tailed)		.189
	N	21	20
ROV	Pearson Correlation	.306	1
	Sig. (2-tailed)	.189	
	N	20	20

a. JobCat = 2

**Correlations**

		B	ROV
B	Pearson Correlation	1	.168
	Sig. (2-tailed)		.234
	N	55	52
ROV	Pearson Correlation	.168	1
	Sig. (2-tailed)	.234	
	N	52	52

## Correlation Between JobSat vs TOV

**Correlations<sup>a</sup>**

		B	TOV
B	Pearson Correlation	1	.312
	Sig. (2-tailed)		.077
	N	34	33
TOV	Pearson Correlation	.312	1
	Sig. (2-tailed)	.077	
	N	33	33

a. JobCat = 1

**Correlations<sup>a</sup>**

		B	TOV
B	Pearson Correlation	1	.461 <sup>*</sup>
	Sig. (2-tailed)		.035
	N	21	21
TOV	Pearson Correlation	.461 <sup>*</sup>	1
	Sig. (2-tailed)	.035	
	N	21	21

\*. Correlation is significant at the 0.05 level (2-tailed).

a. JobCat = 2

**Correlations**

		B	TOV
B	Pearson Correlation	1	.388 <sup>**</sup>
	Sig. (2-tailed)		.004
	N	55	54
TOV	Pearson Correlation	.388 <sup>**</sup>	1
	Sig. (2-tailed)	.004	
	N	54	54

\*\*.

Correlation is significant at the 0.01 level (2-tailed).

## Correlation Between JobSat vs CRV

**Correlations<sup>a</sup>**

		B	CRV
B	Pearson Correlation	1	.216
	Sig. (2-tailed)		.227
	N	34	33
CRV	Pearson Correlation	.216	1
	Sig. (2-tailed)	.227	
	N	33	33

a. JobCat = 1

**Correlations<sup>a</sup>**

		B	CRV
B	Pearson Correlation	1	.334
	Sig. (2-tailed)		.138
	N	21	21
CRV	Pearson Correlation	.334	1
	Sig. (2-tailed)	.138	
	N	21	21

a. JobCat = 2

**Correlations**

		B	CRV
B	Pearson Correlation	1	.270*
	Sig. (2-tailed)		.048
	N	55	54
CRV	Pearson Correlation	.270*	1
	Sig. (2-tailed)	.048	
	N	54	54

\*. Correlation is significant at the 0.05 level (2-tailed).

## Correlation Between JobSat vs SQV

**Correlations<sup>a</sup>**

		B	SQV
B	Pearson Correlation	1	.579**
	Sig. (2-tailed)		.000
	N	34	33
SQV	Pearson Correlation	.579**	1
	Sig. (2-tailed)	.000	
	N	33	33

\*\* . Correlation is significant at the 0.01 level (2-tailed).a. JobCat = 1

**Correlations<sup>a</sup>**

		B	SQV
B	Pearson Correlation	1	.461*
	Sig. (2-tailed)		.035
	N	21	21
SQV	Pearson Correlation	.461*	1
	Sig. (2-tailed)	.035	
	N	21	21

\*. Correlation is significant at the 0.05 level (2-tailed).a. JobCat = 2

**Correlations**

		B	SQV
B	Pearson Correlation	1	.493**
	Sig. (2-tailed)		.000
	N	55	54
SQV	Pearson Correlation	.493**	1
	Sig. (2-tailed)	.000	
	N	54	54

\*\* . Correlation is significant at the 0.01 level (2-tailed).

## 국문초록

스포츠 분야에서 고용 및 신체활동 분야  
: 말레이시아 내 개인 트레이너 및 피트니스 강사 사례 연구

놀카마를 놀잠

서울대학교

사범대학글로벌스포츠매니지먼트전공

2013 년에 발표된 영국 의학 저널의 한 연구에 따르면 말레이시아 여성의 거의 절반과 남성의 약 45 %가 과체중 또는 비만이라고 한다. 이 충격적인 발표는 사회뿐만 아니라 정부의 관심까지도 받게 되었다.

이 문제를 해결하기 위해 말레이시아 정부는 2017 년 말레이시아 예산에 생활 면세 혜택 중 하나로 체육관 멤버십을 포함시켰다. 그 결과 많은 말레이시아 국민들이 건강을 유지하기 위하여 체육관 멤버십에 가입하였다. 체육관에서는 개인트레이너와 피트니스 강사가 운동계획 및 식단계획 수립에 중요한 역할을 하는 것뿐만 아니라 더 나아가 사회적인 습관에도 영향을 미친다.

이 연구의 목적은 개인 트레이너와 피트니스 강사의 특성과 두 그룹의 고용기회를 알아 내는 것이다. 또한 이 연구는 개인트레이너와 피트니스 강사 간의 직무 만족에 영향을 미치는 개인적 가치를 알아보려고 한다.

이 연구는 질적 연구와 양적 연구를 모두 사용하는 혼합적 연구 방법을 사용하였다. 참여자로는 6 명의 개인 트레이너와 4 명의 피트니스 강사가 있었으며 반 구조적 질문을 사용하여 인터뷰를 실시하였다. 또한 총 75 명의 응답자가 구글 문서 도구 온라인 설문 조사에 참여하였다.

연구결과 두 직종의 특성이 교육, 변화하는 행동 및 열정에서 거의 유사하다는 것으로 나타났다. 한편 자격 요건, 소득 및 직업 지위의 특성에는 조금의 차이를 보였다. 구체적으로 개인 트레이너는 교육 배경, 임금 인상률 및 사회 수용으로 인해 피트니스 강사와 비교하여 더 나은 고용 기회를 가지고 있다고 나타났다.

두 직업 모두 직업 만족도가 상대적으로 높게 나타났다. 흥미로운 점은 직무 중심의 가치와 현상 유지 가치라는 두 가지 범주에 따라

업무 만족도가 영향을 받는다는 것이다. 이에는 근면, 주도권, 조심성, 경제적, 정식, 논리, 순종 및 질서 등 9 가지 가치가 포함된다.

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**주요어:** 개인트레이너, 피트니스 강사, 특성, 직업만족도, 개인적 가치

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