

# 統一健身俱樂部健身運動參與行為模式研究

包怡芬

輔英科技大學健康事業管理系 助理教授

## 摘 要

目的：驗證計畫行為理論應用於預測健身運動參與者行為傾向模式。方法：研究應用問卷調查法收集研究參與者樣本資料，以高雄地區 BEING sport 統一健身俱樂部高雄巨蛋館的健身運動參與者為研究對象，於 2017 年 11 月 10 日至 20 日，以便利抽樣方式針對對研究參與者發放 300 份問卷，扣除無效問卷 14 份，共得有效問卷 286 份，有效問卷率 95.3%。回收問卷資料以 Amos21.0 進行收斂效度、區別效度、模型適配度與交叉效度考驗等結構方程模式分析。結果：研究結果顯示健身運動參與行為傾向模式中，態度對行為傾向路徑係數.31\*達顯著影響；主觀規範對行為傾向路徑係數.28\*達顯著影響；行為控制知覺對行為傾向路徑係數.29\*達顯著水準，研究假設均獲得支持。結論：(一)健身運動參與行為傾向模式中，研究參與者之態度選項中以保持身材及學習知識最具影響力，而藉由提升參與健身運動之態度，會正向影響參與健身運動之行為傾向；(二)健身運動參與者行為傾向模式中，研究參與者之重要參考群體中以同學對之影響力最大，而藉由提升參與健身運動之主觀規範，會正向影響參與健身運動之行為傾向；(三)健身運動參與者行為傾向模式中，研究參與者之行為控制知覺中以有無同伴共同參與健身運動之影響力較大，而藉由提升參與健身運動之行為控制知覺，會正向影響參與健身運動之行為傾向。

**關鍵詞：**健身、計畫行為理論、行為傾向

---

\*聯繫作者：輔英科技大學健康事業管理系，83102 高雄市大寮區進學路 151 號  
Tel: 07-7811151 轉 7065  
Fax: 07-7824739  
E-mail: golfamos@outlook.com

# Study on the Behavioral Pattern of BEING Sport Fitness Clubs Exercise Participation

Yi-Fen Pao

Fooyin University/Department of Health-Business Administration

## Abstract

**Purpose:** The purpose of this study was to verify the applicability of the theory of planned behavior to the prediction of behavioral tendencies of participants in fitness exercise. **Method:** Sample data were collected by applying questionnaires method in the study, take exercise participants of BEING Sport Fitness Clubs Kaohsiung Dome Hall in Kaohsiung area as the research object. From November 10 to 20, 2017, a total of 300 questionnaires were sent to the subjects with convenience sampling, and 14 invalid questionnaires were deducted, 286 valid questionnaires were obtained, and the effective questionnaire rate was 95.3%. The recovery questionnaire data were analyzed by Amos21.0 statistical software, with the structural equation models of convergence validity, discriminant validity, model fitness degree and cross validity test, etc. **Results:** The results show that attitude had a significant influence on the behavior tendency path coefficient.31\* in the behavior orientation pattern of fitness exercise; Subjective norms had a significant impact on the behavior tendency path coefficient.28\*; Behavior control perception had a significant impact on the behavior tendency path coefficient.29\*, research assumptions are supported. **Conclusions:** (I) In the behavioral tendency mode of fitness exercise participants, subjects' attitude choices are most influential on keeping shape and learning knowledge, and improving their participation in fitness exercise will positively affect the behavioral tendency of participating in fitness exercise. (II) In the behavioral tendency mode of fitness exercise participants, among the important reference group of the subjects, the most influential factor is the student's influence, and by improving the subjective norm of participating in the fitness exercise, it will positively affect the behavioral tendency of participating in the fitness exercise. (III) In the behavioral tendency mode of fitness exercise participants, participants' behavior control perception was mostly influenced by their partners' participation in fitness exercise, and improving their participation in exercise behavior control perception will positively affect the behavioral tendency of participating in fitness exercise.

**Keywords:** fitness, theory of planned behavior, behavioral tendency

---

\*Corresponding author address: Fooyin University/Department of Health-Business Administration,151 Jinxue Rd., Daliao Dist., Kaohsiung City 83102  
Tel: 07-7811151# 7065

Fax: 07-7824739

E-mail: [golfamos@outlook.com](mailto:golfamos@outlook.com)