Linking event quality to destination loyalty: a study on Coban to Coban Run Series in Malang

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Abstract. Tourism is a sector that can boost Indonesia's foreign exchange. This is due to the availability of resources needed in developing tourism in the country, which resources are owned by Indonesia in the form of vast territory and the diversity that exists in the country. The potential of the destination area must have 3A in the form of attractive, amenities, accessibilities, facilities, with this, the government in the next five years is trying to increase tourism promotion by utilizing information technology strongly, and the government will develop culture-based tourism types and build a better tourism brand. This study aims to determine the effect of destination image, perceived value, tourist satisfaction, destination loyalty, and event quality on the Coban to Coban series event in Malang. The research conducted using causal research was tested quantitatively using SEM (Structural Equation Modelling), SPSS 18 software, and AMOS 22 software. The results of the study used 150 respondents and showed 6 significant positive supported hypotheses, and 1 hypothesis was not supported.
Keywords: destination image, perceived value, tourist satisfaction, destination loyalty, event quality

Introduction

Tourism is a sector that can boost Indonesia's overall economy (Mardhani et al., 2021). The availability of essential resources for tourism development in Indonesia, including its vast territory and rich diversity, plays a significant role in attracting foreign tourists. These factors are central to the country's appeal as a travel destination (Zheng et al., 2023). Indonesia is home to a wide array of scenic and culturally diverse destinations, further enhancing its attractiveness (Mursid & Anoraga, 2022). Given the substantial potential within its tourism sector, the government anticipates an increase in tourist arrivals. This prospective positions Indonesian tourism with a significant opportunity to rank among the top six most beautiful countries globally and secure a place in the top ten must-visit countries (UNWTO, 2022).

Running sports events can be used as a way to explore the potential of tourism and the economy to continue to increase, because it will combine two things that both have their market share, namely sportsmen and tourism (Fotiadis et al., 2021). While sport tourism has traditionally focused on large-scale mega-events, it is increasingly expanding to include local and national-level events that attract domestic and regional tourists (Bazzanella et al., 2023). These events not only generate economic benefits but also strengthen community bonds, promote public health, and provide participants with memorable experiences (Rossini et al., 2024). Running events, such as those ranging from 5 to 10 kilometers, have proven successful in fostering the development of sport tourism. The integration of sports with tourism has become a tangible expression of the creative economy within local communities (www.krjogja.com, 2020). However, while much attention is given to global-scale events like the FIFA World Cup and the Olympics, research on smaller, community-level events remains limited in the literature (Mollah et al., 2021).

One of the cities that often holds running competitions is Batu City, from 2019 there are several running competitions held in several places, namely Batu Night Spectacular Run, Secreet Zoo Adventure Run, Among Tani Fun Run then in 2020 there is also a running competition in the form of Cheers Trail

Run then in 2021 there is also Coban to Coban Run Series and Mantra Pinepark Challenge (www.larikuinfo.com).

This research uses the Coban to Coban Run Series event because this event has a series or continues to be sustainable, the next reason is that the Coban to Coban event is the right solution for running sports lovers during the Covid-19 pandemic, namely with virtual runs, which can increase visits tourist destinations to the city of Malang and Batu, so that one of these virtual run events is suitable to be the object of research this time.

Research conducted by Jeong et al. (2019) analyzed destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists, using the object of the annual marathon running event held in Gyoungju, Korea. It uses the structural equation models analysis method, with research variables destination image, perceived value, tourist satisfaction, destination loyalty, event quality, the results of hypothesis testing are all supported.

The gap between these two studies is in event quality on perceived value, where the journal Jeong et al. (2019) states that it is supported, while in the journal Akhoondnejad et al. (2018), it is not supported. The second gap is in Event quality on Tourist satisfaction, where the journal Jeong et al. (2019) states that it is supported, while the journal (Akhoondnejad et al., 2018) is not supported.

Event quality is defined as the overall impression of consumers of the quality/excellence of an organization and its services (Bitner and Hubbert, 1994: 77). Destination Image is defined as the beliefs within individuals and the perceptions that individuals have towards a travel decision with a specific place destination (Fakeye et al., 1991). Perceived value is defined as a consumer's overall assessment of the usefulness of a product or service based on the perception of what is received (Zeithaml, 1988: 10). Tourist Satisfaction is defined as when someone believes that an experience can generate positive feelings (Rust and Oliver, 1994). Destination loyalty is defined as a commitment that will be held to visit or repurchase products/services consistently, thus causing repurchases for the same brand repeatedly despite situational influences and marketing efforts that encourage consumers to switch (Oliver, 1999: 34).

Based on the background of the problem, this research is a replication of the research model from (Jeong et al., 2019). The hypothesis proposed is as follows:

H1: Event Quality positively influences Destination Image.
H2: Event Quality positively influences Perceived Value.
H3: Event Quality positively affects Tourist Satisfaction.
H4: Destination Image positively influences Tourist Satisfaction.
H5: Perceived Value positively influences Tourist Satisfaction.
H6: Destination Image positively influences Destination Loyalty.
H7: Perceived Value positively influences Destination Loyalty.
H8: Tourist Satisfaction positively influences Destination Loyalty.

Research methodology

This research is included in the basic research category. This research is included in causal research based on the type, this is because this research aims to identify the cause-and-effect relationship between variables. The approach used in this research is a quantitative approach, where the data used in this study are in the form of numbers. The data collection technique uses the method of distributing questionnaires online using Google Forms. In this study, the exogenous variables consist of Event quality, Destination image, Perceived value, while the endogenous variables consist of Tourist Satisfaction, Destination loyalty, and the objects used in this study are Coban-to-Coban series event participants.

The data source used in this research is a primary data source where data is obtained from users directly, and the results of the data can be used to answer problems in a study. The target respondents in this study are those who have participated in the coban to coban run series event until they cross the finish line in Malang, with characteristics of at least 18 years old, and have a high school education.

The level used for all variables in this study is the interval measurement level, using writing based on the Likert scale. Respondents provide an assessment of the statements to be measured on a 7 Likert scale. Respondents can choose a number. If the respondent chooses the number 1, the statement is not at all important, and if the respondent chooses the number 7, the statement is very important to pay attention to for the event provider.

In this study, the sampling technique used was non-probability sampling, so that there would be no equal opportunity for the population. The type of sampling used is purposive sampling, namely sampling techniques with several considerations by predetermined criteria. The number of samples is determined with indicators by a minimum parameter of 5 or a maximum of 10. The sample used in this study was 105 respondents for the minimum number, while the maximum number was 210.

In this study, the data were processed using the Structural Equation Modeling method using AMOS software. Data processing first used SPSS 18 software to test the reliability and validity of each statement in the questionnaire using the initial data of 30 questionnaires.

The validity test on each indicator is declared valid if it shows the results of the Pearson correlation significance value smaller than 0.05 or $\alpha = 5\%$ (Hair et al., 2010: 126). Reliability on each construct can be measured using Cronbach's alpha value. All constructs can be used if the value of Cronbach's alpha > is 0.6 - 0.7. Furthermore, researchers will use the AMOS 22 program to perform data processing by testing the measurement model and structural model, where SEM is used in assessing variables with multiple indicators and assessing whether the model is appropriate to valid measuring instruments for the variables studied. The measuring instrument is used to assess whether the model is accepted or rejected in this study.

Findings

All data from 150 respondents were analyzed using SEM (Structural Equation Modeling) with two stages of testing. The first stage with the measurement model, or the measurement model on the overall construct variable of each indicator, using the goodness-of-fit index. Table 1 shows the results of the fit test on the measurement model.

All indices in the measurement model have met the criteria for the fit test value so that it can be said to be a good fit, but have a standard estimate indicator below 0.5, so stage 2 of measurement model testing must be carried out (Table 2).

Table 1. Goodness-of-Fit Test Results Measurement Model 1

No.	Fit test	Criteria	Results	Description
1	CMIN/DF	$\leq 3,00$	1,29	Good fit
2	RMSEA	$\leq 0,08$	0,04	Good fit
3	GFI	$\geq 0,80$	0,86	Marginal fit
4	CFI	$\geq 0,80$	0,96	Good fit
5	TLI	$> 0,80 - 0,90$	0,95	Good fit

Table 2. Goodness-of-Fit Test Results Measurement Model 2

No.	Fit test	Criteria	Results	Description
1	CMIN/DF	≤ 3,00	1,25	Good fit
2	RMSEA	≤ 0,08	0,04	Good fit
3	GFI	≥ 0,80	0,87	Marginal fit
4	CFI	≥ 0,80	0,97	Good fit
5	TLI	> 0,80 - 0,90	0,97	Good fit

All indices in the measurement model have met the criteria for the fit test value, so that it can be said to be a good fit and the research can proceed to the next stage, namely the structural model or structural model. In testing the structural model, goodness-of-fit index testing is carried out again. The following are the results of the fit test on the structural model:

Table 3. Structural Model Goodness-of-Fit Test Results

No.	Fit test	Criteria	Results	Description
1	CMIN/DF	≤ 3,00	1,28	Good fit
2	RMSEA	≤ 0,08	0,04	Good fit
3	GFI	≥ 0,80	0,87	Marginal fit
4	CFI	≥ 0,80	0,97	Good fit
5	TLI	> 0,80 - 0,90	0,96	Good fit

After analyzing the suitability of the measurement model and structural model, hypothesis testing can be carried out. Testing is done to see how much the level of significance of the influence of one variable on another. The following are the results of hypothesis testing:

Table 4. Hypothesis Test Results

Hypothesis		Standardized Estimate	C.R.	p-value	Description
H1 (+)	EVQ⭢ DI	0,835	7,511	***	Supported
H2 (+)	EVQ⭢ PV	0,813	7,314	***	Supported
H3 (+)	EVQ⭢ TS	0,412	2,147	0,032	Supported
H4 (+)	AT⭢ TS	0,238	1,702	0,089	Supported
H5 (+)	PV⭢ TS	0,285	2,145	0,032	Supported
H6 (+)	AT⭢ DL	0,311	2,422	0,015	Supported
H7 (+)	PV⭢ DL	0,186	1,434	0,152	Not Supported
H8 (+)	TS⭢ DL	0,390	2,516	0,012	Supported

Table 4 shows that hypothesis testing has research results where hypothesis 1 event quality positively significantly affects destination image with |C.R.| worth 7.511 and p-value worth 0.001 (***), hypothesis 2 event quality positively significantly affects perceived value |C.R.| worth 7.314 and p-value

worth 0.001 (***), hypothesis 3 event quality positively significantly affects tourist satisfaction |C.R.| worth 2.147 and p-value worth 0.032 (**), hypothesis 4 destination image positively significantly affects tourist satisfaction |C.R..| is worth 1.702 and the p-value is 0.089 (*), hypothesis 5 perceived value positively significantly affects tourist satisfaction |C.R.| is worth 2.145 and the p-value is 0.032 (**), hypothesis 6 destination image positively significantly affects destination loyalty |C.R.| is worth 2.422 and the p-value is 0.015 (**), hypothesis 7 perceived value does not significantly affect destination image |C.R.| is worth 1.434 and the p-value is 0.152, hypothesis 8 tourist satisfaction positively significantly affects destination image |C.R.| is worth 2.516 and the p-value is 0.012 (**).

Conclusions

In this study, event qualitywas found to have a positive influence on destination image at the Coban to Coban Run Series event in Malang, with the highest standardized estimate value of 0.835. It is recommended that the event managers of the Coban to Coban Run Series continue to enhance their services in managing future events, particularly by improving factors such as accessibility, the beauty of the natural environment, and the overall event experience. These improvements will help fulfill participants' desire to enjoy the atmosphere and scenery, which contributes to a stronger destination image.

Additionally, event quality was shown to have a positive influence on perceived value at the Coban to Coban Run Series event. Therefore, to increase the perceived value of an event, the event managers should focus on enhancing the quality of the event, ensuring that participants feel the benefits and value relative to the effort and costs they invest. This can be achieved by offering greater value in terms of experience, facilities, and overall event quality.

Furthermore, event quality has a positive influence on tourist satisfaction at the Coban to Coban Run Series event, emerging as the third strongest predictor. To maximize participant satisfaction, event managers should continue improving key aspects such as ease of access, the natural beauty of the surroundings, and the event activities themselves. Ensuring that participants are happy and satisfied during the event will reinforce the positive perception of the Coban to Coban Run Series, leaving attendees with the feeling that attending the event was a well-made decision.

This study does have certain limitations, which present opportunities for future research. Future studies could consider incorporating additional variables or exploring mediation models, as well as examining moderating factors such as age or gender. This research focuses on the Coban to Coban Run Series in Malang; however, further research could extend the scope by analyzing other tourist destinations or sporting events within Indonesia. Such studies could provide valuable insights into how various factors of event quality influence destination loyalty in different contexts across the country.

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