



The influence of event quality on perceived value and tourist satisfaction with regional sport events

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Abstract. This study explores the relationships between event quality, destination image, perceived value, tourist satisfaction, and destination loyalty in the context of the 2019 East Java Provincial Sports Week (Porprov) event. The research aims to understand how these factors influence tourists' loyalty to a destination, with a focus on small-scale sporting events. Hypotheses were developed based on the assumption that event quality positively affects destination image, perceived value, and tourist satisfaction, which in turn influence destination loyalty. Data were collected from 170 respondents using a snowball sampling technique and analyzed using Structural Equation Modeling (SEM) with AMOS 24. The findings revealed that event quality significantly positively impacts destination image, perceived value, and tourist satisfaction. Moreover, both destination image and perceived value were found to positively influence tourist satisfaction and destination loyalty. Tourist satisfaction was identified as a crucial mediator in the relationship between destination image and perceived value with destination loyalty. These results highlight the importance of high-quality events in shaping positive perceptions of a destination and fostering long-term loyalty among tourists. The study provides practical recommendations for event organizers and destination marketers, emphasizing the need to enhance event quality and tourist satisfaction to build enduring relationships with visitors.

Keywords: event quality, perceived value, tourist satisfaction, provincial sports week, sport tourism

Introduction

Many countries and regions are now competing for excellence in the tourism industry (Gibson et al., 2008), and loyalty plays a significant role in the success of a destination or organization (Alam et al., 2018; Oppermann, 2000). Sports events can be one way to form loyalty. This is because sports events can improve the image of a destination, promote local products, increase local patriotism, and create jobs (Kaplanidou, 2012; Kim et al., 2014). Some studies even state that event quality can affect destination image and perceived value. Jin et al. (2013) assume that there is still a lack of research on sporting tourism even though sporting events can shape destination image and perceived value. Learning about the interrelationship of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty can generate a competitive advantage in the tourism industry. In some previous research, there were some major limitations. The first is underestimating the importance of small-scale sporting events (Wong and Tang, 2016). Secondly, according to Kim, Holland, and Han (2013), there are very few empirical studies to determine the relationship between perceived value and tourist satisfaction and loyalty. Third, although there have been several studies on tourist satisfaction, little is known about its mediating effect on perceived value and destination loyalty in the context of sport tourism.

There are two gaps in the main journal and the supporting journal. In the main journal, the event quality variable has a significant positive impact on tourist satisfaction, whereas in the supporting journal, the event quality variable does not have a significant impact on tourist satisfaction. The second gap is in the effect of event quality on perceived value. In the main journal, the event quality variable has a significant positive effect on perceived value. In the supporting journal, the event quality variable does not have a significant effect on perceived value.

In examining the effect of event quality on tourist satisfaction and perceived value, the research will use the 2019 East Java Porprov (provincial sports week) Event. The East Java Provincial Event

(PorProv) is a sports competition event that competes in various sports. This event was attended by athletes from the East Java region. In this event, some of the sports that are contested include beach volleyball, boxing, badminton, and other sports. The Porprov event was held annually before the pandemic period, and the last East Java Porprov event was held in 2019. The 2019 East Java Porprov event was held in Tuban Regency. Tuban Regency is located in East Java and is nicknamed Bumi Wali because it is one of the starting points for the spread of Islam in the archipelago. Tuban Regency has several attractions, such as the Great Mosque, Kwan Sing Bio Temple, Ngirip Waterfall, and Boom Beach. This event managed to attract the enthusiasm of East Java residents to participate and enliven the event. This object is used because the 2019 East Java Provincial event is the biggest sports event in East Java and has many visitors from all regions in East Java.

Based on the background of the problem, this research is a replication of Jeong's (2019) research model. The following hypothesis is proposed:

H1: Event quality has a positive effect on destination image

H2: Event quality has a positive effect on perceived value

H3: Event quality has a positive effect on tourist satisfaction

H4: Destination image has a positive effect on tourist satisfaction

H5: Perceived value has a positive effect on tourist satisfaction

H6: Destination image has a positive effect on destination loyalty

H7: Perceived value has a positive effect on destination loyalty

H8: Tourist satisfaction has a positive effect on destination loyalty

H9: Tourist satisfaction has a mediating effect on the relationship between destination image and destination loyalty

H10: Tourist satisfaction has a mediating effect on the relationship between perceived value and destination loyalty.

Research methodology

This type of research is a type of basic research, analyzing the effects of service quality variables, food quality, price-value ratio, on satisfaction and behavioral intentions. In addition, this study also includes replication of the journal Mahin et al (2019), namely the effect of ambience, convenience, restaurant variety, staff, food quality, and price variables on customer satisfaction. This research is also causal. Causal research can be interpreted as research that involves data collection to determine whether there is a relationship between one variable and another (Widarto, 2013). This research is classified as quantitative research. Quantitative research can be defined as a process for discovering knowledge by using data in the form of numbers as a tool for analyzing what information is wanted to know (Kasiram, 2008).

This study used the numerical interval scale on the questionnaire. The number interval is from number 1 to number 5. Number one indicates strongly disagree, while number 5 indicates strongly agree to the questions given in the questionnaire. The method of Hair et al. (2014) will be used to determine the number of research samples. According to Hair et al. (2014), the recommended research sample size is between 100 and 400 respondents. Iacobucci (2010) states that the sample size to obtain valid and accurate data is 150 respondents. This study uses a minimum of 150 respondents.

The sampling technique used is snowball sampling. Sugiyono (2010) defines snowball sampling as a technique that is initially small in number. Then, the sample asks the closest person to be sampled, and so on. Like a rolling snowball, the longer it gets, the bigger it gets. This research uses the Structural Equation Modeling method with AMOS 24. Validity and reliability testing using SPSS 25 software with initial data from 30 respondents. According to Hair et al. (2014), this validity test is carried out by calculating the correlation of each question with a high value (more than 0.5) and must consider $\alpha <$

0.05, so that the data is valid and the variable can be used for further data processing. In addition, the requirement for the variable to be called reliable, the Cronbach's Alpha value must be above 0.7 (Hair et al., 2010), so that it can be used for further data processing, namely measurement and structural tests.

Findings

This study conducted 2 types of testing through SPSS 24 software, namely the validity test and reliability test, with 30 respondents' data. The results show that each variable is valid (has a Pearson correlation value ≥ 0.5) and reliable (has a Cronbach's alpha value ≥ 0.7). After that, the overall data of 170 respondents were analyzed with SEM through 2 stages of testing.

The first stage is the measurement model to test validity and reliability using the AMOS 22 program. The measurement model in this study is divided into two stages. The first stage contains all dimensions and variables. The second stage contains the processed results of the dimensions, which are averaged into service quality variables and the other four variables. Data processing can be used for further analysis if the measurement model meets the Goodness of Fit Index (GoF) criteria. The following are the results of the first stage measurement model after removing indicators that do not meet the standardized loadings requirements:

Table 1. Goodness Of Fit Measurement Model

Goodness of Fit	Terms	Model Results	Description
CMIN/DF	$\leq 2,00$	1,976	Good Fit
RMSEA	$\leq 0,08$	0,080	Good Fit
GFI	$0.8 < GFI \leq 0.9$	0,814	Marginal Fit
CFI	$\geq 0,90$	0,925	Good Fit
TLI	$\geq 0,90$	0,912	Good Fit

Table 2. Standardized Loadings, AVE, and CR Values in Measurement Model

Variables/ Dimensions	Indicator	Std Loading (λ)	AVE	CR	Description
EVQ	EVQ1	0,739	0,630	0,871	Valid and reliable
	EVQ2	0,717			Valid and reliable
	EVQ3	0,864			Valid and reliable
	EVQ4	0,844			Valid and reliable
AT	DI1	0,747	0,630	0,895	Valid and reliable
	DI2	0,705			Valid and reliable
	DI3	0,727			Valid and reliable
	DI4	0,909			Valid and reliable
	DI5	0,865			Valid and reliable
PV	PV1	0,787	0,669	0,889	Valid and reliable
	PV2	0,969			Valid and reliable
	PV3	0,74			Valid and reliable

TS	PV4	0,756	0,731	0,891	Valid and reliable
	TS1	0,884			Valid and reliable
	TS2	0,798			Valid and reliable
	TS3	0,881			Valid and reliable
DL	DL1	0,56	0,593	0,896	Valid and reliable
	DL2	0,744			Valid and reliable
	DL3	0,864			Valid and reliable
	DL4	0,825			Valid and reliable
	DL5	0,832			Valid and reliable
	DL6	0,757			Valid and reliable

Indicators can be said to be valid and reliable if the AVE value \geq is 0.5 and CR \geq 0.7. The AVE value of all dimensions or variables in stage 1 does not meet the requirements because it is \leq 0.5. However, the CR value of all dimensions or variables has met the requirements, namely \geq 0.7. According to Fornell and Larcker (1981) in the journal Huang et al. (2013), if the AVE value is less than 0.5 but the CR value is $>$ 0.6, then convergent construct validity is still acceptable. Thus, all dimensions and variables in stage 1 can be declared valid and reliable.

The next stage is the structural model, to test the hypothesis and measure the fit of the model with empirical data. This data processing also applies to the Goodness of Fit Index (GoF) criteria. The following are the results of the structural model fit test.

Table 3. Goodness Of Fit Structural Model

Goodness of Fit	Terms	Model Results	Description
CMIN/DF	\leq 3,00	2,530	Good Fit
RMSEA	\leq 0,08	0,100	Marginal Fit
GFI	$0.8 < GFI \leq 0.9$	0,775	Marginal Fit
CFI	\geq 0,90	0,880	Marginal Fit
TLI	\geq 0,90	0,862	Marginal Fit

After completing SEM analysis with measurement models and structural models that meet the criteria or requirements, hypothesis testing can be carried out to see how much the level of significance of the influence between one variable and another. A hypothesis will be supported if it has the same direction of influence as the empirical results (standardized estimate) and the |C.R.| value \geq 1.96 ($\alpha = 5\%$) or p-value \leq 0.05. The following are the results of hypothesis testing:

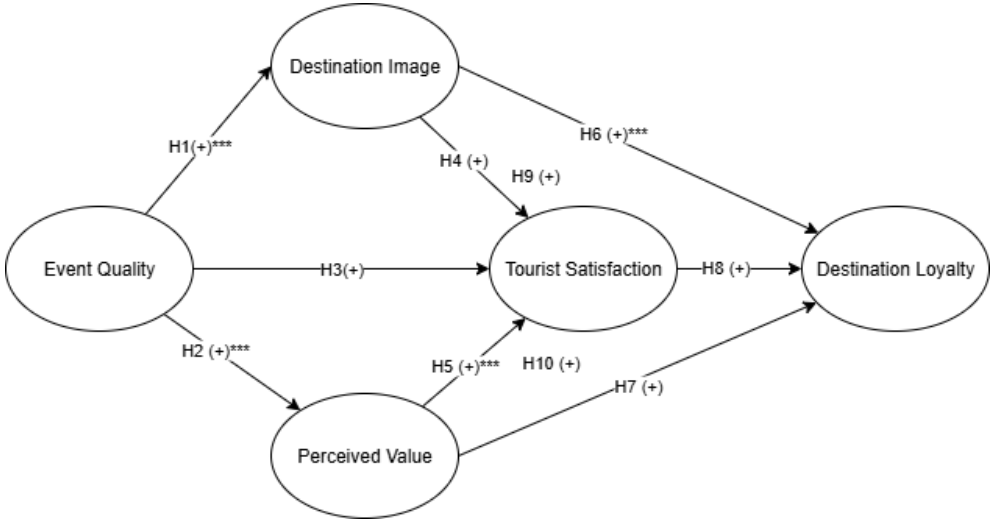


Figure 1. Research Outcome Model

From the figure above, it can be seen that all hypotheses are supported because all hypotheses have a P-value below 0.05. Some variables have a significance level (**) and some have a significance level (***). The hypothesis marked (***) has a P-value below 0.001.

Table 4. Hypothesis Test Results

Hypothesis	Std. Estimate	C.R	P-Value	Description
H1: EVQ → DI	0,121	9,496	***	Supported
H2: EVQ → PV	0,100	4,961	***	Supported
H3: EVQ → TS	0,426	2,712	0,007	Supported
H4: DI → TS	0,146	2,995	0,003	Supported
H5: PV → TS	0,072	3,552	***	Supported
H6: IN → DL	0,096	3,332	***	Supported
H7: PV → DL	0,117	2,246	0,025	Supported
H8: TS → DL	0,226	2,246	0,025	Supported

Table 5. Mediation Hypothesis Test Results

Direct effect	Standardized estimate	C.R.	P-value
DI→DL	0,096	3,3325	***
Indirect effect	Standardized estimate	C.R.	P-value
DI→TS→DL	0,032	2,6705	0.007
(Supported Mediation)			

PV→DL	0,117	2,246	0,025
Indirect effect	Standardized estimate	C.R.	P-value
DI→TS→DL	0,016	2,3534	0,018
(Supported Mediation)			

The results of the hypothesis testing provide a robust understanding of the relationships between various factors influencing destination loyalty at the 2019 East Java Provincial Sports Week (Porprov) event. Firstly, the relationship between event quality and destination image (H1) is positive and significant. The findings indicate that higher-quality events contribute to a more favorable destination image. This supports the idea that well-organized and engaging events leave a lasting impression on participants, shaping how they perceive the destination. The high CR value further validates this relationship, highlighting the strength of event quality as a factor in shaping the destination's image.

Similarly, event quality is shown to positively affect perceived value (H2). This suggests that when the event quality is high, tourists are more likely to perceive the event as offering good value for their time and money. The significant CR and P-values reinforce this, suggesting that visitors are more inclined to appreciate an event that meets or exceeds their expectations. This perceived value becomes crucial in their overall evaluation of the destination.

Regarding tourist satisfaction, event quality is a key determinant (H3). The results reveal a strong positive relationship between the quality of the event and the satisfaction of the tourists. A well-executed event enhances the visitor experience, leading to higher levels of satisfaction. This is an important finding, as satisfied tourists are more likely to develop positive attitudes toward the destination, which can influence their future decisions to visit or recommend the destination.

The destination image also has a significant impact on tourist satisfaction (H4). A positive image of the destination contributes to a more enjoyable and fulfilling experience for tourists. This confirms that a strong destination image enhances the likelihood that visitors will have a satisfying experience, making it a key factor in shaping their perceptions and satisfaction levels.

In line with this, perceived value significantly influences tourist satisfaction (H5). Tourists who believe the event provides good value are more likely to report high levels of satisfaction. This highlights the importance of offering tangible benefits and experiences that align with tourists' expectations in terms of value.

Moving on to destination loyalty, the study found that both destination image and perceived value have positive influences on loyalty (H6 and H7). Tourists who have a favorable view of the destination, bolstered by a positive event experience and a strong perceived value, are more likely to develop loyalty to the destination. This relationship is crucial for destination marketers aiming to build long-term relationships with tourists, as loyal visitors are more likely to return and advocate for the destination.

Lastly, tourist satisfaction has a direct and significant effect on destination loyalty (H8). This confirms that satisfied tourists are more likely to become loyal, reinforcing the idea that creating memorable experiences can help foster long-term relationships with visitors.

Furthermore, the mediating effects revealed in the analysis underscore the importance of tourist satisfaction in linking both destination image and perceived value to destination loyalty. The mediating role of satisfaction suggests that it acts as a bridge between how tourists perceive the destination and their loyalty to it. A positive destination image or perceived value alone is not enough; tourist satisfaction must be nurtured to ensure that these perceptions translate into loyalty.

Overall, the findings emphasize the complex interplay between event quality, destination image, perceived value, tourist satisfaction, and destination loyalty. These results provide valuable insights for event organizers and destination marketers aiming to enhance visitor retention and build lasting relationships with tourists. The significant mediating effects of tourist satisfaction highlight the need for a holistic approach to destination management, focusing not only on creating a high-quality event but also on ensuring that tourists have a fulfilling and memorable experience.

Conclusions

In conclusion, the research conducted on the 2019 East Java Provincial Sports Week (Porprov) event, utilizing data analysis through AMOS 22.0 software, has confirmed the significant relationships between various key factors influencing destination loyalty. All eight primary hypotheses, along with the two mediation hypotheses, were fully supported.

The findings highlight that event quality plays a crucial role in shaping the overall destination image, perceived value, and tourist satisfaction. Specifically, event quality was found to have a positive and significant influence on both the destination image and perceived value, ultimately enhancing tourist satisfaction. Furthermore, a strong destination image positively impacted tourist satisfaction, thereby further strengthening the relationship between event quality and satisfaction. Similarly, perceived value was shown to have a significant effect on tourist satisfaction, indicating that tourists' evaluation of the event's worth directly influenced their overall experience.

Moreover, destination image and perceived value were both found to significantly influence destination loyalty, underlining the importance of these factors in fostering long-term engagement with the destination. Tourist satisfaction was identified as a key mediator in the relationship between both destination image and perceived value with destination loyalty, illustrating that a positive tourist experience is essential for converting satisfaction into loyalty.

Overall, this study underscores the interconnectedness of event quality, destination image, perceived value, and tourist satisfaction in driving destination loyalty, providing valuable insights for event organizers and destination marketers aiming to enhance visitor retention and promote the long-term success of such events.

This study also gives practical implications, particularly for the organizers of the 2019 East Java Porprov event. In organizing local sport event, they should further improve their standards, for example, in terms of the physical environment of the type of match and the quality of the match. The selection of the venue for the next East Java Porprov event is also a good place and can support this event. It is hoped that it can still maintain and further improve the quality of this event so that in the future the sense of satisfaction that consumers or customers or participants can be even higher and can attract more consumers or participants to participate so that they can establish a long-term relationship with participants to increase loyalty to this event.

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