

The Differences in Audiences' Attitude, Perception, and Loyalty based on Gender towards Volleyball League Matches in Yogyakarta, Indonesia

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Keywords: Attitude, Perception, Loyalty, Gender, Volleyball.

Abstract: This research is a descriptive study with mixed methods (quantitative & qualitative). The purpose of this study is to look for differences in attitudes, perceptions, and loyalties between male and female audiences in volleyball pro league matches. The study involved 60 spectators (N = 60) who participated in volleyball pro league competition in Yogyakarta, Indonesia. The 60 samples were divided into 2 covering 30 male viewers and 30 female viewers. The aim of this study is to look for differences in men and women audience regarding the predetermined variables. Those variables are the attitudes, perceptions, and loyalty of men and women spectators towards the matches. Within each variable, there are influencing indicators as well. This research applies Statistical Product and Service Solutions (SPSS) and Structural Equation Modeling (SEM) analysis. Data collection was done through direct observation using questionnaires. Based on the findings and discussion which have been proposed in this study, it can be concluded that there are differences between men and women related to perceptions of attitudes and attitudes towards loyalty.

1 INTRODUCTION

Sports games in the current era of globalization are no longer just ordinary shows but a spectacle that produces profits in the economy world both in the entertainment industry and show business. Each event is able to bring hundreds to thousands of spectators. Within economic development point of view, sport can be seen in the framework of thought and the developed approach patterns. Wiratmo (1992) said that developing countries were convinced that industrialization was needed to enable a country to grow and develop quickly [20].

The sports industry is defined by Pitts, Fielding and Miller as "all the production of goods, services, places, people, and thoughts offered to customers, related to sports." Ozanian said that "Sports aren't just big business. Sport is one of the fastest growing industries in America that is intertwined with every aspect of the economy."

Sports that initially only constitute an activity to fill leisure time and media to maintain health now can also be made into sport economic business events. A sport event that succeeds in making a big

profit can be correlated to how many people watch the matches.

Audience is very influential in sports business. Therefore, various elements need to come under consideration if a party wishes to hold an event. Some examples of those elements are matches, games, and infrastructure. A game might attract a very large audience in Indonesia especially major sport games such as soccer, volleyball, and basketball because the sports are very popular in all circles both in terms of geographical aspect, age, and gender.

Talking about audience's gender, the presence of female audience nowadays is very influential in a match, not inferior to the male audience. Harrison and Bukstein (2013) say that the growing number of female spectators in sport games has been significant. One area that needs to be further investigated is how gender influences a sport match in the context of spectator matches [10]. In a research, (Galen Ladero et al., 2015) it has been shown that men and women have different attitudes and perceptions towards prosocial initiatives. Galen Ladero (2015) find out that women are more positive than men. Likewise, several studies have shown that women generally have better attitudes than men (Bucic, 2012) [9].

In addition, other research finds out that men are more skeptical about intentions and more likely to agree that companies exploit causes for profit (Chang & Cheng, 2014). However, it remains unknown whether gender differences contribute to distinguished perceptions within the context of sport spectators. Considering the increasing number of female sports viewers (Harrison & Bukstein et al., 2013), it is important to understand how male and female audiences differ in responding to prosocial initiatives. Findings from this study will provide insight regarding the value of efforts in building equity between different consumer segments [10].

From several viewers with various background of geographical aspect, age, and gender, the author wants to find several diverse factors viewed from gender variable because the audience in the current era of globalization is really far different from those in ancient times. In ancient times the match could only be watched by certain circles and the majority of viewers was men. It is not uncommon nowadays that female viewers also take part in enlivening a match. Therefore, the writer wants to raise the title above about audience's attitudes, perceptions and loyalty based on their gender variety.

The purposes of this study are (1) to find out attitude differences of spectators based on their gender in volleyball match, (2) to find out a variety of perceptions of sport audience based on the gender differences, (3) to find out how much loyalty that audience with different gender has in volleyball pro league matches. This research is very important because the results will show both important and weak points towards gender interest in volleyball pro league matches in Yogyakarta.

2 THEORETICAL BACKGROUND

2.1 Attitude

Attitude is a behavior because it is related to perception, personality and motivation. Attitude is a state of mental attitude which is learned and organized according to experience and which stimulates a person's special influence or reaction on other people, objects, and situations related to it.

Attitude is a predisposition (susceptible state) to a person, idea or object. Attitudes consist of various levels namely receiving (responding), responding (responding), valuing (valuing) and responsible (responsible). Attitude is a tendency to act towards people and objects a such as showing someone

appreciation (Theodore M. Newcomb translation of Slamet Santoso, 2010: 40). [14]

Meanwhile according to Taylor, Shelly and David (Tri Wibowo translation, 2009: 165) attitude is an evaluation of objects, issues, or people. [16]. Attitudes are based on affective, behavioral and cognitive information. Another opinion regarding attitudes is raised by S. Sttanfeld (in Slamet Santoso, 2010: 41). Attitude is the tendency to act or react happily or unhappily to people, objects or situations. [14].

2.2 Perception

Sarlito W. Sarwono (2009: 24) argues that perception in general is a process of acquiring, interpreting, selecting and organizing sensory information. Perception takes place when a person simulates stimulus from the outside world that is captured by the organs of his help which then enters the brain [12].

Perception is the process of finding information to be understood using sensing tools (Salito W. Sarwono, 2002: 94). Perception contains a process within us to know and evaluate the extent to which we know others. In this process the sensitivity of a person to the environment begins to appear. The perspective will determine the impression resulting from the perception process. [12].

2.3 Moderate Role of Gender in Sports

With regard to gender differences, this study provides reasons to believe that women are more responsive and have more favorable attitudes than men towards prosocial behavior. And here the researcher will examine gender attitudes towards volleyball competition whether women's attitudes are more favorable in the sports field or vice versa. Men are humans who were created with greater physical and muscular abilities. Generally, men are masculine whereas women are humans who were created with higher sensitivity and are feminine.

Allan and Barbara (2007) describe men and women differently. One of them is not worse or better than the other, but they are indeed different. The only similarity between men and women is that both belong to the same species. The world of men and women is different, including the values and regulations that men and women obey. Men and women from any culture, creed and race continue to argue with each other about the opinions, behaviors, attitudes and beliefs of their partners [18].

2.4 Price

Ticket prices are an important factor that needs to be considered by sellers as an effort to attract sports audience. Ticket price is one aspect that determines whether a person chooses to watch or not. To determine the level of ticket prices, it can usually be seen from the interest or interest of a sport branch, meaning that the ticket price to be set is acceptable or not by the buyer. If it is not acceptable, then it is better to change the ticket price immediately. Ticket pricing can be determined by the facilities and comfort provided for the audience.

2.5 Satisfaction

Satisfaction is defined as a sense of pleasure that meets one's expectations. Dissatisfaction is a result of hope which causes negative taste and impact. In general, it can be interpreted that satisfaction is a feeling of pleasure or disappointment from someone who comes from self by comparing spending and performance as well as the results of a match.

Scientific sources of sports management, relevant research that has the first category that the satisfaction of the actors play a mediation that is the link between quality and loyalty (Avourdiadou & Theodorakis, 2014). Meanwhile, the second category has been proven by research that loyalty is directly or indirectly influenced by the quality of service through the satisfaction of the perpetrators who can be traced to work. [1].

2.6 Loyal Behavior

Audience loyalty can be used as a benchmark in deciding the policy whether or not the match will be conducted again. The better the quality and service of a match are, the more increasing the interest of the audience will be. It is likely that there is no disappointment arising from the audience regarding the price of the ticket and the services in it.

The categories are regulated in the competition rules and are led by a valid technical implementation. The formation of attitudes is the basis of the formation of motion which includes physical and spiritual attitudes. Physical attitude is physical readiness to make movements with good technical skills. The spiritual attitude is readiness. [1].

2.7 Championship

The first world championship was held in 1949 in Prague, Czechoslovakia. In this first edition, there

were 10 participating teams and all came from Europe. Three years later, this championship began to be followed by teams from Asia and the next edition was also followed by teams from North and Central America. Since volleyball entered the 1964 Olympics, this championship is held every four years. In 1970, for the first time a team from Africa entered the competition, so all five continental confederations participated in this championship.

The FIVB Men's Volleyball Men's World Championship is an international volleyball competition attended by the senior men's national team of members of the Fédération Internationale de Volleyball (FIVB), the world volleyball regulator. This championship was held for the first time in 1949.

During the initial period of the year the implementation varied (1949, 1952, 1956, 1960, 1962), but since 1962 the tournament has been held every four years. The current format of the competition starts with the qualifying round to look for teams that participate in the championship finals. In total there are 24 teams including the host who gets an automatic ticket. The host takes part in the tournament with a duration of about one month. As of 2014, 18 championships have been won by seven different national teams. The current champions was Poland who won the 2014 championship in their own country. The 2018 competition will be held in Italy and Bulgaria. Volleyball events in each country are considered to be prestigious. At this time we discuss the prestigious annual event in Indonesia namely pro league (*proliga*).

2.8 Pro League (*Proliga*) Event

Proliga is an annual professional volleyball competition in Indonesia which is very popular and prestigious among Indonesian people. *Proliga* was first held in 2002 precisely from February 1 to April 7, 2002 and has been held in five cities so far; Jakarta, Bogor, Bandung, Yogyakarta and Gresik.

Proliga is a competition which is a breakthrough of the chairman of the All Indonesia Volleyball Association (PBVSI) at the time, Rita Subowo, who now serves as Chairman of the KONI Center. Rita Subowo turned *Proliga*'s professional volleyball competition into a sport calendar since 2002. In 2013, the competition which began rolling on 15 February was attended by 14 volleyball clubs and competed for a total prize of 1 billion rupiah. The final took place on 5 May. *Proliga* 2013 conducted road shows in 9 cities namely Jakarta, Palembang,

Solo, Banyuwangi, Gresik, Magetan, Semarang, Yogyakarta and Bandung.

Yogyakarta will host the semifinal or final four rounds while the finals will be held in Bandung. It is unfortunate that the two volleyball clubs, Bandung Tectona and Alko, will not take part in *Proliga* this year due to internal problems. In the men's section, there are 7 volleyball clubs participating in this year's *Proliga*. They are Jakarta Sananta Indocement, Palembang Sumsel Bank, Jakarta Electricity PLN, Semarang Central Java Bank, Surabaya Samator, Jakarta Pertamina Energi and the five collecting *Proliga* titles (2003, 2005 2006, 2010 and 2012), Jakarta BNI 46. From the women's section, there are seven clubs participating in this match namely Jakarta Popsivo PGN, Manokwari Valeria West Papua, Gresik Petrochemical, Electricity Jakarta PLN, Jakarta Air Force, Jakarta BNI 46 and Jakarta Pertamina Energi. To fulfill the ambitions of each club, besides being filled by reliable young players, the club is allowed to recruit foreign legions with regulations of only 3 foreign players allowed for each club and only 2 playing simultaneously.

In 2015, *Proliga* took place in eight cities in Indonesia during February 6th - April 16th. Gong competition begins with Balikpapan, East Kalimantan, to host. The first round took place on February 6th-8th at the Sport & Convention Center (BSCC) Balikpapan. Five men teams and seven women teams competed for the best club title. The five men teams competing were Jakarta Pertamina Energi, Surabaya Samator, Jakarta Electric PLN, Jakarta BNI 46, and Palembang Bank Sumsel. Meanwhile, in women section, there were seven teams competing namely Jakarta Pertamina Energi, Jakarta Popsivo Polwan PGN, Jakarta Electric PLN, Gresik Petrochemical, Manokwari Valeria West Papua, Jakarta BNI 46, and Jakarta Bank DKI. The winner of this *Proliga* was awarded a prize of IDR 200 million. The second-place team got a prize of IDR 125 million, and the third place was entitled to a prize of Rp. The fourth position team received IDR 25 million. After Balikpapan, *Proliga* shifted to several other cities in Indonesia including Palembang, Malang, Gresik, Probolinggo, and Jakarta.

3 METHOD

This study uses a mixed method approach which is a combination of qualitative and quantitative approach. This data collection technique uses a questionnaire. Data analysis techniques apply SPSS and SEM. This

study aims to show differences in attitudes, perceptions and loyalty of the audience in the volleyball league pro match in Yogyakarta based on the gender variable. Male and female audiences were investigated through the following variables: attitudes, perceptions, and loyalty.

Research models and hypotheses in this study can be explained in the figure below.

- a. Perception variable (X1)
- b. Attitude variable (X2)
- c. Loyalty variable (Y1)

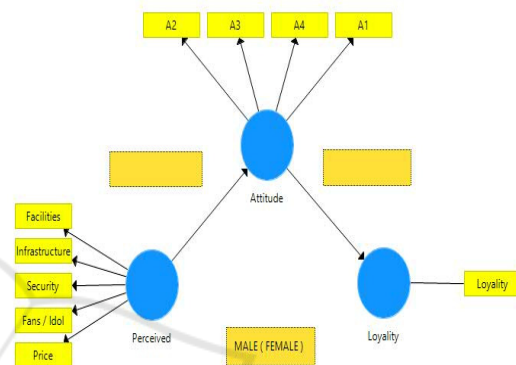


Figure 1: Variables: attitudes, perceptions, and loyalty.

From the picture above, it can be explained that the attitude has two characteristics namely where the explanation in the picture A1 (positive-negative), A2 (Valuable-worthless), A3 (Pleasant-unpleasant), and A4 (Attractive-repulsive). From the perception or viewers' view of the facilities provided, the state of the infrastructure, security for the audience during the match, idol players or favorite teams and ticket price, those can be indicators whether or not the viewer's views affect to one's attitude towards loyalty.

From the model, the following problems were formulated.

1. Does the audience's attitude have a significant effect on loyalty?
2. Does perception have a significant effect on attitude?
3. Does perception have a significant effect on loyalty?
4. What is the difference in gender perception of attitude and attitude to loyalty?

3.1 Construct Reliability and Validity

Table 1: Construct reliability and validity

	Cronbach's Alpha	Rho_A	Composite Reliability	AVE
Attitude	0,799	0,813	0,868	0,632
Loyalty	1,000	1,000	1,000	1,000
Perceived	0,867	0,892	0,903	0,653

Besides viewed from the convergent validity loading factor, it can also be seen from the Average Variance Extracted (AVE) value. In this study the AVE value of the contract is above 0.5. Therefore, there is no convergence validity problem in the tested model.

Construct validity is the validity of the question as to how far the test items are able to measure what will actually be measured according to a specific concept or conceptual definition that has been established (Hair, Anderson, Tatham, & Black, 1995, p. 641). To test the construct validity, we test convergent validity and discriminant validity. Convergent validity is the extent to which a measure of AVE shows the average communality for each latent factor (Garson, 2012) and it must yield 0.50 or higher (Hair et al., 2014). In this study, all AVE values above 0.50 indicate dimensions and show that the convergent validity of each latent factor is acceptable (Table 1).

3.2 Outer Model Testing

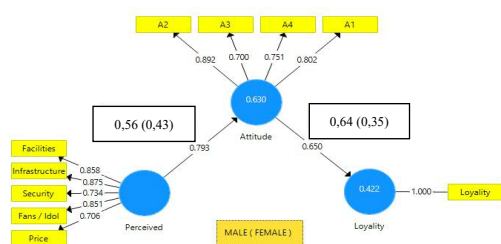


Figure 2: Outer model testing

The picture presents the relationship or correlation between indicators and variables whether there is an influence of the indicator on the variable or the effect of the variable on other variables.

Apart from the loading factor value, convergent validity can also be seen from the value of Average Variance Extracted (AVE). In this study the AVE

value of each construct is above 0.5. Therefore, there is no convergence validity problem in the model being tested.

3.3 Collinearity Statistics (VIF)

Table 2: collinearity statistic (VIP)

	VIF
A1	2,025
A2	2,453
A3	1,798
A4	1,634
Facilities	2,543
Fans / Idol	2,175
Infrastructure	2,804
Price	1,631
Security	1,717
Loyalty	1,000

To assess collinearity, researchers consider the variance inflation factor (VIF). As can be concluded from Table 2, the VIF values in this study are well below the 5 threshold values, indicating that collinearity is not a problem (Hair et al., 2011).

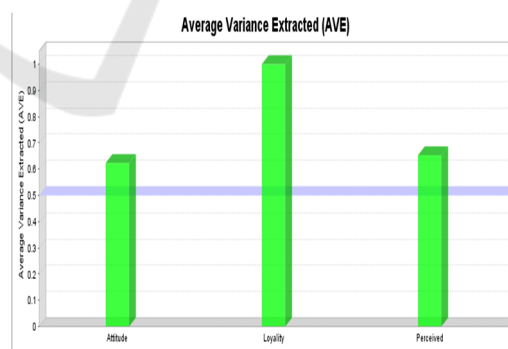


Figure 3: Diagram (AVE)

This graph shows the association and correlation between one variable and another one based on observations of attitudes associations - behavioral loyalty, service perceptions - attitudes and perceptions of loyalty.

3.4 Total Effects

Table 3: Total effects

	Attitude	Loyalty	Perceived
Attitude		0,650	
Loyalty			
Perceived	0,793	0,515	

From the total effects above, it can be explained regarding the effect between each variable that there is an influence of attitude on loyalty for as much as 0.650, the effect of perceived on attitude for as much as 0.793 and the effect of perceived on loyalty for as much as 0.515. (Table 3).

4 RESULTS AND DISCUSSION

According to the research result, it can be seen that the attitude of the audience is influenced by perceptions and loyalty as a result of the effect of audience satisfaction on service quality and competition on loyalty. There can be seen differences in the views and attitudes of male and female audiences in which attitudes toward perceptions are better for female than for male audiences, but attitudes toward loyalty are better for men than for women.

The calculation of the original sample and T Statistics prove that there is a positive and significant effect between the attitude and perception of the audience on their loyalty in which the original sample results are positive. These results explain that to achieve loyalty, the audience must feel satisfied. It affects the audience to increase their interest in the next match. However, the loyalty of the audience is influenced by the satisfaction of the customers even though in terms of the tariff, there are difficulties or a sense of discomfort towards the match ticket tariffs.

5 CONCLUSION

Based on the research results and discussion that have been proposed, it can be concluded that there are differences between men and women regarding perceptions of attitudes and attitudes towards loyalty. In this case, gender strongly influences perceptions of satisfaction in which women's attitudes are very positive towards perceptions but not in loyalty. On the contrary, for men, attitudes are not too influential towards a perception but contributing a lot to great loyalty.

The attitudes are greater for men than for women, indicating the relationship between social responsibility initiatives in a sport event and attitudes will be stronger for male audiences than for female audiences.

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