

Critical Reflection on the Quality Impact Assessment and Rates Satisfaction and Loyalty Perpetrator's Participation in the Mega-event: Karate Cup XI Semar Indonesia 2019

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Abstract: This study is a descriptive one using mixed methods (quantitative and qualitative). The purpose of the study is to describe the enthusiastic people who participated as an exhibitor at the mega sports event. Research related to sports marketing, the results support the event where XI Indonesian Karate Cup Semar, 2019. The effect of a number of variables of service quality on service satisfaction and loyalty of the mega sport event participant behavior, influence on loyalty rates mega sport event participant behavior, influence of satisfaction on loyalty mega sport event participant behaviour. Subjects of research were selected using random sampling amounting to 85 participants from a population of 310 participants the event XI Indonesian Karate Cup Semar, 2019. The result of this study is that there is a significant impact on satisfaction, the effect of service quality on behavioral loyalty largely indirect. The influence of the quality of service is fully loyalty through satisfaction. On the other hand, sporting event registration rates negatively affect customer satisfaction and loyalty. The quality of service and tariffs become an important variable for the organizers of sporting events to keep participants in sporting events and increase the loyalty of participants publish a sporting event. Thus, the quality of service and tariffs become a powerful management instrument to increase the loyalty of participants participated sporting event to decide the strategy as to increase customer satisfaction and loyalty sporting event participants.

1 INTRODUCTION

Potential of an event will bring the host country, city, and nation, or the candidates to host the sporting event aimed at marketing strategy (Daniels, Norman, & Henry, 2004; Gelan, 2003). Additionally, sporting event is also beneficial social related to the host communities by creating excitement and pride of the people (Andersson, Rustad, & Solberg, 2004; Kim & Mirrison, 2005); sports participation rate also increased (taks, Green, Misener, & Chalip, 2014); and increase volunteerism (Fairley, Gardiner, and Filo, 2016; Ralston, Lumson, & Downward, 2005).

Active participation in sports will have the perceived benefits of exercise substantial actors (Aizawa, Kurumi, Ji, Yuhei, & Mikihiro, 2017; Berg, Warner, & Das, 2015; Wilhite & Shank, 2009). Sports activities are instrumental in increasing sports participation with the policies and guidelines adopted by sports organizations and governments. The US government has implemented a program Healthy People who have national health goals. The United

States government makes policy and physical educators with guidance on the level of physical activity to improve the health of healthy people (US Department of Health and Human Services, 2008). Thus, the sport plays a very important event for tourism development, improve health through participation sporting event. Surely in a sporting event who participate in developing the sports management is also related services, compliance rates and facilities are improved, certainly in terms of the quality of a given customer is also good. Event organized seen quality of the service, rates and facilities provided to the participants of the event in affecting the decision to purchase a ticket or attend events held.

The increase of actors' loyalty in a positive way can affect some financial indicators of an agency or organizer consists of cash flows, the market, and the probability (Rust & Zahorik, 1993; Zeithaml, Berry, and Parasuraman, 1996). The quality of service and satisfaction is very important because it is the main indicator of the loyalty that has been demonstrated in

studies related to sports management (Murray & Howat, 2002; Alexandris, Zahariadis, Tsorbatzoudis, & Grouios, 2004; Clemes, Brush, & Collins, 2011; Ferran, Robinson, and Valette-Florence, 2010; Kyle, Theodorakis, KARAGEORGIOU, & Lafazani, 2010; Yoshida & James, 2010). This is contradictory effects associated quality of service and satisfaction to loyalty actors (Cronin, Brady, and Hult, 2000; Brady, Voorhes, Cronin, & Bourdeau, 2006; Tsuji, Bennett, & Zhang, 2007; Howat, Crilley, and MacGrath, 2008; Koo, Andrew, & Kim, 2008; Lee, Kim, Ko, and Sagas, 2011).

The majority of research studies related to the quality, satisfaction, and loyalty paradigm of thinking without considering the service evaluation process has changed in the decade offenders (Jiang and Rosenbloom, 2005; Dagger & Sweeney, 2007). In addition, while conducting research that shows the results of a relationship between keeping the variables change gradually different actors due to the needs of the offender and evaluation changed from time to time (Bolton & Lemon, 1999; Mittal, Kumar, & Tsiros, 1999; Dagger & Sweeney, 2007). The paradigm change is happening, and it is important to be understood by academics and practitioners in order to understand the factors or indicators of loyalty to the adjustment operations and service organizations to meet the needs of the participating actors. On the other hand, the effect of the price and the level of price discounts on related consumer views the product quality of service, value discount, consumers have purchasing intentions and their willingness to promote savings related discount various types of services (Nusair, Hae, Sandra, and Parsa, 2010). Related research is still very limited in the field of sports management (Rust & Oliver, 1994; Dagger & Sweeney, 2007).

Combining these two concepts includes the trickle effect that can inspire participation, and health effects that have ever experienced in a mega sports event. Based on this background, this study examined the associated dynamic relationship between the quality of services, tariffs, satisfaction, and loyalty in a sporting event. Thus, the assessment of offenders related consumer experience overall had experienced them with the organizer who has the function of evaluating the exchange of services (Oliver, 1997; Dabholkar, Shepherd, & Thorpe, 2000; Brady & Cronin, 2001; Martinez & Martinez, 2010a, 2010b).

The purpose of this study are (1) to determine the effect of service quality on service satisfaction and loyalty offender event, (2) to determine the effect of loyalty offender event rates, and (3) to determine the effect of satisfaction on loyalty offender event.

This research is important because the results can show the influence of the variables of the event

organized, so it could be an opportunity to fix finally the information from this study would be the development of management exercise to prepare against the competition and to maintain and improve the interest in sport by the general public, and not only for people who has been involved in the sport alone.

2 THEORETICAL REVIEW

2.1 Behavioral Determinants of Sports Participation

Social ecological model is an approach to understanding the nature of human interaction using the physical environment and socio-cultural (Stokols, 1992, [64T \$ DIF] p. 7). This model can be summed framework for studying the physical of an activity (Rowe, Shilbury, Ferkins, & Hinckson, 2013; Sato, Du, and Inoue, 2016). This model has a main principle of behavior influenced by the internal variable including psychology, and external variables, namely the social and political (Sallis et al., 2006).

Approach to internal variables are influenced by psychological factors, the experience related to the emotional state at the time of follow sporting events, such as the feeling of enjoying or anxiety experienced by shape attitudes towards sports in subsequent years (Weiss, Kimmel, & Smith, 2001; Crocker, Hoar, Kowalski, Niefer and McDonough, 2004). Meanwhile, external variables such as policies, sports-related infrastructure of sports facilities in the neighborhood, and behaviors that can be influenced by promotional participation has been held (Rattan, Hollmann, and Breuer, 2013).

2.2 Mega Sporting Events as Determinants of Sports Participation Behavior

External variables play roles as determinants of sports participation in a mega sports event that is based on a model of social ecology (Bauman et al., 2012; Vella, Cliff, and Okely, 2014). Major sporting event has had a trickle-down effect which affects sports participation (Weed et al., 2015; Potwarka & Leatherdale, 2016). It can be concluded that the ability to promote the interests to the sport, the pride of the nation, and sports participation in a missal (Hogan & Norton, 2000).

Related Research mega sporting events have both direct and indirect effects on sport participation. Measuring directly contradictory effects on elite

athletes is an important role in sport participation (Mutter & Pawlowski, 2014a, 2014c). In addition to improving the enthusiasm of sports participants who participated, it also motivates new participants who participate and are involved in sports participation (Mutter & Pawlowski, 2014b). Meanwhile, indirect effect is seen through the mechanism of sport and transport infrastructure improvements (Toohey & Frawley, 2012). People who live in the area have been affected host a sporting event that lasts more significant (Mutter & Pawlowski, 2014a; Misener et al., 2015).

Characteristics of the local people such as the economic sector have a strong influence on sports participation (Ruseski & Maresova, 2014). Wish participation rate experienced high rises progress at the construction area due to the provision of sports facilities to the people who have the opportunity to participate to participate in sport and physical events (Huang & Humphreys, 2012).

2.3 Sports Tourism

Green and Jones (2005) provide advice on the process of participating in a sporting event which provides the advantage that individual identity cannot be extended by other individuals who have a common goal in a specific sport activity. The composition of the identity and maintenance is vital to the sports tourism destination (Wheaton, 2007). The Hinch and Higham (2011) were of the opinion that a fan or perpetrators of purpose through an experience that can certainly improve their status within the subculture of their particular sport.

2.4 The Quality of Service, Satisfaction and Loyalty

The study of the service sector within the last 30 years, the relationship conceptual and operational on a reciprocal three concepts is much debated (Avourdiadou & Theodorakis, 2014; Woodside, Frey, & Daly, 1989; Cronin & Taylor, 1992; Baker & Crompton, 2000; Li and Petrick, 2010). Over time, researchers have developed various models of the concepts and measuring perceptions of service quality within the scope of the sport. The overall service quality is formed because of various scope, especially dimensional (Avourdiadou & Theodorakis, 2014; Martinez & Martinez, 2010a).

Reflective models which give the conclusion that the quality of service that cumulatively high-rise factor is defined by the dimensions (Ko and Pastore, 2005). The Dabholkar et al. (2000) proposed related marketers that can assess the overall evaluation of the

service they provide through the steps of the overall quality of service, on the other hand they do diagnostic that can measure the connection quality of service at the level of its dimensions. This concept can be traced through the work of Alexandris et al. (2004b) and Ko and Pastore (2004). The contrasting satisfaction measures cognitive and effective influence, and it illustrates the particular service overall (Avourdiadou & Theodorakis, 2014; Oliver, 1993, 1997; Li and Petrick, 2010).

Loyalty has been learned through the viewpoint of behavior, especially on repeat purchases, it happened historically (Bodet, 2008). But some researchers emphasize the view that only one dimension of the overall concept of loyalty is not enough (Dick & Basu, 1994; Baldinger & Rubinson, 1996; Oliver, 1997). Thus, the concept of loyalty has two components (Avourdiadou & Theodorakis, 2014; Dick & Basu, 1994). Loyal attitude examines the thoughts and feelings felt by consumers or actors who express towards something of services (eg agencies give a positive recommendation), while the indicator of the behavior actions influence loyalty behavior. Therefore, this research was conducted to test the loyalty formation process as a benchmark and approach attitude. Bennett and Bove (2002) emphasize the attention to the attitude and approach of classifying related purchases, as well as an evaluation of the purchase. A masterpiece that defines loyalty actors as perpetrators attitude towards sport and the organizers of the service center link that leads to a positive repurchase (e.g. membership renewal).

2.5 The Relationship between Service Quality, Satisfaction and Loyalty

In scientific source sport management, relevant research has the first category that satisfaction actors play the mediating link between the quality and loyalty (Avourdiadou & Theodorakis, 2014; Wakefield & Blodgett, 1996; Brady et al., 2006; Koo et al., 2008; Kyle et al, 2010; Yoshida & James, 2010; Suh & Pedersen, 2010; Clemes et al., 2011). Meanwhile, the second category which has been proven by research that loyalty is directly or indirectly influenced by the quality of service through the satisfaction of actors that can be traced to the work (Avourdiadou & Theodorakis, 2014; Wakefield and Blodgett, 1999; Cronin et al., 2000; Tsuji et al., 2007; Lee et al., 2011; Theodorakis, Alexandris, Tsigilis, & Karvounis, 2013).

Theodorakis, Howat, Ko, and Avourdiadou (2014) show that it is comparing three models of evaluation services through the role of quality of

service, value, and satisfaction with the development of loyalty. The results of this study show the overall quality of service, which means the offender satisfaction and cumulative satisfaction only have a direct positive impact on loyalty. Finally, Macintosh and Doherty (2007) argue that there is the relationship between service attributes (eg, facilities, programs, additional services) and second overall satisfaction, satisfaction and intention of the perpetrator to leave the organization in a study between the perpetrator and fitness in Canada.

Variations that dominate the research are the conceptual model used which is different. The level of dimension levels under investigation, the use of the process step that global select or transaction-specific and only one action item of the number of certain variables (Avourdiadou & Theodorakis, 2014). Based on the study of theory, it can be concluded that various research findings relative gain which is different in the field of sport management related to the relationship between these variables.

3 METHODS AND MATERIALS

This study is a descriptive study using mixed methods (quantitative and qualitative). The study population was a sporting event participant of XI Indonesian Karate Cup 2019. The research subjects consist of 85 participants from 310 participants of sporting events XI Indonesian Karate Cup Semarang, 2019. The research sample was determined using random sampling due to lack of time, effort and cost. The data were collected using questionnaires. Data were analyzed using SPSS and PLS - SEM. It is expected that this research is the search for the actual situation in the event through the variables below:

- a. Variable quality of service (X1)
- b. Variable tariff (X2)
- c. Variable customer satisfaction (Y1)
- d. Loyalty customer behavior (Y2)

Model and hypothesis of the study can be described and explained as follows.

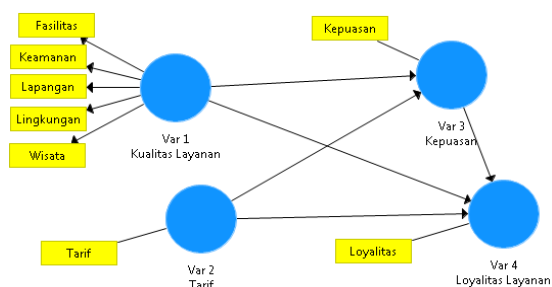


Figure 1: Model and hypothesis of the research.

Table 1: The evaluation of measurement model.

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Var_1_Kualitas Layanan	0.625	0.719	0.636	0.295
Var_2_Tarif	1.000	1.000	1.000	1.000
Var_3_Kepuasan	1.000	1.000	1.000	1.000
Var_4_Loyalitas Pelanggan	1.000	1.000	1.000	1.000

Assess the reliability of internal consistency was to assess the reliability of a combination of all construction. In this study, all composite reliability values are far above the 0.70 threshold which indicates that the combined reliability of each variable can be accepted and confirmed the reliability of the constructs (Hair et al., 2014; Lowry & Gaskin, 2014). See Table 1

Construct validity is the extent to which the items to be measured and what to expect in the research (Hair, Anderson, Tatham, & Black, 1995, p. 641). Construct validity test was carried out to test the validity of convergent and discriminant validity. Convergent validity is a measure of commonality AVE depicting the average of each factor variable (Garson, 2012) and should be 0:50 or higher (Hair et al., 2014). This study, all grades AVE over 0:50 show the dimensions and that the convergent validity of each variable factor can be accepted unless the variable quality of the services affected by several variables (Table 1).

3.1 Evaluation of the Structural Model

Table 2: Collinearity assessment (VIF).

Collinearity Statistics (VIF)

Outer VIF Values	Inner VIF Values
	VIF
Fasilitas	1.080
Keamanan	1.248
Kepuasan	1.000
Lapangan	1.450
Lingkungan	1.459
Loyalitas	1.000
Tarif	1.000
Wisata	1.372

Here is the assessing collinearity that considering the variance inflation factor (VIF). Results VIF above (Table 2) can be summed up this research is far below the threshold value 5, which indicates that collinearity is not a problem.

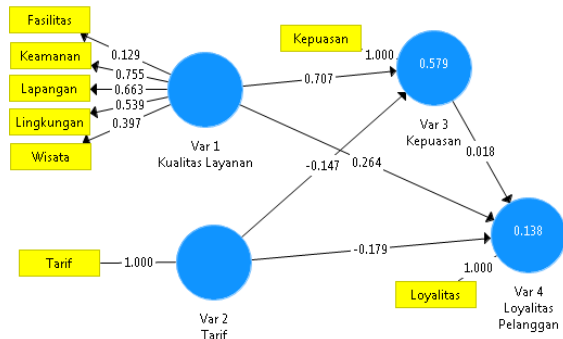


Figure 2: Results of testing the significance of the path coefficients structural model.

The picture above presents that relationship or correlation between indicators and variables, whether there is an influence of an indicator of the influence of one variable to another variable. The results obtained from these images show that the quality is affected by the security services (0755), Field (0663), environment (0539), travel (0397) and facilities (0129) which is very effective and efficient as demonstrated as already strong correlation. There are two kinds of strong positive correlation (0.5) up to 1 and a strong negative correlation of (-0.5) up to 1, while weak positive correlation of 0.00 and up under 0.5 and a weak negative correlation of 0.00 and up - 0.5.

The quality of service (0707), directly affects loyalty. However, it affects satisfaction with R (0018). Variable effect on satisfaction and loyalty rates are very small as close to 0 is -0147 and -0179, which means the prices are expensive and sporting event causes not allow customer satisfaction and loyalty which would return to the next sports event.

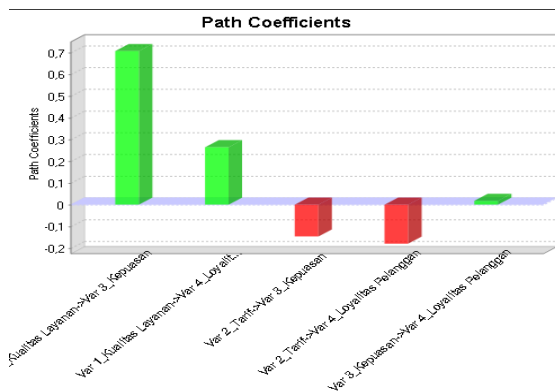


Figure 3: Graph coefficient.

This graph shows the association and correlation between variables with a variable that indicates the observation association satisfaction-loyalty, service quality-loyalty, loyalty and tariff-rate-satisfaction that is very low. From observation tariffs and quality of service should be revised so that they can allow subscribers purchase sporting event tickets becoming more loyal and loyalty should be increased through satisfaction.

4 DISCUSSION

Observations indicate that there are indicators of service quality security, courts, environmental, facility tours and consistent. This is resulting in the effect of customer satisfaction as an intervening variable between service quality and customer loyalty. The result of the calculation of the original sample and T statistics that prove that there is a positive and significant influence between the quality of service to customer satisfaction, and customer satisfaction are customer loyalty. The results of this study show that in order to achieve customer loyalty, customers must be satisfied, improve and maintain the customers' interest following the sporting event, and they are very satisfied with the quality of service. The influence of customer satisfaction on customer loyalty through customer satisfaction chart shows that the positive and significant impact on customer loyalty. The research hypothesis which states that customer satisfaction and significant positive effect on customer loyalty can be accepted and rates negative effect on customer loyalty is approved.

5 CONCLUSION

Based on the research conducted and discussion presented, it can be concluded that the influence of customer satisfaction on customer loyalty shows that customer satisfaction and significant positive effect on customer loyalty. The hypothesis of this study stated that customer satisfaction and significant positive effect on customer loyalty and irregular rates will adversely affect customer loyalty is approved. Thus, the quality of service and tariffs become a powerful management tool to assist sporting events to increase customer satisfaction and loyalty.

For further research, the researchers advise that further researcher can expand the instance variable in terms of product quality, emotion, reward. It is because there are many other variables in addition to

the quality of service that can affect customer satisfaction in creating customer loyalty.

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