

# Participants' Behavioral Intention to Re-Attend Outdoor Sport Events (Penang, Malaysia)

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**Siew-Ching Yeoh**

**Yen-Nee Goh\***

Graduate School of Business

Universiti Sains Malaysia, Pulau Pinang, Malaysia

*yngoh@usm.my*

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## Abstract

There have been many outdoor sports events organized in Malaysia every year. Some of the events have turned out to be one of the major attraction among the participants such as the Penang Bridge International Marathon Run where the participants have been re-attending for years. This study examines the influence of physical environmental quality, interaction quality, outcome quality and participant behavioral intention with participants' satisfaction as the proposed mediator. A total of 100 completed surveys questionnaires was collected through intercepts at major sports events in Penang, Malaysia. Stimulus-organism-response (S-O-R) model is applied in this study to support the proposed research model. Data collected were analyzed using SPSS and Smart PLS. Outcome quality is found to be significantly related to participant behavioral intention. Surprisingly, physical environmental quality and interaction quality were insignificant to participant behavioral intention. Moreover, it was found that participants' satisfaction mediates the relationship between physical environmental quality, interaction quality, outcome quality and participant behavioral intention. The findings from this study help to sheds some insights to sports events organizers in particular on improving the outcome quality for participants. Moreover, gaining participants' satisfaction is also important for future re-attend intention.

## Keywords:

Behavioral intention, physical environment quality, interaction quality, outcome quality, Malaysia

## 1 Introduction

In recent years, there has been an increasing interest among individual to participate in outdoor sports events. These outdoor sports events are believed to bring economic prosperity, leisure-oriented lifestyle and improving global communication as highlighted by Allameh et al. (2015). Many outdoor sports events were initiated and established by different countries as an added value factor to tourism industry (Gibson *et al.*, 2012) and this includes Malaysia. There have been many outdoor sports events organized in Malaysia every year. Malaysia is a country that is well-known for a variety of attractions and popular destinations for organizing outdoor sports event. Over the years, the popularity and diversity of outdoor sports event held in Malaysia have shown significant increment. Sports event contributes to promoting tourism in Malaysia where it is estimated that three million participants from all over Malaysia took part in sports event each year (Chin & Teoh, 2015). According to British Tourism Authority, sports event held in Malaysia has become one the key drivers for Malaysia's RM 72 billion tourism industry and received RM 27.44 million revenues in 2014 from 14 sports events held in Malaysia (Chin & Teoh, 2015). For example, many international outdoor sports events such as a marathon, duathlon, triathlon, Formula 1 Malaysia Grand Prix, golf and mountain-climbing held in Malaysia have helped to boost up Malaysia image as a perfect arena for an international outdoor sports event (Chin & Teoh, 2015). However, to successfully organized sport events, quality remains as one of the key determinants to predict participant's behavioral intention (Moon et al., 2011).

Given the potential growth in sports tourism, an increasing number of outdoor sports events has been organized in Malaysia. However, the organizers are facing the challenges in attracting people to attend. This could be overcome if the organizers can grasp those participants who have re-attended outdoor sports events. Participants intention to re-attend is stronger if the perception of quality of outdoor sports events is high and they are satisfied. Hence, an understanding of the behavioral intention to re-attend become crucial at this juncture. The organizers need to disclose what are the influencing factors for participants when deciding to participate in an outdoor sports events and find out what participants feel and experience through the outdoor sports events. The study on behavioral intention to re-attend is important and helpful to shed new insights in participant's perception of quality on outdoor sports events, the stimulus that affects the satisfaction and behavioral intention to re-attend.

Moreover, a search from past literature found that there has been little discussion about participant behavioral intention to re-attend outdoor sports events. As highlighted by Clemes et al. (2011) and Chen (2011), far too little attention has been paid to determine the factors influencing participants' intention to re-attend the outdoor sports events. Also, there is no published empirical research on the outdoor sports events in Malaysia that identifies the participant's perceived quality dimension on the physical environment, interaction and outcome quality, their satisfaction and intention to re-attend the outdoor sports events. Hence, this study intends to close the mentioned gap by investigating participant behavioral intention to re-attend outdoor

sports events in Malaysia. In specific, this study examines the influence of physical environmental quality, interaction quality, outcome quality and participant behavioral intention with participants' satisfaction as the proposed mediator. The findings of this study would offer some important insights to outdoor sports events organizers and sponsors in preparing a well-designed marketing plan for brand awareness and improving the participant's experience by incorporating the quality elements like physical environment quality, interaction and outcome quality which played an important role for participant's intention to re-attend.

## **2 Literature Review**

### **2.1 Stimulus-Organism-Response (S-O-R) Model**

According to Mehrabian and Russell (1974), Stimulus-Organism-Response (S-O-R) model consists of stimuli from environments (stimuli) which affect consumer's effective or emotional and cognitive reactions (organism) and then lead to some behavior (response). A research model based on the Stimulus-Organism-Response (S-O-R) is developed in this study. The physical environment quality, interaction quality, and outcome quality are the stimuli because these qualities motivate and inspire participants internally for urging their satisfaction towards the sports event. The participant's satisfaction towards sports event quality is referred to the organisms. It is believed that organisms will mediate the effect of stimuli in response to participant's behavioral intention to re-attend outdoor sports events. In this research, the internal and intervening process consist of both cognitive and affective which is participant's satisfaction. The outcome is the response in Stimulus-Organism-Response (S-O-R) model which is approach behavior represents positive action taken towards a particular setting such as behavioral intention to re-attend the outdoor sports event is the focused outcome in this research.

### **2.2 Behavioural intention to re-attend**

Some researchers have examined behavioral intention to re-attend. For example, Kim et al. (2013) investigate the behavioral intention to re-attend of a basketball event from the spectator's perspective. Hahm et al. (2016) and Ayob et al. (2013) examined the intentions to re-attend from the perspective of attendees for the convention industry and the public community event in Malaysia. In this study, behavioral intention to re-attend is defined as the likeliness or probability of participants to re-attend an event or a destination in the future (Kim et al. 2013).

Clemes et al. (2011) defined physical environment quality as service quality which relates to physical surroundings or physical conditions where the service takes place or the event venue. Meanwhile, Chen et al. (2012) measured the physical environment quality regarding ambient conditions, design, social factors for their study of participant's perspective in various sports competitions. Marinkovic et al. (2014) indicate that physical environment quality affects the behavioral intention to revisit the restaurant setting directly. Pleasant atmosphere and tidy interiors in a restaurant are

important elements of the physical environment quality that influences the customer's revisit intention directly. Their statistics findings showed that physical environment quality (impacts of the atmosphere) has significant effects on customer's revisit intention. Kim et al. (2013) also found that there is a relationship between physical environment quality and behavioral intention to re-attend a sports event from the spectator's perspective. Theodorakis et al. (2015) also investigate the relationship between variables of physical environment quality and behavioral intention to re-participate in a running event. Their research result showed higher quality perceived in the physical environment in a sports event would significantly affect the runner's intention to re-participate in future.

Kuo and Tang (2013) traces the development of interaction quality in the high-speed rail's services and the result showed staff attitude and adaptability towards the customer has significant affect the people's behavioral intention to revisit. The effect of interaction between the staffs and the spectators in the basketball event was done by Kim et al. (2013) and discovered it had essence impact on spectator's behavioral intention to re-attend the basketball event. Theodorakis et al. (2015) also supported the communication between the personnel of the sports event and the participants will affect the participant's re-participate intention for the particular sports event.

According to Clemes et al. (2011), outcome quality plays an important role in maintaining the customer's loyalty compare with physical environment quality and interaction quality in the motel industry. Referring to their research findings, the customer would like to return to the motel when the customer has a pleasant stay compared to motel's facilities and the interaction with the staffs. The improvements in outcome quality, for instance, creating a pleasant stay and experience for a customer had to implement to bring customers back on their next personal or business trip (Clemes et al., 2011). With the same objective, Ryu et al. (2010) conducted numerical experiments on the impact of outcome quality in the fast-casual restaurant. They observe that good feelings and fun and joy experience during the meal affect the customer's behavioral intention to re-visit the restaurant in future. Theodorakis et al. (2013) further investigate the relationship between the outcome quality and behavioral intention to re-attend from the perspective of spectators in a football event. Theodorakis et al. (2015) further support the outcome quality significant influence runner's behavioral intention to re-participate the running event in future. Based on the literature above, it is hypothesized that:

- Hypothesis 1: There is a positive relationship between physical environment quality and participant's behavioral intention to re-attend the outdoor sports event.
- Hypothesis 2: There is a positive relationship between interaction quality and participant's behavioral intention to re-attend the outdoor sports event.
- Hypothesis 3: There is a positive relationship between outcome quality and participant's behavioral intention to re-attend the outdoor sports event.

### 2.3 Participant's satisfaction

Oliver (1980) views satisfaction as the variation between a customer's pre-purchase expectations and post-purchase perceptions of the actual service performed. Moreno *et al.* (2014) state that satisfaction is referring to the level of one's experience which stimulates the positive feelings and a pleasurable fulfillment. Yoshida and James (2010) found that the spectator's positive behavior intention of re-attend the sports event is obtained when they are satisfied with services provided from the particular sports event. Ko *et al.* (2010) proved that high levels of customer satisfaction maintain at the positive level of intentions of customers to re-attend the event in the future based on a sample of US Open Taekwondo Championship. Hallmann and Wicker (2012) posited that highly satisfied runners would like to re-participate in the same events in their plan. Thus, it is hypothesized that:

Hypothesis 4: There is a positive relationship between participant's satisfaction and participant's behavioral intention to re-attend the outdoor sports event.

Yoshida and James (2010) found that there was a relationship between physical environment quality and satisfaction of spectators. It is also supported by Theodorakis *et al.* (2015) study; they found that there was a positive relationship between the physical environment quality of a running event and runner's satisfaction. For interaction quality, Yoshida and James (2010) proved that the sports experienced affected the satisfaction of spectators. During a certain sports event, they found that the more interaction between the employees and the participants, the better participants' satisfaction. The research to examine the relationship between outcome quality and sports experience on spectators' satisfaction were carried out by Yoshida and James (2010) and they found that both outcome quality and spectators' satisfaction are highly correlated to each other. Theodorakis *et al.* (2015) further supported that the outcome quality had significantly affected the satisfaction from the perspective of runners in the marathon event. Thus, it is hypothesized that:

Hypothesis 5: There is a positive and the relationship between physical environment quality and participant's satisfaction.

Hypothesis 6: There is a positive relationship between interaction quality and participant's satisfaction.

Hypothesis 7: There is a positive relationship between outcome quality and participant's satisfaction.

### 2.4 Mediating Effect

Marinkovic *et al.* (2014) studied the customer's revisit intention towards a restaurant based on the physical environment quality offered. Their research findings showed that the pleasant atmosphere of the restaurant had a significant influence on customer's satisfaction; such influence leads to positive effect customer's revisit intention towards the restaurant. Marinkovic *et al.* (2014) have investigated the effect

of interaction quality between customer and staff towards customer's satisfaction would increase the customer's behavioral intention to revisit a restaurant. It is also supported by Ha *et al.* (2010), their findings had a significant result of direct interaction with customers on the customer's satisfaction and then lead to customer's favorable attitude towards repurchase decision with the same online store. Similarly, in the research of Allameh *et al.* (2015), there is a significant result between the relationship between outcome quality towards a destination, tourist's satisfaction and tourist's behavioral intention to re-attend a destination. Ryu *et al.* (2010) also investigated that there is an indirect effect of outcome quality towards customer's behavioral intention to revisit a restaurant in future. They found that the customer's satisfaction had a mediating effect on the relationship between outcome quality and intention to revisit a restaurant. Therefore, we proposed the following hypotheses to test the mediating relationship:

- Hypothesis 8: Participant's satisfaction mediates the relationship between physical environment quality and participant's behavioral intention to re-attend the outdoor sports event.
- Hypothesis 9: Participant's satisfaction mediates the relationship between interaction quality and participant's behavioral intention to re-attend the outdoor sports event.
- Hypothesis 10: Participant's satisfaction mediates the relationship between outcome quality and participant's behavioral intention to re-attend the outdoor sports event.

Based on theoretical background, the research model is developed as shown in Figure 1. Physical environment quality, interaction quality, outcome quality, and satisfaction were integrated into the model to explain the formation of behavioral intention to re-attend clearly.

### **3 Methodology**

#### **3.1 Data collection procedure**

The unit of analysis for this study was individual participating in an outdoor sports event held in Penang, Malaysia between January to February in 2016. According to Hair, Hult, Ringle, and Sarstedt (2017), minimum sample size should be ten times the maximum number of arrows pointing at a construct in the PLS path model. Hence, in this study, the authors would need 41 observations to achieve a statistical power of 80% for detecting  $R^2$  values of at least 0.25 with a 5% probability of error (Cohen, 1992 cited in Hair et al. 2017 p. 26). 300 copies of the self-administered questionnaire were distributed through intercepts at major outdoor sports events, and 100 completed questionnaires were collected, and this contributes to 33 % of response rate. During data collection, convenience sampling was applied, and questionnaires were direct distributed and completed by the participants at the outdoor sports event. The data

collected in this research are analyzed using the Statistical Package Society Science (SPSS) and SmartPLS Version 2.0 (Ringle et al. 2005).

### 3.2 Survey design and measures

Seven-point Likert scales from 1 (Strongly Disagree) to 7 (Strongly Agree) were used to assess all the variables of interest in this study. All the measurement items were adapted from the past validated scales. In detail, physical environment quality (4 items), interaction quality (4 items), outcome quality (3 items) and participant’s satisfaction (4 items) are adapted from Theodorakis *et al.* (2015). On the other hand, participant’s behavioral intention to re-attend an outdoor sports event was measured in 3 items proposed by Kim et al. (2013).

## 4 Findings

The estimation of the measurement model through the convergent validity and discriminant validity is a prerequisite in validating the structural model. The data are being analyzed in the PLS algorithm, and Table 1 showed that all the factor loadings are higher than 0.50, which is above the recommended level (Hair *et al.*, 2017). Table 1 showed the value of Composite Reliability (CR) for all the items in this research; they were ranged from 0.915 to 0.986 which is above the suggested value of 0.70. The Average Variance Extracted (AVE) of physical environment quality has the lowest value of 0.729, compared to other variables such as outcome quality (0.85), interaction quality (0.869), satisfaction (0.889) and behavioral intention to re-attend (0.958) based on Table 1.

Table 1: Result of Convergent Validity and Reliability

Variables	Factor loading	Cronbach's alpha	CR <sup>a</sup>	AVE <sup>b</sup>
<i>Physical Environment Quality</i>		0.875	0.915	0.729
PEQ1: The atmosphere during the sports event was very good.	0.764			
PEQ2: Support from spectators during the sports event was great.	0.830			
PEQ3: The entertainment program of the sports event was excellent.	0.910			
PEQ4: Services and events (i.e. ceremonies) of the sports event were well designed.	0.903			
<i>Interaction Quality</i>		0.950	0.964	0.869
IQ1: Personnel at the sports event was responsive.	0.934			
IQ2: Personnel at the sports event was courteous.	0.931			
IQ3: Personnel at the sports event was knowledgeable.	0.923			

IQ4: Personnel at the sports event provided prompt service.	0.940			
<i>Outcome Quality</i>		0.911	0.944	0.850
OQ1: Great sports event experience.	0.929			
OQ2: The sports event made a better athlete.	0.896			
OQ3: Participation at the sports event was very positive.	0.940			
<i>Satisfaction</i>		0.958	0.970	0.889
SAT1: I was satisfied with participation in the sports event (regarding services).	0.938			
SAT2: I was pleased with participation in the sports event (regarding services).	0.934			
SAT3: I was satisfied with my decision to participate in this sports event.	0.951			
SAT4: Participating in this sports event was the right choice for me.	0.948			
<i>Behavioural Intention to Re-attend</i>		0.978	0.986	0.958
BI1: I am more likely to attend this sports event in the future.	0.982			
BI2: The likelihood that I will attend this sports event in future is high.	0.972			
BI3: I will attend this sports event in the future.	0.983			

Note: Composite Reliability (CR) = (square of the summation of factor loadings)/[(square of the summation of factor loadings) + (square of the summation of error variances)]

Then, the discriminant validity is tested. In Table 2, the result showed that Average Variance Extracted (AVE) square root values were greater than any squared correlation between constructs (Fornell-Larcker criterion).

Table 2: Result of Discriminant Validity Measures

	Behavioural Intention to Re-attend	Interaction Quality	Outcome Quality	Physical Environment Quality	Satisfaction
Behavioural Intention to Re-attend	0.979				
Interaction Quality	0.782	0.932			
Outcome Quality	0.832	0.887	0.922		
Physical Environment Quality	0.766	0.852	0.819	0.854	
Satisfaction	0.795	0.879	0.871	0.780	0.943



Note: Bold values represent the square root of average variance extracted (AVE) while the other entries represent the squared correlations using Fornell-Larcker criterion (Fornell and Larcker, 1981).

As highlighted by Hair *et al.* (2017), the structural model explains the causal relationship among the construct in the model. In Figure 1, the result of path analysis and indicates that the variance explained  $R^2$  for variable Satisfaction was 0.831 which represented 83.1 percent of the variance in Satisfaction, this can be explained by the associated independent variables of Physical Environment Quality, Interaction Quality, and Outcome Quality. Besides, the variance explained  $R^2$  for the variable of Behavioural Intention to Re-attend was 0.727 which indicates that 72.7 percent of the variance in Behavioural Intention to Re-attend, this can be explained by variables of Physical Environment Quality, Interaction Quality, Outcome Quality and Satisfaction. In this research, the  $R^2$  value is 0.727 and 0.831 showing that the structural model is substantial.

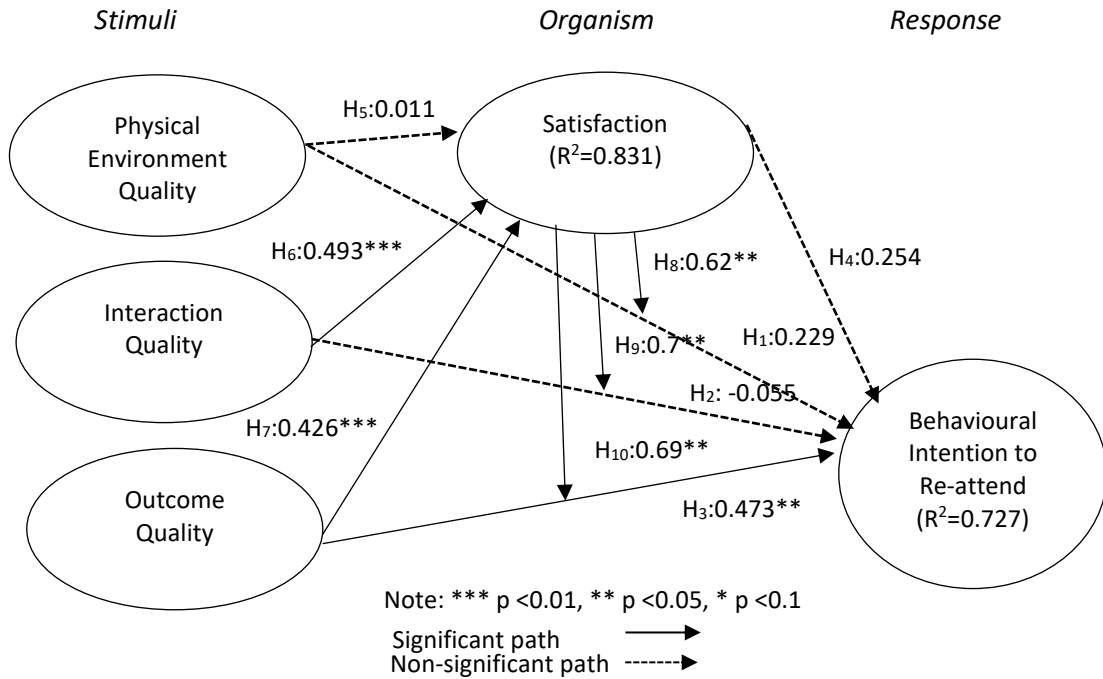


Figure 1: Research Model

Statistical significance measurement of the path coefficients ( $\beta$ ) and t-statistics (t-value) enable to measure the relationship between a set of independent variables and dependent variable. The result of bootstrap showed the coefficient value and t-value suggested  $H_3$ ,  $H_6$ , and  $H_7$  were statistical significance. The independent variable of outcome quality ( $H_3: \beta = 0.473$ ,  $p < 0.05$ ) significantly relates to behavioural intention to re-attend an outdoor sports event. Meanwhile, the interaction quality ( $H_6: \beta = 0.493$ ,  $p$

< 0.01) and outcome quality ( $H_7: \beta = 0.426, p < 0.01$ ) were significantly associate with the satisfaction. However, physical environment quality ( $H_1: \beta = 0.229, p > 0.1$ ), interaction quality ( $H_2: \beta = -0.055, p > 0.1$ ) and satisfaction ( $H_4: \beta = 0.254, p > 0.1$ ) are not significant associated with the behavioural intention to re-attend an outdoor sports event. In addition, physical environment quality ( $H_5: \beta = 0.011, p > 0.05$ ) has insignificance relationship towards participant's satisfaction.

As a result,  $H_1, H_2, H_4,$  and  $H_5$  in this research were not supported. PLS Algorithm test was used to calculate the path coefficients between physical environment quality and satisfaction and behavioral intention to re-attend an outdoor sports event. Follow by bootstrapping test which is used to calculate the value of SE in the mediation calculation. The analysis results showed that the mediating effect of satisfaction did convert the significant positive relationship between the physical environment quality and behavioral intention to re-attend an outdoor sports event as there is no zero in the range of the lower limit (0.44) and upper limit (0.80) of the bootstrapped confidence interval. Moreover, the result showed that there is mediating effect of satisfaction between the interaction quality and behavioral intention to re-attend where no zero exist between the lower limit (0.54) and upper limit (0.86) of the bootstrapped confidence interval. Similarly, the result of no zero in the range of lower limit (0.52) and upper limit (0.87) of bootstrapped confidence interval which indicates that the satisfaction is mediating the relationship between outcome quality and behavioral intention to re-attend an outdoor sports event.

## 5 Discussion

This research aimed to investigate the relationship between the physical environment quality, interaction quality, outcome quality, satisfaction and participant's behavioral intention to a re-attend outdoor sports event. In the present study, physical environment quality does not affect the participant's behavioral intention to re-attend the outdoor sports event. Hence Hypothesis 1 is not supported. The finding of the current study does not support the previous research by Marinkovic et al. (2014) and Kim et al. (2013). A possible explanation for this might be that majority of the participant's (41% of total respondents) are having not more than a year experience participating in outdoor sports events. Their level of expectation toward outdoor sports events might be low. Their behavioral intention to re-attend might be a difference compared to those who are more experienced. For example, the entertainment program provided by the organizer might not get their interest if it is not catered to their age group. This leads to the potential of losing interest among them and their intention to re-attend become insignificant, as confirmed by the authors in this study. Since interaction quality did not influence participant's behavioral intention to re-attend the outdoor sports event, Hypothesis 2 is not supported. The insignificant results might be related to the types of the outdoor sports events attended by the participant. For example, for outdoor sports events like cycling, the staff personnel on duty to provide first-aid treatment if necessary and the interaction between the personnel with participants is very minimal unless required. Nonetheless, this finding is in agreement

with Theodorakis et al. (2015) findings which showed the insignificant relationship between interaction quality and participants' behavioral intention to re-attend. Their findings showed that interaction quality of service personnel is less predictive towards runners' behavioral intention to re-attend for the marathon event which is in good agreement with the results of the present study. This is consistent with Voon et al. (2014), which showed a weak relationship between customer's behavioral intention to re-visit and staff interaction quality on badminton competition events.

There is a positive relationship between outcome quality and participant's behavioral intention to a re-attend outdoor sports event, hence supporting Hypothesis 3. This finding is consistent with those of Theodorakis et al. (2013) who suggest that there is a positive and significant relationship between outcome quality and spectator's behavioral intention to re-attend for football event. In the context of this study, the participants feel great through their participation, and they perceived that it helps to make them become a better athlete. On the other hand, it was found that participant's satisfaction does not affect their behavioral intention to re-attend. This demonstrates that Hypothesis 4 is not supported and the results are not consistent with previous research such as by Yoshida and James (2010), Ko et al. (2010), Hallmann and Wicker (2012) who highlighted that the satisfied spectator's and participant's highly associated with the positive behavioural intention to re-attend a particular event or destination. One possible explanation for this is that a participant behavioral intention to re-attend might be influenced by their time availability. Since the majority of the respondents are working adults, most of their time is tight up with their work commitment. Even though they are satisfied through their participation, this does not always reflect in the behavioral intention to re-attend if they are unavailable.

Previous studies by Kuo and Tang (2013) and Marinkovic et al. (2014) found out that physical environment quality such as comfortability of speed rail service and atmosphere of the restaurant had a positive impact on customer's satisfaction. However, the result of this study contract previous research in which Hypothesis 5 is not supported. As explained earlier, the participant's experience in outdoor sports events rather low and they might give less emphasis on the physical environment quality but prioritize more towards the outcome. There is a positive relationship between interaction quality and participant's satisfaction and thus, supporting Hypothesis 6. The finding of the current study is consistent with those of Yoshida and James (2010) who suggested that with more interaction between events personnel and spectator's, spectator's satisfaction become more significant. There is a positive relationship between outcome quality and participant's satisfaction and thus, supporting Hypothesis 7. This result is in agreement with Theodorakis et al. (2015) that participants who have a great sports events experience for being a sports athlete will be more likely to feel satisfied.

The evidence from this research suggests that the participant's satisfaction mediating the relationship between physical environment quality, interaction quality, and outcome quality and participant's behavioral intention to re-attend and thus Hypothesis 8, Hypothesis 9 and Hypothesis 10 were supported. The findings of this

study were supported by Marinkovic *et al.* (2014) and Kuo and Tang (2013), they found that customer's satisfaction fully mediates the relationship between physical environment quality, interaction quality and customer's revisit intention. According to Marinkovic *et al.* (2014), cleanliness, atmosphere and physical setting of the restaurant will affect the customer's satisfaction, and if the customer is satisfied with these qualities, then they have the favourable behavioral intention to re-visit the restaurant in future. Gounaris *et al.* (2010) and Ha *et al.* (2010) added that high level of interaction quality would increase customer's satisfaction which results in customer's favourable attitude of intention to re-attend an event. The findings of this study revealed that there is a significant mediator effect of satisfaction in the relationship between outcome quality and participant's behavioural intention to re-attend an event and the results were supported by Theodorakis *et al.* (2013), Ryu *et al.* (2010) and Allameh *et al.* (2015) study.

## **6 Conclusion**

This research adopted the Stimulus-Organism-Response (S-O-R) model in which physical environment quality, interaction quality, and outcome quality are hypothesised to affect participant's behavioral intention to re-attend the outdoor sports event. In this research, it was found that satisfaction mediates the relationship between physical environment quality, interaction quality and outcome quality on participant's behavioral intention to re-attend the outdoor sports event. Physical environment quality, interaction quality, and outcome quality are stimuli component which significantly influences participant's satisfaction (organism) and results in positive behavioral intention to a re-attend outdoor sports event (response). From the perspective of a participant, this research highlighted the importance of improving the quality experience perceived by the participants. This includes physical environment quality such as an atmosphere of sports event and support from spectators. For interaction quality, it is crucial that the staff or personnel on duty at the sports event are responsiveness, courteous, knowledgeable and able to provide prompt service to the participants. Outcome quality also perceives as one of the important elements to the participants where if they perceived to received positive outcomes from the outdoor sports events, they will most likely re-attend shortly.

For the outdoor sports events organizers and sponsor, ensuring the participant's intention re-attend is crucial for the events to be conducted successfully. The findings of this study would offer some important insights to outdoor sports events organizers in designing better outdoor sports experience such as by incorporating exciting entertainment program in improving the physical environment quality. Moreover, interaction quality could be improved by allocating sufficient personnel at a designated position at the events to assist participants since this will enhance their satisfaction level towards the events. With greater satisfaction, participant's intention to re-attend the outdoor sports events will be stronger. Outdoor sports events organizers and sponsor who intend to promote and raise product and brand awareness will take this opportunity to offer greater experience such as through sponsoring their company

products for major prizes during the prize giving ceremonies. Moreover, this indirectly also help to boost up sports tourism among the local and international participants. The participants will be attracted to come, and they ended up staying extra days for some leisure activities after the events. Lastly, due to the small sample size, caution must be applied, as the findings might not be generalizable to all outdoor sports events. Also, this study only focuses on the effects of physical environment quality, interaction quality and outcome quality on behavioral intention to re-attend. Besides these variables, there are other variables which may play a role in influencing participant's behavioral intention to re-attend an outdoor sports event. In line with this, future research on sports events in Malaysia may incorporate other variables by extending the current model.

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