

The effect of sports event on revisit intention to build sports tourists' sustainability El efecto del evento deportivo en la intención de visitar para construir la sostenibilidad de los turistas deportivos

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Abstract. Background: As one of the fastest growing industries in the world, tourism and sport are two components that support each other with various types of activities, one of them is sports event. From that statement, a sports event needs to focus more on how to maintain the sustainability of sports tourist to keep economic growth in host city. This study aims to compare the impact of sports event on the sports tourists' intention to revisit the host city and compare the respond of sports tourists on revisiting sports event's host city in Indonesia and South Korea. Materials and methods This quantitative research will use a questionnaire as a tool for data collector and it will be made on google form in three languages (Bahasa Indonesia, English, and Korean). The instrument will contain statements from variables, including Event Quality, Perceived Value of Host City, Host City Image, and Behavior Intention to revisit. Respondents can provide answers in a modified Likert scale from strongly agree, agree, disagree, and strongly disagree. The population of this study is all spectators who attend sporting events and by using purposive-snowball sampling with a total of 113 samples obtained. Results: Effect of each indicator on revisit intention found that there is a strong relationship between event quality and revisit intention, perceived value and image of the host city have a very strong relationship with revisit intention in Indonesia. In South Korea, the relationship between event quality and perceived value of the host city has a strong connection with revisit intention, while the host city image is closely related to revisit intention. Conclusions: The evaluation of sporting events extends beyond the immediate experience, emphasizing the transient nature of impressions that fade over time. Analyzing two well-organized sporting events—the Tour de Borobudur in Indonesia and the Climbing Youth World Championships in South Korea—reveals high respondent satisfaction but also highlights the critical role of physical environment quality. The positive tourist attraction ratings for Solo, Indonesia, and Seoul, South Korea, reflect favorable city images with multidimensional aspects.

Keywords: Sports Tourism; Sport Event Management; Revisit Intention; Indonesia; South Korea

Resumen. Antecedentes: Como una de las industrias de más rápido crecimiento en el mundo, el turismo y el deporte son dos componentes que se apoyan mutuamente con varios tipos de actividades, una de ellas es el evento deportivo. A partir de esa afirmación, un evento deportivo debe centrarse más en cómo mantener la sostenibilidad del turismo deportivo para mantener el crecimiento económico en la ciudad anfitriona. Este estudio tiene como objetivo comparar el impacto de un evento deportivo en la intención de los turistas deportivos de volver a visitar la ciudad anfitriona y comparar la respuesta de los turistas deportivos al volver a visitar la ciudad anfitriona de un evento deportivo en Indonesia y Corea del Sur. Materiales y métodos Esta investigación cuantitativa utilizará un cuestionario como herramienta para la recopilación de datos y se realizará en formulario de Google en tres idiomas (bahasa indonesio, inglés y coreano). El instrumento contendrá declaraciones de variables, incluida la calidad del evento, el valor percibido de la ciudad anfitriona, la imagen de la ciudad anfitriona y la intención de comportamiento para volver a visitarla. Los encuestados pueden proporcionar respuestas en una escala Likert modificada desde muy de acuerdo, de acuerdo, en desacuerdo y muy en desacuerdo. La población de este estudio son todos los espectadores que asisten a eventos deportivos y mediante el uso de muestreo intencional en bola de nieve se obtuvieron un total de 113 muestras. Resultados: El efecto de cada indicador sobre la intención de volver a visitar encontró que existe una fuerte relación entre la calidad del evento y la intención de volver a visitar, mientras que el valor percibido y la imagen de la ciudad anfitriona tienen una relación muy fuerte con la intención de volver a visitar en Indonesia. En Corea del Sur, la relación entre la calidad del evento y el valor percibido de la ciudad anfitriona tiene una fuerte conexión con la intención de volver a visitar, mientras que la imagen de la ciudad anfitriona está estrechamente relacionada con la intención de volver a visitar. Conclusiones: La evaluación de los eventos deportivos se extiende más allá de la experiencia inmediata, enfatizando la naturaleza transitoria de las impresiones que se desvanecen con el tiempo. El análisis de dos eventos deportivos bien organizados (el Tour de Borobudur en Indonesia y el Campeonato Mundial Juvenil de Escalada en Corea del Sur) revela una alta satisfacción de los encuestados, pero también destaca el papel fundamental de la calidad del entorno físico. Las calificaciones positivas de las atracciones turísticas de Solo (Indonesia) y Seúl (Corea del Sur) reflejan imágenes favorables de la ciudad con aspectos multidimensionales.

Palabras clave: Turismo Deportivo; Gestión de Eventos Deportivos; Revisar la intención; Indonesia; Corea del Sur

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Introduction

As one of the fastest growing industries in the world, tourism and sport are two components that support each other with various types of activities, such as sports

conferences, sports camps, including sports events (Student et al., 2021). This is also supported by the statement made by (Cho et al., 2020) that sports events have now become part of a tourist attraction for those who want to experience a different experience. Therefore, various countries and regions

have started competing to host sporting events, such as the Olympics, Fédération internationale de football association (FIFA) World Cup, and many others (S. N. Li et al., 2013).

Through sporting events, various opportunities are opened for the host city to introduce various interesting things that it has and with many foreigners come, they became a good promotional media (Africa & Jo, 2012) because the activities that attract the most tourists in large numbers are sporting events (Getz & Page, 2014). This was also conveyed by (H. Chen et al., 2021) who stated that through sporting events, many media would cover and many people would talk about them (Müller, 2015). However, according to (J. Zhang et al., 2019), sports tourists who attend sport events mostly only attend because the event is being held not because of the host city. This becomes a problem because many large-scale sporting events are only held once by the host city due to limited funds so that the level of tourist visits the following year decreases (Castyana, 2013). Yet according to Chalip and McGuirt (2004) the economic success of a sporting event depends on the return of sports tourists to the host city in the future (Cho et al., 2020). In Indonesia, many sport events have been prepared by the government since Indonesia successfully held the Asian Games, such as Moto GP, Tour de Borobudur, etc. In the other hand, South Korea had been conducted so many sports event since hosting the 1988 Olympic Games (Asmelash & Kumar, 2019).

Forming an intention to revisit the host city becomes a big task in organizing sporting events (Cho et al., 2014) because it is less costly than finding new tourists (Chi, 2012). Later tourists who come back will bring more positive stories to colleagues so that they become a good promotional media (Marinkovic et al., 2014). One way to increase the desire of sports tourists to want to come back is to create sporting events as a medium to shape the destination image of the host city according to the desired tourist segment (Roche et al., 2013). In addition, travel satisfaction from sports tourists must also be fulfilled (Guntoro & Hui, 2013) including perceived attractiveness of a destination (Chang et al., 2014), travel motivation (Leong et al., 2015), and attitude about event participation (Kaplanidou & Gibson, 2010).

With the revisit intention from sports tourists, the sustainability of economic development in the host city will be guaranteed (Asmelash & Kumar, 2019). According to (Yan et al., 2023), there three pillars of sustainable tourism – social justice, economic growth, and environmental integrity. On the other hand (Van et al., 2020) mentioned that sustainability also need to improve prosperity, local community, and employment opportunities. This sustainability can be maintained by paying attention to various things, such as services for the tourists who attend, starting from when they arrive, when they are in the host city, until when they return including the utilization of infrastructure and matters related to it (Paskova & Zelenka, 2019).

However, research linking sporting events with revisit intention to build sports tourists' sustainability has never been discussed. In fact, by knowing how to make sports events as a medium to maintain sports tourists' sustainability by increasing their revisit intention, it can maintain the economic sustainability of the host city to return all the costs that have been incurred for organizing the event. Therefore, this research was made to find out how sporting events can make sports tourists want to come back to the host city so that later sporting events can be packaged into the best promotional media (Asmelash & Kumar, 2019).

Basically, revisit intention is a desire to come back somewhere. This relates to the satisfaction of tourists with a service provided to them. In organizing sporting events, revisit intention has not been a concern for the committee. Several similar studies have also been conducted and there are research gaps that make the author interested in researching "The Effect of Sports Event on Revisit Intention to Build Sports Tourists' Sustainability" (Yan et al., 2023). As a basis for determining the problem and looking for research novelty, the authors conducted a study on six journal articles from the Scopus database using PICO analysis and it is found that compared to the six studies that have been studied, the authors have differences in terms of methods, namely using a mixture of qualitative and quantitative methods, so it is expected to produce comprehensive data. In the study as well, our research tries to compare the situation of events in Indonesia and South Korea, so that the author's research had differences from the research that had been studied. This research also has difference related to space, time, demographic data, and sampling techniques including research focus on how sports events can make sports tourists want to come back to the host city. It will help sports event organizer to turn sports event become the best promotional media including the quality of incident, perceived value, image of purpose and intention to review.

Based on background and research problem above, so this study aims to compare the impact of sports event on the sports tourists' intention to revisit the host city and compare the respond of sports tourists on revisiting sports event's host city in Indonesia and South Korea.

Materials and methods

Participants and data collection

This quantitative research is conducting using an open survey method that can be filled out online via the Google Form application, this research will be asked to sports tourist who attend in sporting events as its population. Respondent is chosen by using purposive-snowball sampling technique with criteria such as 1) sports tourist who is not originally from host

city; 2) willing to become a respondent with filling out letter of agreement. Approximately 113 respondents from sports event in Indonesia and the rest of them will come from sports event in South Korea.

Research will go through several procedures so that the data obtained is in accordance with the needs of researchers, among others:

1. Preparation Phase At this stage the researcher will make some preparations before the research is carried out, such as: (1) Writing research proposal (2) Coordinating with partner university through online meeting (3) Signing the Letter of Agreement for collaborating.

2. Research Phase Respondent will fill out a questionnaire sheet by choosing on the Modified Likert Scale from strongly agree, agree, disagree, and strongly disagree. The questionnaire is consisting of statement about Event Quality, Perceived Value of Host City, Host City Image, and Behavior Intention to revisit. After the questionnaire have been made, it will be judged by the experts to check its validity and reliability. To collect the data, researcher will come to sports event in Indonesia and South Korea. For sports event in Indonesia, researcher will collect data in Tour de Borobudur, a cycling-tourism event conduct. The questionnaire is presented in tables 1-4, the validity results of the questionnaire are presented in table 5, and the reliability results are presented in table 6. The validity test results in table 5 show that all statement items are declared valid. In the reliability test in table 6, it was found that all statement items were declared reliable. So the questionnaire can be used for research.

Table 1. Event Quality

No.	Statement	Answer			
		1	2	3	4
		SD	D	A	SA
1	I am exciting when watching skillful athletes competing				
2	The event's information is easy to get				
3	The staff is friendly				
4	The ambience of sports event is what I am looking for				
5	The side event around venue is entertaining				
6	I spend quality time with my family/friend at this event				
7	The venue is clean and well maintained				
8	I am feeling safe in the venue				
9	I am impressed with the design of venue				
10	Come to this event makes me relax and pleasant				
11	Access to Event venue is easy				
12	Accommodation nearby fulfilled my expectation				
13	Food and beverage nearby fulfilled my expectation				
14	The event is value for money				

Statistical analysis

A descriptive statistic test was used to analyze each variable. The minimal, maximal, mean, modus, standard deviation, and variants are measured to describe each variable. Statistical tools and software (e.g., Excel) were used to make the

statistical analysis more accurate.

Table 2. Perceived Value of Host City

No.	Statement	Answer			
		1	2	3	4
		SD	D	A	SA
1	Due to this sport event, my time I spent at the host city makes me feel good				
2	Through this sport event, makes me feel that the host city is part of me				
3	I have a lot memories in the host city because of the sport event				
4	After I spent my time on the sport event, I will remember my travel experience for long time after I left the host city				
5	No other city can be better for conducting sport event than this host city				
6	For me traveling to host city after I spent my time in sport event is more valuable				
7	After I spent my time in sport event, the host city has given me a travel and leisure experience that cannot be replaced by somewhere else				
8	When I am thinking of sport event, I am thinking about this city				
9	The sport event gives me an opportunity to enjoy the host city				
10	The host city conducted an amazing sport event				

Table 3. Host City Image

No.	Statement	Answer			
		1	2	3	4
		SD	D	A	SA
1	The host city has beautiful scenery				
2	Tourism information of the host city is easy to obtain				
3	Tourism activities in the host city are entertaining				
4	The host city resident is friendly towards tourist				
5	The host city offers suitable accommodation				
6	The host city is a clean city				
7	The host city is a relaxing city				
8	The host city is a pleasant city				
9	The host city is a safe city				
10	I am exciting to stay in the host city				

Table 4. Behavior Intention to revisit

No.	Statement	Answer			
		1	2	3	4
		SD	D	A	SA
1	I will visit the host city in the future even there is no sport event				
2	I will recommend the host city to my friends or others				
3	I want to tell other people positive things about the host city				

Table 5. Validity Test Results

Variable	Items	r-xy	r-table	Results
Event Quality (X1)	X1-1	0,683	0,444	r-xy > r-table (Valid)
	X1-2	0,745	0,444	r-xy > r-table (Valid)
	X1-3	0,567	0,444	r-xy > r-table (Valid)
	X1-4	0,765	0,444	r-xy > r-table (Valid)
	X1-5	0,812	0,444	r-xy > r-table (Valid)
	X1-6	0,623	0,444	r-xy > r-table (Valid)
	X1-7	0,564	0,444	r-xy > r-table (Valid)

	X1-8	0,671	0,444	r-xy > r-table (Valid)
	X1-9	0,592	0,444	r-xy > r-table (Valid)
	X1-10	0,813	0,444	r-xy > r-table (Valid)
	X1-11	0,762	0,444	r-xy > r-table (Valid)
	X1-12	0,841	0,444	r-xy > r-table (Valid)
	X1-13	0,514	0,444	r-xy > r-table (Valid)
	X1-14	0,771	0,444	r-xy > r-table (Valid)
Perceived value of Host City (X2)	X2-1	0,662	0,444	r-xy > r-table (Valid)
	X2-2	0,531	0,444	r-xy > r-table (Valid)
	X2-3	0,502	0,444	r-xy > r-table (Valid)
	X2-4	0,784	0,444	r-xy > r-table (Valid)
	X2-5	0,694	0,444	r-xy > r-table (Valid)
	X2-6	0,763	0,444	r-xy > r-table (Valid)
	X2-7	0,692	0,444	r-xy > r-table (Valid)
	X2-8	0,666	0,444	r-xy > r-table (Valid)
	X2-9	0,546	0,444	r-xy > r-table (Valid)
	X2-10	0,778	0,444	r-xy > r-table (Valid)
Host City Image	X3-1	0,801	0,444	r-xy > r-table (Valid)
	X3-2	0,669	0,444	r-xy > r-table (Valid)
	X3-3	0,723	0,444	r-xy > r-table (Valid)
	X3-4	0,654	0,444	r-xy > r-table (Valid)
	X3-5	0,821	0,444	r-xy > r-table (Valid)
	X3-6	0,774	0,444	r-xy > r-table (Valid)
	X3-7	0,772	0,444	r-xy > r-table (Valid)
	X3-8	0,653	0,444	r-xy > r-table (Valid)
	X3-9	0,665	0,444	r-xy > r-table (Valid)
	X3-10	0,534	0,444	r-xy > r-table (Valid)
Behaviour intention to revisit (X4)	X4-1	0,824	0,444	r-xy > r-table (Valid)
	X4-2	0,791	0,444	r-xy > r-table (Valid)
	X4-3	0,742	0,444	r-xy > r-table (Valid)

Table 6. Reliability Test Results

Variable	Items	Cronbach's Alpha	Results
Event Quality (X1)	X1-1	0,954	Reliabel
	X1-2	0,956	Reliabel
	X1-3	0,954	Reliabel
	X1-4	0,954	Reliabel
	X1-5	0,956	Reliabel
	X1-6	0,954	Reliabel
	X1-7	0,954	Reliabel
	X1-8	0,956	Reliabel
	X1-9	0,954	Reliabel
	X1-10	0,954	Reliabel
	X1-11	0,954	Reliabel
	X1-12	0,954	Reliabel
	X1-13	0,954	Reliabel
	X1-14	0,956	Reliabel
Perceived value of Host City (X2)	X2-1	0,954	Reliabel
	X2-2	0,954	Reliabel
	X2-3	0,954	Reliabel
	X2-4	0,954	Reliabel
	X2-5	0,954	Reliabel
	X2-6	0,954	Reliabel
	X2-7	0,954	Reliabel
	X2-8	0,954	Reliabel
	X2-9	0,956	Reliabel
	X2-10	0,954	Reliabel
Host City Image	X3-1	0,954	Reliabel
	X3-2	0,954	Reliabel
	X3-3	0,954	Reliabel
	X3-4	0,954	Reliabel
	X3-5	0,954	Reliabel
	X3-6	0,954	Reliabel
	X3-7	0,956	Reliabel
	X3-8	0,954	Reliabel
	X3-9	0,954	Reliabel
	X3-10	0,954	Reliabel
Behaviour intention to	X4-1	0,954	Reliabel

revisit (X4)	X4-2	0,954	Reliabel
	X4-3	0,956	Reliabel

Results

Demography of Respondents

Research has been conducted in Indonesia (Solo City and Magelang Regency) and South Korea (Seoul City). In Indonesia, data collection was carried out during the Tour de Borobudur Championship, while in South Korea data was obtained at the 2023 Climbing Youth World Championships. The total data collected came from 113 respondents, there were 79 respondents from Indonesia, and 34 foreigner respondents in Seoul, through interviews and filling out questionnaires. The demographic data of respondents is as follows:

Table 7. Demography of Respondents

	Items	Results	
		Indonesian	Foreigner Respondents
Gender	Male	77%	68%
	Female	23%	32%
Age	<18 y.o	5	2
	19-24 y.o	3	6
	25-34 y.o	11	9
	35-44 y.o	32	7
	45-54 y.o	23	3
	55-56 y.o	4	4
	>65 y.o	1	3
Educational Background	Junior high school	5%	3%
	Senior high school	18%	10%
	Diploma	8%	0%
	Bachelor Degree	46%	27%
	Master Degree	21%	10%
	Doctoral Degree	2%	50%

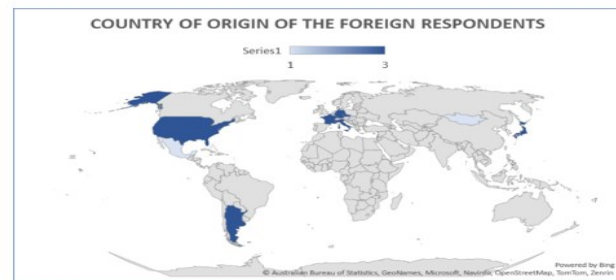


Figure 5. Place of origin of Indonesian & foreigner respondents

Based on data collection in Indonesia and South Korea, there are 79 respondents from Indonesia and 34 foreigners like Mexico, Hungary, the Czech Republic, Germany, Italy,

the USA, France, Argentina, Mongolia, and Japan. Respondents from Indonesia are participants and supporters in Tour de Borobudur2023 and Foreigners respondents are participants and supporters from IFSC - Climbing Youth World Championships 2023. After data collected and analysed, we found that all independent variables are significantly affect sports tourist to revisit the host city. However, sports tourist in Korea felt that host city image is the more affecting them to revisit that event quality and perceived value of host city. All the results are analyzed using SPSS as shown below.

Result of Data Analysis in Percentage per Indicator

Event Quality

Game quality concerns spectators' perception of the quality of the game's performance. Interaction quality refers to the role of the venue's managing staff and volunteers responsible for the process of delivering services. Outcome quality is the link between consumers' perceptions of gain received from interaction with the service provider. Finally, the quality of the physical environment pertains to the spectators' evaluations of physical facilities.

Table 8. Event Quality based on Spectators' Perception

Level	Indonesia (%)	South Korea (%)
Very Satisfied	51,90	53,57
Satisfied	45,66	43,07
Unsatisfied	2,35	1,89
Very Unsatisfied	0,09	1,47

More than half of the participants and spectators in Indonesia and South Korea thought that the championship was held very well and satisfactorily. Only a small portion felt dissatisfied. Unstructured interviews conducted at both locations provide an insight into this slight sense of dissatisfaction. During the Tour de Borobudur, several spectators who were also families of race participants were dissatisfied with the cleanliness of the starting location. Meanwhile in South Korea, dissatisfaction lies in the lack of area of the arena compared to the large number of participants and families accompanying the athletes.

Perceived Value of Host City

In marketing terminology, perceived value is the customers' evaluation of the merits of a product or service, and its ability to meet their needs and expectations, especially in comparison with its peers.

There are 6.08% in Indonesia and 4.41% participants in Korea who rated the host city as less than satisfactory. Several studies have been conducted stating that the perceived value of the host city is related to its perceived quality. Perceived value can also be used as a good predictor of client satisfaction. Good service quality causes an increase in perceived value

which influences client satisfaction when participating in sporting events (Murray and Howat, 2002; Saura et al., 2018). Two cities in Indonesia and South Korea, which are the host cities, are the cities of Solo and Seoul. From the results of the interview, it was gathered that dissatisfaction arose in the city of Solo due to the racing route provided intersecting with the 'car free day' area which, as usual, was very busy with people passing by. Even though the route taken does not directly pass through this area because it diverts onto an alternative road, it still has an uncomfortable impact. Meanwhile, the wall climbing competition area is quite far from the center of Seoul, even quite far from the main road. This caused some participants to be dissatisfied, because enjoying downtown Seoul was one of the attractions of their presence.

Table 9. Perceived Value of Host City

Level	Indonesia (%)	South Korea (%)
Wonderful	39,75	46,76
High	53,67	47,65
Low	6,08	4,41
Extremely Low	0,51	1,18

Host City Image

This study defines city image as the sum of beliefs, ideas and impressions that tourists hold of a city.

Table 10. Host City Image

Level	Indonesia (%)	South Korea (%)
Wonderful	44,94	57,65
High	51,90	40,29
Low	3,04	1,18
Extremely Low	0,13	0,88

From the response percentage results, it appears that the two cities, namely Solo, Indonesia and Seoul, South Korea, received very good ratings as tourist attractions. More than 90% of respondents said these two cities were attractive.

Effect of Each Indicator on Revisit Intention

Below are the results of statistical analysis of responses to questionnaires filled out by respondents in Solo, Indonesia and Seoul, South Korea. The calculation results are presented in Tables 7 and 8.

Table 11. Statistical analysis data result in case of Indonesia

Indicators	Sig. (2-tailed)	Revisit Intention	
		Correlation Coefficient	Correlation Level
Event Quality	0.000	0.634	Strong
Perceived Value of Host City	0.000	0.778	Very Strong
Host City Image	0.000	0.833	Very Strong

Table 12. Statistical analysis data result in case of South Korea

Revisit Intention	
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Indicators	Sig. (2-tailed)	Correlation Coefficient	Correlation Level
Event Quality	0.001	0.553	Strong
Perceived Value of Host City	0.000	0.686	Strong
Host City Image	0.000	0.800	Very Strong

Based on the table of statistical analysis results, it is shown that there is a strong relationship between Event Quality and Revisit Intention in Indonesia. In addition, Perceived Value and Image of the Host City have a very strong relationship with Revisit Intention. However, looking at the case in South Korea, the relationship between Event Quality and Perceived Value of the Host City has a strong connection with Revisit Intention, while the Host City Image is closely related to Revisit Intention.

Discussion

Based on the research results, at event quality based on spectators' perception it was found that > 50% of the participants and spectators in Indonesia and South Korea thought that the championship was held very well and satisfactorily. The quality of a sporting event, representing a participant's overall impression of a meticulously crafted experience, is inherently transient, with its longevity dependent on the depth of the impression (Shonk et al., 2017; Gholipour & Moradi, 2020). Acknowledging the inseparable link between the quality of a sporting event and the service it delivers, research by (Shonk et al., 2017) underscores the direct impact of program quality on audience satisfaction. Numerous studies affirm that audience satisfaction stems from the participants' contentment with the service, as emphasized in Moon's (Moon et al., 2013) exploration of event organization priorities to appease audiences, sponsors, and residents. Understanding audience needs and perceptions of event quality is pivotal for garnering team support, ensuring attendance, and boosting revenue. By fulfilling audience expectations regarding service quality, sporting events can not only increase spectator numbers but also foster loyalty (Gholipour & Moradi, 2020).

In the perceived value of host city, it was found that 6.08% in Indonesia and 4.41% of participants in Korea rated the host city as less than satisfactory. Examining two sporting events organized by the Samba Cycling Club in Semarang, Central Java, and the Climbing Youth World Championships in Seoul, South Korea, it is evident that both events achieved high levels of satisfaction among respondents, exceeding 96% based on audience perception. However, the dissatisfaction expressed by spectators and participants in these events sheds light on the pivotal role of physical environment quality in shaping overall event experiences, aligning with the multi-dimensional construct of event quality (Jin et al., 2013). Spectators' assessments of cleanliness, safety features, and venue design significantly influence their perceptions of an event. Similarly, participant dissatisfaction in Solo, Indonesia, and Seoul, South Korea, reflects the impact of perceived value on overall

participant satisfaction, as outlined by Han's (Han, 2021) definition. Factors such as intersecting racing routes and distant event locations contribute to diminished perceived value, influencing overall participant satisfaction.

The results on the image of the host city showed that > 90% of respondents said these two cities were attractive. Moreover, the high tourist attraction ratings for Solo and Seoul resonate with the concept of city image discussed by (Y. Zhang et al., 2021). The positive perceptions of these cities as tourist destinations can be seen as a manifestation of a favorable city image, incorporating affective and cognitive subdimensions (Afshardoost & Eshaghi, 2020; Kersulić et al., 2020; Kaplanidou & Gibson, 2010; Lai, 2018). The positive event images of Solo and Seoul, as explored by (Brown et al., 2016; Commline, 2022), may contribute to the overall favorable perception of these cities as tourist destinations.

The complexity of assessing the cognitive dimension of city image is highlighted by varied approaches, such as infrastructure, attractions, and value for money, mentioned by different researchers. The positive responses received by Solo and Seoul imply strengths in various cognitive attributes, contributing to their overall positive image. In conclusion, the high tourist attraction ratings for Solo, Indonesia, and Seoul, South Korea, not only reflect their favorable city images but also align with the multidimensional nature of city image encompassing affective, cognitive, and conative subdimensions. The positive image of these cities may be influenced by the mutual image transfer between events and the host city, as suggested by previous research (Shonk et al., 2017).

Effect of each indicator on revisit intention found that there is a strong relationship between event quality and revisit intention, perceived value and image of the host city have a very strong relationship with revisit intention in Indonesia. In South Korea, the relationship between event quality and perceived value of the host city has a strong connection with revisit intention, while the host city image is closely related to revisit intention.

Moreover, the results reveal a very strong relationship between Host City Image and Revisit Intention in both Indonesia and South Korea, aligning with the broader understanding of the impact of event marketing on destination image and subsequent tourist behavior. Chen et al.'s (Hudson & Day, 2012) findings emphasize the effectiveness of event marketing in enhancing destination image, with positive evaluations of events contributing to tourists' perceptions of the destination. This positive association between event image and destination image is consistent across various studies, including the 2010 Shanghai World Expo (Deng & Li, 2014) and the 2008 Beijing Olympic Games (Lai, 2018).

In the realm of sport tourism, where event image significantly influences destination image and city brand image

(H. Li et al., 2021; H. Li et al., 2014), tourists' positive event evaluations become instrumental in shaping their perceptions of the host city. As highlighted by Walker et al. (K. C. Chen et al., 2018) in their study of visitors to the 2010 FIFA World Cup, a positive image of mega-events enhances the revisit intention to the host destination.

The role of destination image as a key factor in tourists' decision-making processes, influencing their selection of a destination and subsequent behaviors, is well-established in tourism destination research (Deng & Li, 2014). This positive association between destination image and revisit intention has been supported by various studies, including those focused on non-repeat national sporting events (H. Li et al., 2014), food and wine festivals (H. Li et al., 2014), and major international events like the 2014 FIFA World Cup (Swart et al., 2018). Considering the event–destination image transfer model proposed by Deng and Li (2013), it becomes logical to argue that tourists' perceived city image acts as a bridge between the effect of event image and their willingness to revisit the host city. This conceptual framework is supported by the mediating role of destination image highlighted by (De Nisco et al., 2015), emphasizing its influence on post-visit behavioral intentions. The positive effect of satisfaction on destination image and the subsequent positive influence of destination image on revisit intention, as evidenced in previous research (De Nisco et al., 2015)(H. Li et al., 2014), further underscores the interconnected nature of event marketing, destination image, and tourists' perceptions and intentions. Implication of Study

The study's implications emphasize the critical importance of prioritizing service quality in sporting events, recognizing its direct impact on audience satisfaction and, consequently, the event's success and longevity. Organizers should consistently assess and address audience needs, accommodating expectations to enhance support, attendance, and participant loyalty. Additionally, the research underscores the pivotal role of the physical environment, urging organizers to focus on cleanliness, safety features, and venue design to improve overall participant and spectator satisfaction. The positive correlation between Host City Image and Revisit (Shonk et al., 2017).

Intention in both Indonesia and South Korea highlights the need for effective event marketing to enhance destination image, emphasizing the interconnected relationship between event marketing, destination image, and tourists' intentions. Overall, these insights provide valuable guidance for event organizers and destination management authorities to elevate the quality of sporting events and ensure lasting positive outcomes for participants and the host city (H. Li et al., 2021). One limitation of this research lies in its focus on specific sporting events in Indonesia and South Korea, potentially limiting the generalizability of findings to different cultural and geographical contexts. Future research could broaden the scope by including a more diverse range of sporting events and locations to provide a comprehensive understanding of the

factors influencing audience and participant satisfaction across various settings. Additionally, a longitudinal study could offer insights into the long-term impact of event quality and its association with destination image, helping organizers implement sustainable strategies for continued success. Furthermore, exploring the role of emerging technologies, such as virtual experiences and interactive elements, in shaping event quality and audience satisfaction could be a valuable avenue for future investigation. This would align with the evolving landscape of sporting events and the increasing integration of digital components.

Conclusion

The evaluation of sporting events extends beyond the immediate experience, emphasizing the transient nature of impressions that fade over time. The integral link between the quality of a sporting event and the provided service crucially influences audience and participant satisfaction, necessitating a priority on service quality for organizers to meet expectations, foster support, and enhance revenue. Analyzing two well-organized sporting events—the Tour de Borobudur in Indonesia and the Climbing Youth World Championships in South Korea—reveals high respondent satisfaction but also highlights the critical role of physical environment quality. Perceived value, influenced by factors like intersecting racing routes, plays a pivotal role in participant satisfaction. The positive tourist attraction ratings for Solo, Indonesia, and Seoul, South Korea, reflect favorable city images with multidimensional aspects.

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