

The background of the entire cover is an abstract, high-energy image. It features a blurred figure of a person, likely a runner, in motion. The figure is overlaid with vibrant, streaky light trails in shades of teal, blue, and orange, creating a sense of speed and dynamic movement. The overall composition is energetic and modern.

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## **EXTENDED ABSTRACT**

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# THE RELATIONSHIP BETWEEN VISITORS MOTIVATIONS AND SATISFACTIONS AT KUALA LUMPUR STANDARD CHARTERED MARATHON 2024

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## I. INTRODUCTION

This study investigates the relationship between visitor motivation and satisfaction at the Kuala Lumpur Standard Chartered Marathon 2024. It identifies key motivational and satisfaction factors and examines their significant interconnections. By understanding these dynamics, the research aims to enhance the overall visitor experience at the event.

## II. METHODS

A non-experimental, quantitative approach using questionnaires was employed to collect data from 382 visitors of the Kuala Lumpur Standard Chartered Marathon 2024. Participants represented a diverse population of over 75,000 attendees. Pearson correlation analysis was conducted using Jamovi software to examine the relationship between visitor motivation and satisfaction.

## III. RESULTS AND DISCUSSION

### A. Motivation Factors

The study revealed aesthetics ( $4.02 \pm 0.76$ ) and vicarious achievement ( $3.97 \pm 0.73$ ) as the most prominent motivational factors. Ranked results highlighted physical skill and social interaction as secondary drivers. No unexpected findings emerged, affirming the reliability of the motivation analysis.

### B. Satisfaction Factors

Key satisfaction factors included facilities, convenience, organization, and entertainment elements like cultural performances and local food. These factors enhanced visitor experiences, fostering engagement and promoting repeat visits. Satisfaction trends varied with demographics, as middle-income and self-employed visitors reported higher satisfaction levels [1].

### C. Relationship Between Motivation and Satisfaction

A strong positive correlation ( $r = 0.672$ ,  $p < 0.001$ ) was identified, with aesthetics, vicarious achievement, escape, and social interaction strongly influencing satisfaction. The statistical significance validates the meaningful relationship between these variables, underscoring the importance of aligning event experiences with visitor motivations.

TABLE I  
RANKING OF VISITOR MOTIVATION FACTOR

Motivation Factors	Mean	SD	Rank
Aesthetics	4.02	0.758	1
Vicarious Achievement	3.97	0.734	2
Physical Skill	3.94	0.829	3
Social Interaction	3.94	0.829	4
Escape	3.94	0.775	5
Novelty	3.86	0.794	6
Aggression	3.82	0.886	7
Acquisition	3.81	0.788	8
Physical Attractiveness	3.79	0.809	9
Drama	3.79	0.800	10

Figure 1 shows the ranking of visitor motivation factors at the Kuala Lumpur Standard Chartered Marathon 2024 reveals aesthetics as the top motivator ( $4.02 \pm 0.76$ ), followed by vicarious achievement ( $3.97 \pm 0.73$ ). Secondary factors include physical skill, social interaction, and escape, with novelty and aggression ranking lower.

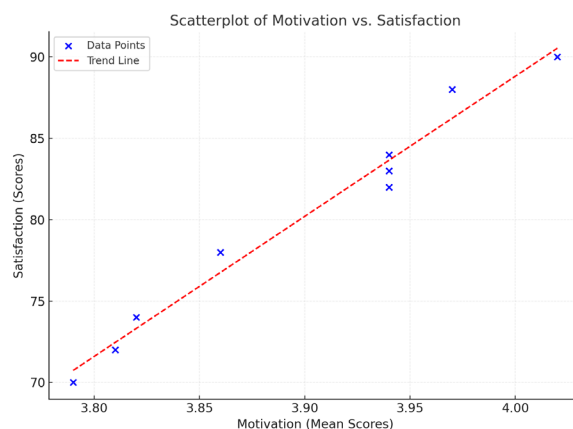


Fig. 1 Scatterplot illustrating the relationship between motivation and satisfaction

The scatter plot with strong positive correlation ( $r = 0.672$ ,  $p = 0.001$ ) between motivation and satisfaction would work well.

#### IV. CONCLUSIONS

This study highlights the significant relationship between visitor motivation and satisfaction at the Kuala Lumpur Standard Chartered Marathon 2024. Aesthetics and vicarious achievement were key motivators, while facilities and entertainment enhanced satisfaction. Findings emphasize aligning event experiences with visitor expectations to optimize engagement, satisfaction, and event reputation.

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