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**EXTENDED  
ABSTRACT**

# Exploring Social Media Influence on Fan Satisfaction Toward Spectators During Football Matches at UTHM

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**Keywords:** Social media usage, Fan satisfaction, Spectator engagement, Trust, Commitment, Intimacy

## I. INTRODUCTION

This study explored how social media usage influences fan satisfaction among spectators during football matches at Stadium Universiti Tun Hussein Onn Malaysia. As digital interaction increasingly shapes live sports experiences, understanding fans' engagement through social platforms is essential. [1] Addressing factors such as trust, commitment and intimacy, the research fills a gap in localized fan satisfaction studies within the Malaysian university sports context [2].

## II. METHODS

A total of 218 spectators at Stadium Universiti Tun Hussein Onn Malaysia participated in this study. Data were collected using a structured questionnaire survey during football matches. Descriptive statistics, including mean and standard deviation, were employed to summarize social media usage and fan satisfaction factors. Pearson correlation analysis was conducted to examine the relationship between social media usage and fan satisfaction among spectators.

## III. RESULTS AND DISCUSSION

### A. Objective 1 - Results

Social media usage ( $4.07 \pm 0.24$ ) showed very high-level platforms among spectators. Social media engagement peaked during and after matches, with users primarily sharing content, checking live scores, and interacting with others. These findings highlight the growing role of digital platforms in enriching spectatorship and extending the football experience beyond the stadium.

### B. Main Factors of Fans Satisfaction

Fan satisfaction was driven by trust ( $M = 4.20 \pm SD$ ), intimacy ( $M = 4.14 \pm SD$ ), and commitment ( $M = 4.11 \pm SD$ ). Trust emerged as the top factor influencing positive spectator experiences.

### C. Relationship-Social Media Usage and Fans Satisfaction

A low, positive correlation was found between social media usage and fan satisfaction. This suggests that increased social media interaction during matches enhances overall fan engagement and satisfaction. The findings reinforce the importance of integrated digital strategies in live sports settings, particularly for campus-based sporting events.

TABLE I  
RELATIONSHIP-SOCIAL MEDIA USAGE AND FANS SATISFACTION

Control Variables		Correlations				
		Trust	Commitment	Intimacy	Socialmedia	
none*	Trust	Correlation	1.000	.312	.447	.268
		Significance (2-tailed)		<.001	<.001	<.001
		df	0	216	216	216
	Commitment	Correlation	.312	1.000	.300	.338
		Significance (2-tailed)	<.001		<.001	<.001
		df	216	0	216	216
	Intimacy	Correlation	.447	.300	1.000	.279
		Significance (2-tailed)	<.001	<.001		<.001
		df	216	216	0	216
	Socialmedia	Correlation	.268	.338	.279	1.000
		Significance (2-tailed)	<.001	<.001	<.001	
		df	216	216	216	0
Socialmedia	Trust	Correlation	1.000	.245	.403	
		Significance (2-tailed)		<.001	<.001	
		df	0	215	215	
	Commitment	Correlation	.245	1.000	.229	
		Significance (2-tailed)	<.001		<.001	
		df	215	0	215	
	Intimacy	Correlation	.403	.229	1.000	
		Significance (2-tailed)	<.001	<.001		
		df	215	215	0	

a. Cells contain zero-order (Pearson) correlations.

## IV. CONCLUSIONS

Social media plays a significant role in enhancing fan satisfaction during football matches at Stadium UTHM. Trust, engagement, and intimacy emerged as key satisfaction drivers. A low positive correlation confirms that social media enhances live match experiences, suggesting its strategic importance for improving university-level sports events.

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