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Exploring The Motivational Factor Influencing Spectator Attendants at The Malaysia Men's Football Match at Stadium National Bukit Jalil

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I. Introduction

This aim is to explore the motivational factors influencing spectator attendance at the Malaysia Men's football match at Stadium National Bukit Jalil. Football in Malaysia is not only a popular sport but also serves as a cultural and economic driver where fan engagement shapes match atmosphere, team performance, and club revenue. Despite various initiatives to promote sport participants' declining attendance, there is a need to understand key motivational factors such as entertainment loyalty and social interaction.

II. Methods

This study employed a quantitative research method using a Google Form survey distributed to 370 spectator attendants at Stadium National Bukit Jalil. Data were analysed using descriptive statistics and Pearson correlation to predict the motivational factors influencing spectator attendants at Stadium National Bukit Jalil.

III. Results and Discussion

A. The Motivational Factor

The results show that the motivational factor with the highest mean score was FOE ($M = 4.19$), FOEST ($M = 4.15$), and FOG ($M = 4.09$). These results suggest that fans are primarily motivated by the enjoyment and excitement of the match, the personal sense of pride and identity gained from supporting their team, and the social connection formed through shared experience with other supporters.

Table I
The Motivational Result

Factor	Mean	SD
Entertainment	4.19	0.839
Self-Esteem	4.15	0.880
Group	4.09	0.783
Eustress	4.04	0.841
Escape	3.98	0.952
Aesthetics	3.88	0.929

B. Sport Fandom

The sport fandom analysis shows that the mean score was 3.91, indicating that spectators generally demonstrate a strong level of attachment and enthusiasm toward Malaysian football. The relatively high score reflects consistent emotional investment and loyalty among fans, suggesting that fandom plays a significant role in sustaining attendance and engagement. The reliability value of 0.961 further confirms that the measurement is highly consistent, reinforcing the importance of fandom as a key motivational driver for spectators.

Table II
Sport fandom Result

Influenced spectator	Mean	SD
Sport Fandom	3.91	0.991

C. Person Correlation Between the Motivational Factor and Sport Fandom

The table shows that the motivational factor and sport fandom have a strong and positive relationship with a Pearson correlation coefficient of 0.817 based on a sample of 370 respondents. The value reflects a very strong association, meaning that as motivational factors increase, sport fandom also rises significantly. The correlation is statistically significant at $p < .001$, confirming that the result is highly reliable and not likely due to chance. In addition, the findings suggest that the motivational factor plays a crucial role in shaping and strengthening sport fandom among the participants.

Table III
Pearson correlation

		Motivational Factor
Sport Fandom	Person Correlation	0.817
	Sig. (2-tailed)	< 0.001
	N	370

IV. Conclusions

This study concludes that spectator attendance at Malaysia Men's football matches at the Stadium National Bukit Jalil is strongly influenced by entertainment, self-esteem, and group involvement, while family influence plays a lesser role. The

significant positive relationship between motivational factors and sport fandom highlights the importance of enhancing match day experience through strategies that foster loyalty, social interaction, and emotional engagement. These findings not only enrich the literature in the field of sport management but also provide practical implications for football clubs, event organizers, and policymakers in Malaysia to strengthen fan culture and sustain spectator attendance.

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