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EXTENDED ABSTRACT

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The Relationship Between Perceived Service Quality and Participant Satisfaction Among Kulai Half Marathon 2025

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I. Introduction

This research investigates the relationship between perceived service quality and participant satisfaction among participants of the Kulai Half Marathon 2025. It aims to determine what is expected of perceived service quality among participants. It also monitors the relationship between how people evaluate the quality of the service and how satisfied they are. This study aims to enhance the understanding of how service quality influences positive event perceptions.

II. Methods

This study used a quantitative research method using a Google Form survey distributed to 324 participants at the Kulai Half Marathon 2025. Data were analysed using descriptive statistics and inferential statistics, including Pearson correlation to investigate the relationship between perceived service quality and participant satisfaction.

III. Results and Discussion

A. Perceived Service Quality

The participants who participated in the Kulai Half Marathon 2025 believed that all five service quality dimensions were important, with assurance, responsiveness, and reliability being the most important. Participants rated empathy and tangibility a little lower, which means they valued professionalism, timely help, and reliable services more than physical facilities and personal attention.

B. Participant Satisfaction

The Kulai Half Marathon 2025 participants were very satisfied, with an average score of 4.29 and a low standard deviation of 0.540, which means that most of them had positive experiences. This means that most of the participants' expectations were met, and that satisfaction is very important for evaluating how effectively an event performed, since it has a big effect on whether people will come back and have positive feelings toward the organizers.

C. Perceived Service Quality and Participant Satisfaction

The Pearson correlation analysis highlights an effective and significant positive correlation between service quality and participant satisfaction at the Kulai Half Marathon 2025, indicated by a correlation coefficient of 0.754 and $p < 0.05$. This means that better service quality is strongly linked to more satisfied participants. The results are reliable because there were 324 participants. They show how important service quality is for making participants' experiences positive, which is useful information for event organizers who want to improve service delivery.

TABLE I
RELATIONSHIP BETWEEN PERCEIVED SERVICE QUALITY AND PARTICIPATION SATISFACTION

		Participant satisfaction
Service Quality	Pearson Correlation	0.754
	Sig	< 0.05
	N	324

Significance level: $p < 0.05$

IV. Conclusions

The Kulai Half Marathon 2025 received positive feedback in all aspects of service quality. Assurance (M = 4.34), responsiveness (M = 4.28), and reliability (M = 4.26) were the highest scores, showing that participants were satisfied with the event management and service quality. Participant satisfaction was also high (M = 4.29, SD = 0.540), which means that the event met or exceeded expectations and showed that planning and execution were done well. A strong positive correlation (r = 0.754, $p < 0.05$) between service quality and satisfaction shows that services that are well-managed directly lead to participant satisfaction.

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