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EXTENDED ABSTRACT

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EXPLORING THE CORRELATION BETWEEN SPECTATOR SATISFACTION AND ATTENDANCE AT THE MALAYSIAN SUPER LEAGUE

Muhammad Syazwan Johari, & Aida Roha Abdul Rasid*

Faculty of Sports Science and Recreation, Universiti Teknologi MARA, Negeri Sembilan Branch, Seremban Campus, Negeri Sembilan, MALAYSIA

*Corresponding author: aidaroha@uitm.edu.my

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I. INTRODUCTION

Football is one of the most popular spectator sports worldwide, with matchday revenue contributing around 15% of top European clubs' yearly turnover [1]. In Malaysia, football enjoys a massive following, driven by passionate fans, media coverage, and sponsorship. Spectator experience plays a crucial role in stadium attendance, influenced by game dynamics, team performance, atmosphere, and stadium facilities such as aesthetics, accessibility, and seating comfort. These factors shape service quality and impact the overall success of football in the country [2].

II. METHODS

This study employed a survey design, utilizing convenience sampling to select 456 respondents based on accessibility and availability. Data were collected using two validated instruments: the Satisfaction Questionnaire (Greenwell et al., 2002) with three items on a 7-point Likert scale and the Spectator Attendance Questionnaire (Wakefield & Blodgett, 1996) with 19 items across five domains and a 7-point Likert scale [3].

III. RESULTS AND DISCUSSION

A. To identify the main factor that influenced spectator attendance at STAR

Electronic Display ($M = 6.39$, $\alpha = 0.780$) were the most influential factors. Accessibility ($M = 6.37$, $\alpha = 0.675$), Seating Comfort ($M = 6.31$, $\alpha = 0.916$) and Facility Aesthetics ($M = 6.29$, $\alpha = 0.882$) followed, while Cleanliness ($M = 6.27$, $\alpha = 0.736$) ranked lowest. Reliability analysis scores varied, highlighting nuances in perception. These findings align with prior research, emphasizing the importance of stadium technology and accessibility in enhancing spectator attendance.

B. To determine the level of spectator satisfaction at STAR

Referring to the interpretation table of mean by Pimentel (2019), it showed that the level of spectator satisfaction was considered as "Extremely Satisfied" with the mean score ($M = 6.55$). Additionally, the Cronbach Alpha of 0.830 reflects good internal consistency, indicating that the measurement of satisfaction is reliable and that responses were consistently aligned across items. This suggests that the participants were

overwhelmingly positive about their experiences, with very little variation in their ratings.

C. To investigate the significant difference in spectator satisfaction at STAR in terms of gender

Males reported significantly higher satisfaction ($Md = 6.50$, $SD = 0.445$) than females ($Md = 6.50$, $SD = 0.296$), confirmed by the Mann-Whitney U test ($p = 0.018$). Key differences emerged in seating comfort and facility aesthetics. In summary, since $p = 0.018$ which is lower than 0.05, the null hypothesis was rejected. Thus, this study supports previous study which is that in every society, males are even more likely than females to be spectators.

D. To examine the correlation between spectator attendance and satisfaction at STAR

A weak positive correlation ($r = 0.186$, $p = 0.001$) emerged between attendance and satisfaction, indicating that higher attendance marginally improves satisfaction. This statistically significant relationship highlights the interconnectedness of attendance and positive experiences, though other factors also contribute substantially, reinforcing the need for multifaceted strategies to enhance spectator engagement.

IV. CONCLUSIONS

This study highlights the role of electronic displays, accessibility, and seating comfort in influencing attendance and satisfaction at Malaysian Super League events in 2024 in Tunku Abdul Rahman Paroi Stadium (STAR). Gender differences in satisfaction emphasize inclusivity needs, while the weak correlation between attendance and satisfaction suggests multifactorial influences. Findings guide improvements in stadium facilities and spectator engagement strategies.

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