

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.

INTERNATIONAL GRADUATE COLLOQUIUM

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SPORTS AND PHYSICAL EXERCISE ASSEMBLY OF KNOWLEDGE SHARING

COLLOQUIUM PROCEEDINGS

EXTENDED ABSTRACT

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INVESTIGATING THE INFLUENCE OF EVENT QUALITY DIMENSIONS ON PARTICIPANT SATISFACTION AND LOYALTY IN THE KL STANDARD CHARTERED MARATHON

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I. INTRODUCTION

The study explores the relationship between event quality and participants' satisfaction in the KL Standard Chartered Marathon. By examining event quality dimensions and participant satisfaction levels, this research provides insights into factors influencing participant experiences and loyalty. Understanding these relationships aims to enhance event management practices, ultimately promoting improved outcomes for future marathon events [1].

II. METHODS

A quantitative, non-experimental survey design was employed, targeting participants of the KL Standard Chartered Marathon. Using simple random sampling, 456 respondents were selected to ensure representativeness. Data were collected through structured questionnaires, including the EVENTQUAL scale and the IPA4RE [2] scale, measuring event quality and participant satisfaction. Statistical analysis, including descriptive and Pearson correlation, was used to analyze the relationships between event quality dimensions and satisfaction levels.

III. RESULTS AND DISCUSSION

A. Event Quality

Table 1 shows that participants rated accessibility (3.84 ± 1.39) and tangibles (3.84 ± 1.29) highest, indicating satisfaction with access and facilities. Personnel interactions (3.76 ± 1.38) and complimentary services (3.66 ± 1.28) were slightly lower, suggesting areas for improvement in staff interactions and additional services.

TABLE I
DESCRIPTIVE STATISTICS FOR EVENT QUALITY

Descriptives	N	Mean	SD
Accessibility	426	3.84	1.39
Tangibles	426	3.84	1.29
Personnel	426	3.76	1.38
Complimentary Services	391	3.66	1.28

B. Participants' Satisfaction

Table 2 shows that satisfaction with event atmosphere and engagement (3.84 ± 1.39) and specific event components (3.84 ± 1.29) was high. However, overall event experience (3.76 ± 1.38) was rated lower, highlighting opportunities to enhance the overall satisfaction of participants.

TABLE II
DESCRIPTIVE STATISTICS FOR PARTICIPANTS' SATISFACTION

Descriptives	N	Mean	SD
Event Atmosphere and Engagement	426	3.84	1.39
Specific Event Component Satisfaction	426	3.84	1.29
Overall Event Experience	426	3.76	1.38

C. Relationship Between Event Quality and Participants' Satisfaction

Table 3 shows a very strong positive correlation ($r = 0.99$, $p < 0.001$) was found between event quality and participants' satisfaction. This relationship underscores that improving event quality directly enhances participant satisfaction, making quality optimization critical for future marathon success.

TABLE III
RELATIONSHIP BETWEEN MOTIVATION AND ACADEMIC PERFORMANCE

Participants Satisfaction	Event Quality	
	Pearson r	0.99
	df	387
	Sig (2-tailed)	<0.001

IV. CONCLUSIONS

This study highlights the importance of event quality in influencing participants' satisfaction in the KL Standard Chartered Marathon. Accessibility and tangibles were rated highly, while personnel and complimentary services require improvement. A strong correlation between event quality and satisfaction emphasizes the need for quality optimization to enhance participant experiences and ensure event success [3].

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