



UNIVERSITI TEKNOLOGI MARA

**AN EXAMINE OF THE EVENT QUALITY
TOWARDS TIME IRONMAN 70.3 PUTRAJAYA 2015**

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ABSTRACT

This study examined the event quality towards 70.3 Time Ironman Putrajaya 2015. A convenient sampling method was used to analyse overall level of quality on Time Ironman 70.3 Putrajaya 2015 event. Data were collected via administered questionnaires. The questionnaires consist of three sections: quality of event employees, event product quality and quality of event environment. Result indicated that, all the event quality stated influenced attendees satisfaction and perception. The finding revealed that quality of event employees was the most important in the event based on highest score of the mean. The focus of this study was only on three event quality that included quality of event employees, event product quality and quality of event environment. However, the result obtained has revealed that some factors or criteria should be improvised for future organizing. The future of study should discover more details for better understandings on event quality that vital for event.

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