

INTISARI

Penelitian ini bertujuan untuk mengetahui bagaimana gambaran persepsi penonton terhadap *event quality* NBL Indonesia di Surabaya. *Event Quality* dapat diukur melalui *skill performance, operating time, information, entertainment, concessions, employee interaction, fan interaction, sociability, valence, ambience, design* dan *signage*. Penelitian ini menggunakan jenis penelitian deskriptif, dan sumber data yang digunakan adalah data primer melalui penyebaran kuesioner.

Metode pengolahan data yang digunakan adalah mean, deviasi standar, diagram batang, *structural equation model* (SEM), pengujian undimensionalitas dan reliabilitas, yang dilakukan dengan bantuan SPSS 14 *for Windows* dan program *software* AMOS 16. Hasil penelitian ini menunjukkan bahwa kualitas *event* NBL Indonesia di Surabaya dinilai baik oleh responden dengan demikian hasil penelitian mendukung konsep tentang *event quality for spectator sports*.

Kata Kunci : *event quality, sporting events, service quality*.



ABSTRACT

This study aims to determine how the image of the spectator's perception of the event quality NBL Indonesia in Surabaya. Event Quality can be measured by describe the skill performance, operating time, information, entertainment, concessions, employee interaction, fan interaction, sociability, valence, ambience, design and signage. This research uses descriptive research and source of data used is the primary data by questionnaires.

Data processing method used are the mean, standard deviation, bar chart, structural equation model (SEM), unidimensionality and reliability testing ,which was performed with SPSS 14 for Windows and AMOS 16. These results indicate that the quality of the event NBL Indonesia assessed either by the respondent thus the results of the study support the concept of quality for spectator sports events.

Keywords : event quality, sporting events, service quality.

