# INTISARI

Penelitian ini bertujuan untuk mengetahui dan menggambarkan persepsi penonton basket dari Jawa Timur terhadap *sport fan motivation* pada National Basketball League seri di Surabaya periode 2013-2014. Sport fan motivation dapat diukur melalui *escape, eustress, aesthetic, self esteem, group affiliation, entertainment, family,* dan *economy*. 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, dan tabulasi silang, yang dilakukan dengan bantuan spss 16 *for Windows*. Hasil penelitian ini menunjukkan bahwa sport fan motivation pada National Basketball League seri di Surabaya periode 2013-2014 dinilai baik oleh responden dengan demikian hasil penelitian mendukung konsep teori tentang *sport fan motivation*.

Kata Kunci : *sport tourism*, *sport fan motivation, basketball*, NBL.
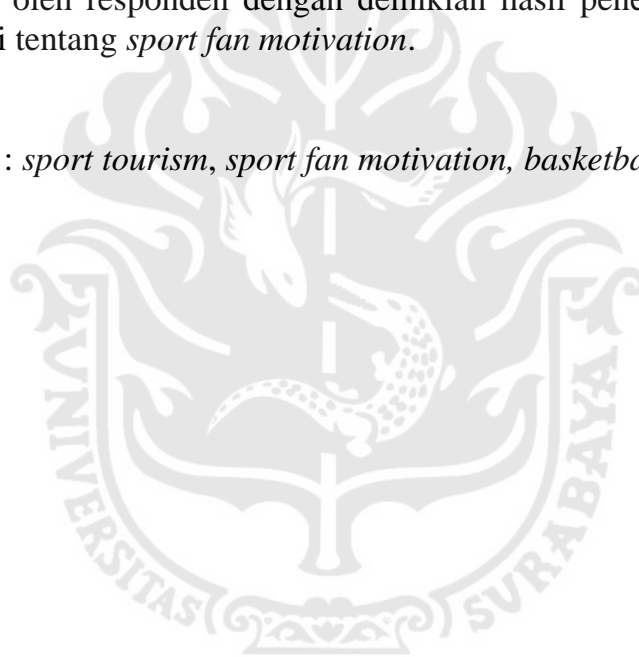
ABSTRACT

The objective of this research are determine and describe the perceptions of audience from East Java for Sport fan motivation for National Basketball League series in Surabaya period 2013-2014 can be measured by describe the escape, eutress, aesthetic, self-esteem, group affiliation, entertainment, family, and aconomy. 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, and cross tabulations, which was performed with SPSS 16 for Windows. These results indicate that the sport fan motivation assessed either by the respondent thus the results of the study support the concept of a theory of sport fan motivation.

Keywords : sport tourism, sport fan motivation, basketball, NBL.