

ABSTRACT

This study aims to observe the influences of perceived quality, perceived value, and customer satisfaction towards future intention. A sporting event is used as an object for observed in this study.

A quantitative and causal type research is adopted for this study. Questionnaire used was adopted from Moreno, Hervas, Prado- Gasco and Pomar (2014) for offline survey. Purposive sampling method was used in this study. Sample consisted of 168 respondents, whose age is 17 years old until 60 years old and have watched DBL Indonesia matches in Surabaya for at least once in the past one year. Further data analysis was analyzed by SPSS 22.0 and AMOS 22.0.

Result of this study found positive relationship between perceived quality, perceived value, and customer satisfaction on future intention. Perceived quality was found positively influences perceived value. Customer satisfaction was also found positively influences customer future intention. Moreover, customer perceived value was found positively influences customer satisfaction. Additionally, positive relationship was also found on the relationship of customer perceived value on future intention. However, this study found perceived quality has no impact on customer satisfaction.

Keywords: perceived quality, perceived value, customer satisfaction and future intentions, spectators, sporting events.