

The influence of perceived quality, perceived value, and customer satisfaction on future intention of Indonesian basketball spectators in Surabaya

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ABSTRACT: This study examines the relationship of perceived quality, perceived value, and customer satisfaction on the future intention of a basketball event. Quantitative and causal type research was adopted for this study. The questionnaire used was adopted from Moreno et al. (2014). The purposive sampling method was used in this study. The sample consisted of 168 respondents, whose age is 17 to 60 years old and have watched DBL Indonesia in Surabaya for at least once in the past year. Further data analysis was analyzed by SPSS 22.0 and AMOS 22.0. After confirming reliability and validity of the data collection measures, an application of structural equation modeling to empirical data tests the model. Results show a positive relationship of perceived quality, perceived value, and customer satisfaction on future intention. Perceived quality had a positive influence on perceived value. Customer satisfaction had a positive influence on spectator's future intention. Moreover, customer perceived value had a positive influence on customer satisfaction, and there is a positive relationship of customer perceived value on future intention. However, this study finds perceived quality has no impact on customer satisfaction.

Keywords: *perceived quality, perceived value, customer satisfaction and spectators' future intention.*

1 INTRODUCTION

The sports industry is one of the largest and fastest-growing industries in the world, and fans are a major source of income (DeSarbo & Madrigal 2011). The development of basketball in Indonesia is growing rapidly since Development Basketball League (DBL) Indonesia was established in 2004. As the most popular and best student basketball league in Indonesia, spectators become a big business for DBL Indonesia. A spectator is a person who watches an activity, especially a sporting event. This study focuses on Indonesia basketball sporting event as an object, to identify customer's rating of services stems when striving to understand the viability and the future of event companies (Consuegra, Molina, & Esteban 2007).

A preliminary study was done by interviewing six spectators of basketball event who revealed that the service quality provided by DBL Indonesia is not superior, the experiences provided by DBL Indonesia is dissatisfied, and the costs spent for watching DBL Indonesia matches is unworthy compared to

benefits received. However, DBL Indonesia is the best and biggest high school basketball competition in Indonesia with the number of spectators reached 180,305 in 2015 and 203,800 in 2016.

Then this study is aimed to fill the research gap of previous studies (Moreno et al. 2014; Choi & Soo 2013; Gera & Sebastian 2012) in observing the influence of perceived quality, perceived value, and customer satisfaction on future intention.

Moreno et al. (2014) study investigates the perception of perceived quality, perceived value, and customer satisfaction on basketball spectators' future intention. Realizing it is important, this study replicated Moreno et al. (2014) study, considering that previous study conducted by Moreno et al. (2014) located in Spain that found a different result with Surabaya.

The research problems are; (1) Is there any influence of spectators' perceived quality on spectators' satisfaction? (2) Is there any influence of spectators' perceived quality on spectators' perceived value? (3) Is there any influence of spectators' satisfaction on spectators' future intention? (4) Is there any influ-

ence of spectators' perceived value on spectators' satisfaction? (5) Is there any influence of spectators' perceived value on spectators' future intention?

Maintaining service quality at a certain level and improving service quality must be lifetime efforts to those companies who desire lifetime prosperity in customers' heart (Cronin & Taylor 1992). Customer satisfaction is an overall customer attitude towards a service provider or an emotional reaction to the difference between what customers expect and what they receive, regarding the fulfillment of some needs, goals or desire (Hansemark & Albinsson 2004). Perceived value is measured by assessing the spectrum of a consumer's experience (Sweeney & Soutar 2001) and the discrepancy between actual cost and perceived benefit (Gallarza & Saura 2006). It is the optimum transformer throughout an individual's consumption process and it plays an important role in the assessment of service quality, customer satisfaction, and behavior intention (Dodds, Monroe, & Grewal 1991).

The purpose of this research is to examine the relationship of perceived quality, perceived value, and customer satisfaction on Indonesia basketball spectator's future intention in Surabaya.

These are five hypotheses to test.

- H1. There's a positive relationship between spectators' perceived quality and satisfaction.
- H2. There's a positive relationship between spectators' perceived quality and perceived value.
- H3. There's a positive relationship between spectators' satisfaction and future intention.
- H4. There's a positive relationship between spectators' perceived value and satisfaction.
- H5. There's a positive relationship between spectators' perceived value and future intention

2 RESEARCH METHODS

This research used a quantitative approach which is categorized as causal research, including building hypotheses based on available theories and collecting accurate data to test hypotheses. There are 4 variables: perception variable which is about Perceived Quality (PQ) as an independent variable; Customer Perceived Value (CPV), Satisfaction (CS) and Future Intention (FI) as independent variables. The first link suggests the relationship of perceived service quality on customer satisfaction. The second link suggests the relationship of perceived service quality on customer perceived value. The third link suggests the relationship of customer satisfaction on future intention. The fourth link suggests the relationship of customer perceived value on customer satisfaction.

The fifth link suggests the relationship of customer perceived value on future intention.

According to Cozby and Bates (2012), purposive sampling is one of the forms in non-probability sampling which purpose is to gain samples or respondents from individuals who are suitable with the criteria set by the researcher.

In this study, respondents were 168 spectators who watched Indonesia basketball match in Surabaya at least once in the past year and aged between 17 until 50 years old.

The data analysis was conducted by using Structural Equation Modeling (SEM) with the help of AMOS version 18.0 software along with the estimation technique of Maximum Likelihood (ML).

3 RESULT AND DISCUSSIONS

The respondents comprised of 101 females (60.1%) and 67 males (39.9%), whose age within the range of below 21 years old were 55 respondents (32.7%), range 21 to 25 years old were 82 respondents (48.8%), and 26 to 50 years old were 18,5%.

The analysis of measurement model was conducted by using *Confirmatory Factor Analysis* (CFA), the early stage of CFA has the value of *Goodness-Of-Fit* (GOF), which fulfills the suitable criteria (CMIN/DF = 2.011, RMSEA = 0.078, GFI = 0.846, TLI = 0.957, and CFI = 0.964).

The result of the structural model is shown as the followings:

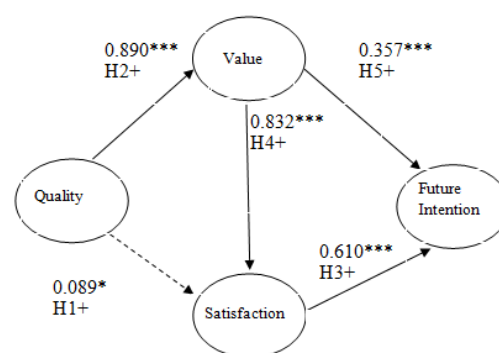


Figure 1. Structural Model

The value of standardized estimate. The insignificant structural relationship is described by dotted lines.

* $p \leq 0.1$
 ** $p \leq 0.05$
 *** $p \leq 0.001$

Based on the hypotheses testing done as shown in Table 1, out of 5 hypotheses tested, 4 hypotheses are supported, while the one hypothesis rejected. It

means that perception of perceived quality has no significant effect on customer satisfaction.

Perceived quality does not directly affect customer satisfaction because of several condition and reasons. First, satisfaction may result from several causes and is not necessarily the direct result of a high-quality product or service experience; quality, on the other hand, is a designation achieved through the fulfillment of specific attributes. Second, satisfaction is predominantly the result of non-quality-related factors, such as needs and equity, whereas expectations of quality are formed from ideals. Third, dis/satisfaction is felt only after an experience with a product, while perceived quality does not require an actual experience. Fourth, feelings of satisfaction are influenced by many factors, such as equity, attribution, and emotion; quality has only a few, specific, antecedents (Yu, Wu, Yu & Tai 2005).

Table 1. Hypothesis testing

Structural				Remarks
Relationship	Stand-ardized	Critical	P- Value	
Between constructs	Estimate Ratio			
PQ → CS	0.089	0.867	0.386	H1 not supported
PQ → PV	0.890	13.886	***	H2 Supported
CS → CFI	0.610	6.027	***	H3 Supported
CPV → CS	0.832	7.610	***	H4 Supported
CPV → CFI	0.357	3.658	***	H5 Supported

Source: Data processed by AMOS 18.0

This research shows that perception of perceived quality has a significant effect on the perception of perceived value. In this study, it was concluded that Indonesia basketball has successfully delivered good quality as proven by good access, reliability, responsiveness, tangibles, and good security, which in turn generate the perception of perceived value that is particularly represented by the attributes; social, emotional, functional, epistemic, and conditional value.

The research result shows that the perception of customer satisfaction has a significant effect on the perception of future intention. In this study, Indonesia basketball is considered to have successfully delivered good customer satisfaction, represented by the attributes of outcome of the game, arena cleanliness, seat location, restroom cleanliness, safety, and security in parking area, which finally result on good perception of future intention, represented by the attributes; say positive things about them, recommend

them to other consumers, remain loyal to them (i.e., repurchase from them), spend more with the company, and pay premium price.

4 CONCLUSION

The conclusions of this research are:

1. Perception of perceived quality does not significantly influence the perception of customer satisfaction of Indonesia basketball in Surabaya.
2. Perception of perceived quality positively influences the perception of the perceived value of Indonesia basketball in Surabaya.
3. Perception of customer satisfaction positively influences future intention of Indonesia basketball spectators in Surabaya.
4. Perception of customer perceived value positively influences the perception of customer satisfaction of Indonesia basketball spectators in Surabaya.
5. Perception of customer perceived value positively influences the perception of future intention of Indonesia basketball spectators in Surabaya.

The research implications for the management of Indonesia basketball in Surabaya are the needs to improve its service quality, in the forms of access, reliability, responsiveness, tangibles, security, thus the service can be more excellent and finally result in the happiness of customers. Indonesia basketball can increase the value by differentiating tribune, VIP, and VVIP seats to give the different atmosphere for the spectators and giving extra benefits by purchasing VIP or VVIP seats. Then, the management of Indonesia basketball can carry out more fun games during halftime, challenges for free merchandise, upgrade, and add new facilities to Indonesia basketball related to the stadium and renovate old facilities at the basketball arena. Good facilities will lead to customer satisfaction, which in turn will result in favorable post-consumption behavior of customers.

Further research is needed to find out generalization of this research model, mainly by choosing other sports stadium as an object because this research only limited in one sports stadium type of a basketball Arena. In fact, recently, there are already plenty of sports stadium spread in Surabaya or other places where future research can be conducted. This study used 168 respondents as the sample. Future research suggested an increasing number of samples, in order to get a better result. In this study, respondents were mainly students. Further research is expected to be

done on more heterogeneous respondents by also involving parents.

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This research is done to gain a picture of relationships and communications between staffs and higher-ups, problems that arise in workplace, the problem-solving connected with the generational differences and effects on psychological well-being. Gaps in work relation due to generational differences if...

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The effect of competence, emotional quotient, and financial quotient on the business performance of small and medium enterprises in Surabaya, Indonesia

Siti Mujanah, Tri Ratnawati, Amiartuti Kusmaningtyas

This study aims to analyze the effect of competence, emotional quotation, and financial quotient on the business performance of Small and Medium Enterprises (SMEs) in Surabaya, Indonesia. The study was conducted on 75 SMEs in Surabaya that run food and handicraft businesses, have about 10 to 50 employees...

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Cinderella complex on working women

Vania Chastine, Noviaty Kresna Darmasetiawan

The goal of this research is to explore the Cinderella complex phenomenon on working women. Women with Cinderella complex tendency can feel that they are in an unrescueable condition, need men to save them, and ultimately limit their potential. The questions from this research are (1) why does the Cinderella...

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The effects of integrity, entrepreneurship, knowledge, leadership to succession in first generation family business

Andreas Wijaya, Brendi Wijaya

Family businesses have important contributed in Indonesia, this survey is supported by PWC of 95% of companies in Indonesia are family companies. Several researcher has underlie the reasons why family companies fail to maintain the long-term business, but the most problem discuss in family business failure...

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An analysis on the influence of customer loyalty program and service quality on customer loyalty with trust as a mediation variable on Samsung mobile phone

Andhika Surya Bagaskara, Murwanto Sigit

This study aims to determine the effect of customer loyalty programs and service quality on customer loyalty with trust as a mediation variable on

Samsung mobile phone products. Variables in this research are customer loyalty program, service quality, trust, and customer loyalty. Respondents of this...

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Redrawing the future of travel agent: examining the existence of online travel agents among young consumers

Andhy Setyawan, Tuwanku Aria Auliandri

Over the past decade, the rapid development of the internet has changed the business scope of many industrial sectors, including the tourism sector. The existence of the internet eases young travelers to choose tourist destinations, accommodation, and transportation that are used through Online Travel...

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The effects of assortment and utilitarian motive to purchase decision in supercenter

Andreas Wijaya

This research studied about the effect of assortment and utilitarian motive to purchase decision in Transmart Supercenter Cempaka Putih. Indicator of purchase decision was measured by: problem introduction, search information, alternative evaluation, purchase decision, post purchase behaviour, indicator...

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The influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty

Annisa Dieni Eka Putri, Ms. Indarini, Dudi Anandya

The purpose of the study is to analyze and determine the influence of brand communication, brand image, brand satisfaction, and brand trust on brand loyalty of Teh Pucuk Harum in Surabaya. This study used 170 respondents who are residing in Surabaya, minimum education level of high/vocational school,...

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The effect of green brand on green product purchase intention in Indonesian communities

Erna Andajani

The issue of plastic waste in Indonesia is a national and chronic problem. The non-green materials are still often used for product packaging. Western people have environmental concerns by using green products, but that is not the case for Indonesian people. This study aims to examine the effect of green...

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The effect of e-mass customization in the dimension of consumer's perceived value on satisfaction and loyalty of luxury brand consumers in Indonesia

Gregorius Kevin Soesilo, Dudi Anandya, Ms. Indarini

This study aims to analyze the effect of dimensions of Consumer's Perceived Value on Satisfaction and Loyalty of luxury brand consumers in Indonesia. This research data processing used Structural Equation Modeling (SEM) with Statistical Package for Social Sciences program (SPSS) version 18 and LISREL...

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The effect of green packaging and green advertising on brand image and purchase decision of Teh Kotak product

Hayuning Purnama

The research aims to determine the direct and indirect effects of green packaging and green advertising on brand image and purchase decision of Teh Kotak product. This research is explanatory research using a sample of 100 Teh Kotak consumers in Surabaya. The analysis technique used was path analysis....

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Explanatory study of factors affecting purchase intention of low-technology innovation of local products in Surabaya

Jeremy Jethro, Silvia Margaretha, Christina R. Honantha

The purpose of this study is to examine the effect of consumer doubt, skepticism, familiarity, value for money, information seeking, and aesthetic design on purchase intention of low-technology innovation of the local product. There are 7 variables used for this research, namely consumer doubt, skepticism,...

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The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label

M. Dwiki Ramadhan, Muchsin Muthohar

Private label is well known as one of the strategies to expand the market as well as strengthen brand image and store image within stiff competition of retail business. Due to its lower price, the private label could harm perceived quality and affect customer purchase intention. This study aims to examine...

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The influence of perceived quality, perceived value, and customer satisfaction on future intention of Indonesian basketball spectators in Surabaya

Stephanie Yolanda, Christina Rahardja Honantha, Andhy Setyawan

This study examines the relationship of perceived quality, perceived value, and customer satisfaction on the future intention of a basketball event. Quantitative and causal type research was adopted for this study. The questionnaire used was adopted from Ferran Calabuig Moreno et al. (2014). The purposive...

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Analysis of Arsenal FC debit card in Bank Muamalat Indonesia

Sugeng Hariadi, Dea Switani Juniar, Irzameingindra Putri Radjamin

Football is considered one of the most popular sports in the world. As a result, a reputable football club is deliberated to be a promising partner as it has many fans. Today, football is widely used by companies as the brand of products, including the financial sector in Indonesia. Several well-known...

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The influence of innovativeness, involvement and use of social media to travel content creation for Surabaya's traveler

Ulfi Olivia Luthfatul Latifah, Veny Megawati, Fitri Novika Widjaja

The purpose of this research is to find out and analyze the use of social

media to share tourist information through online content. The results of this study show the influence of making social media on travel content, innovativeness, and involvement of Surabaya travelers in sharing tourist information....

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The impact of interactivity of electronic word of mouth, e-quality of the website, decision support satisfaction on customer loyalty of Mataharimall.com

Yunita Corazon Aqino Pioh, Innocentius Bernarto

Nowadays, companies are required to act swiftly, being decisive and accurate in running the business as well as making decisions to face the growing competition in the business environment that moves dynamically and filled with uncertainty. The purpose of this study is to analyze and test the positive...

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Balanced scorecard on accountability of government institution performance

Dr. Suyanto, Ludhityan Bagus Riadi

This study aims to determine the role of balanced scorecard as a moderation of the correlation between budget target clarity, internal control, and reporting systems on performance accountability of government agencies in the Ministry of Marine Affairs and Fisheries Republic of Indonesia using five variables,...

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Food waste management program design using a comprehensive benchmarking method: a case study in Bytedance Inc, Beijing, China

Eddo Natalion Wijaya Putra

The objective of this research is to design the food waste management program as a part of reverse logistics using a comprehensive benchmarking method in order to answer the main question posed by the researcher on how can company design a system that minimizes the environmental impact and upgrades the...

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The relationship between out of stocks and total settlement in Coca Cola Official Distributor at Betro-Surabaya

Raka Prameswara, Stefanus Budy Widjaja Subali, Markus Hartono

Coca Cola is a company that produces one of the biggest Non Alcoholic Ready to Drink (NARTD) in its market, but The DIFOTAI (Delivery In Full On Time and Accurate Invoice) in Coca Cola Official Distributor (CCOD) at Betro is under the standard which is 95%. As the out of stocks is the first internal...

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The concept of knowledge management in the application of migrant workers protection using SECI model

Rangga Sidik, Deden Abdul Wahab, Yeffry Handoko Putra, Leonardi P. Hasugian, Yusrila Y. Kerlooza

The purpose of this research is to create the implementation design concept for the government to give the protection of Indonesian migrant workers. The concept of knowledge management adapted from SECI Model mechanism gives a wide picture of how migrant workers should be. In this research, a qualitative...

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Companies in Indonesia in the vortex of global economic disruption

Ahmad Zafrullah Tayibnapis, Lucia E. Wuryaningsih, Radita Gora

The best alternative for companies in Indonesia to survive in the midst of global economic uncertainty is by transforming their business and human resources, given that changes in business concepts are highly driven and patterned by advances in information technology that are exponentially increasing....

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The impact of R&D, competition, and market share on productivity of Indonesian chemical firms

Dr. Suyanto, Yenny Sugiarti

This study examines the impact of research and development (R&D),

competition, and market share on the productivity of Indonesian chemical firms. There were 568 firms under this study for the period of 13 years so that the total observation was 7,384. The estimation of the firm-level data is conducted...

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Investigation on the influence of green economy, social benefit, and economic benefit on business development and performance of sharia SME

Dr. Mahyarni, Astuti Meflinda

Sharia SME has a very important role in the economy and is one of the supporting factors in the development of the tourism sector. This study aims to examine and analyze the influence of green economy on business development and performance, the influence of social benefit on business development and...

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The eminence of the 4th industrial revolution: how it transformed management accountants

Siti Zaleha Abdul Rasid, Sarah Athirah Saruchi, Rina Salwani Mohd Tamin

The awakening of modern technologies in the era of this 4th Industrial Revolution (4IR) has tremendously affected the whole landscape around the globe including the business sector. To be aligned with the technological advancements, management accountants have to keep proactive and prepare for any unexpected...

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Management commitment to service quality and service recovery performance of customer service officer at PT. Bank Central Asia, Tbk. Surabaya-Indonesia

Liem Siu Lan, Joseph Lodovicus Eko Nugroho

The purpose of this study is to determine the effect of Management Commitment to Service Quality (MCSQ) on service recovery performance in the bank, by mediating organizational commitment and job satisfaction. Recovery efforts for service failures in banks are a very important factor because a bank is...

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Effect of food quality, service quality, atmospherics, other customers and emotions on loyalty at De Soematra 1910 Restaurant Surabaya

Natasya Lienovia Kuandy, Juliani Dyah Trisnawati, Veny Megawati

This study aims to measure the variables of food quality, service quality, atmospherics, other customers, and positive & negative emotions on customer loyalty. An empirical study was conducted by distributing a questionnaire to 150 respondents who are De Soematra 1910 Restaurant Surabaya customers. The...

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The effect of gastronomy and destination attractiveness on satisfaction and behavior intention in traditional cuisines in Yogyakarta

Siti Rahayu

The study aims to provide an integrated model to explain the effect of gastronomy and destination attractiveness on tourist behavior. The survey was conducted in Yogyakarta with the target of domestic tourist respondents. Analysis of Structural Equation Modeling (SEM) was used to test the hypothesis...

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Effect of service quality on the satisfaction of low-cost carrier service users in Indonesia

Winny Handayani, Fitri Novika Widjaja, Veny Megawati

This study aims to reveal the effect of service quality on the satisfaction of Low-Cost Carrier (LCC) service users in Indonesia. The purpose of this study is to determine the effect of service quality through tangible features, flight schedules, service provided by ground staffs, service provided by...

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Digital disruption in print media: challenges of convergence and business models

Freddy Mutiara, Ambang Priyonggo

Disruption in information technology has caused newspapers experiencing a significant decline in revenue in terms of the number of customers and advertising. However, the efforts of print media companies in Indonesia to expand their customer base and revenue by expanding into online media platforms have...

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Trust, collaboration, and quality management in model of agro-tourism kampung Salak Bojonegoro

Noviaty Kresna Darmasetiawan, Joseph Lodovicus Eko Nugroho, Dessy Alphonsonia Christy, Choirul Anam

Alteration strategy from competitive strategy to collaborative strategy is one tough challenge exclusively when it comes to business problems and enactment to similar business, including agribusiness. The research questions proposed in this research are: (1) Why do entrepreneurs who play a role in the...

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Succession role of indigenous and non-indigenous family business in Indonesia to achieve business sustainability

Sofi Hidayah

For more information, please contact us at: contact@atlantis-press.com

This study aims to conduct a deeper study of the succession stages that occur in the family business through the stage of pre-succession

(introduction/initiation) and the stage of the succession process

(integration and involvement in management) to see how the succession of

family business is able to...

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