INTISARI

Penelitian ini bertujuan untuk mengetahui pengaruh *Excitement*, *Sporting Excellence*, dan *Unique Experience* terhadap *Sporting Event Image* NBL Championship Series 2010-2011 di DBL Arena Surabaya. Sebagai sebuah even baru, NBL memerlukan banyak informasi untuk secara konsisten memperbaiki kinerja di musim-musim selanjutnya dan mengoptimalkan potensi-potensi yang dapat dikembangkan termasuk untuk menjadi sebuah tujuan wisata olahraga yang digemari.

Metode pengolahan data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dan analisis koefisien determinasi. Sedangkan pengujian hipotesis yang digunakan adalah dengan uji t dan uji F.

Berdasarkan pengolahan data yang dilakukan dengan analisis regresi linier berganda dan analisis koefisien determinasi diketahui bahwa besarnya pengaruh *Excitement* terhadap *Sporting Event Image* sebesar 0,205, pengaruh *Sporting Excellence* terhadap *Sporting Event Image* sebesar 0,460, pengaruh *Unique Experience* terhadap *Sporting Event Image* sebesar 0,204, dan nilai koefisien determinasi yang diperoleh sebesar 0,561, artinya bahwa sebesar 56,1% variasi *Sporting Event Image* NBL Championship Series 2010-2011 di Surabaya mampu dijelaskan oleh variasi *Excitement, Sporting Excellence* dan *Unique Experience.* Berdasarkan pengujian hipotesis yang dilakukan dengan uji t dan uji F diketahui bahwa *Excitement, Sporting Excellence, Unique Experience* secara parsial (individual) dan bersama-sama mempunyai pengaruh signifikan terhadap variabel *Sporting Event Image* NBL Championship Series Surabaya 2010-2011.

Kata Kunci: *Excitement, Sporting Excellence, Unique Experience, Sporting Event Image*

ABSTRACT

This study aims to determine the effect of Excitement, Sporting Excellence and Unique Experience for Sporting Event Image NBL Championship Series 2010-2011 at DBL Arena Surabaya. As a new event, it requires a lot of information to consistently improve its performance in the next seasons and optimize the potential to be developed include to become a popular sport tourist destination.

Data processing method used in this study is multiple linear regression analysis and analysis coefficient of determination. While hypothesis testing that used is the t test and F test.

Based on the data processed by multiple linear regression analysis and analysis of the coefficient determination is known that the effect of Excitement for Sporting Event Image is 0.205, the effect of Excellence for Sporting Event Image is 0.460, the effect of Unique Experience for Sporting Event Image is 0.204, and the coefficient of determination obtained at 0.561, meaning that 56.1% of the variation of Sporting Event Image NBL Championship Series 2010-2011 Surabaya can be explained by the variation of Excitement, Sporting Excellence and Unique Experience. Based on hypothesis tested by t test and F test is known that excitement, Sporting Excellence, and Unique Experience have a significant effect for the variable Sporting Event Image NBL Championship Series Surabaya 2010-2011 by partial (individual) and together.

Key words: Excitement, Sporting Excellence, Unique Experience, Sporting Event Image