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THE IMPACT OF THE SPORTING EVENTS QUALITY ON CUSTOMER DECISION-MAKING: CASE STUDY IN BANGKOK, THAILAND

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INTRODUCTION

The sports industry, the quality of sporting events plays a pivotal role in shaping the decisions of customers and spectators. The impact of these events extends beyond the thrill of competition, influencing the overall experience and subsequent decision-making processes of attendees. The concept of sports events quality encompasses various elements, including the competitiveness of matches, the entertainment value, the venue atmosphere, and the overall fan engagement. This multifaceted dimension significantly contributes to the satisfaction and enjoyment of the spectators. Customer decision-making, in the context of sports events, is profoundly influenced by the quality of the experiences these events deliver. The excitement generated by closely contested matches, the ambiance within the venue, and the overall organization and presentation contribute to the overall perception of the event. Positive experiences enhance the likelihood of attendees becoming loyal fans, repeat customers, and advocates for the event or team. This introduction sets the stage for an exploration into the intricate relationship between the quality of sporting events and the decision-making processes of customers. As the sports industry continues to evolve, understanding and enhancing the elements that contribute to sports events quality becomes imperative for organizers, teams, and stakeholders seeking to create memorable experiences and foster sustained engagement among spectators.



OBJECTIVE

RESEARCH QUESTION

1. What is the current situation of sport events quality on customer decision-making in Bangkok, Thailand?
2. What is the relationships between sport events quality and customer decision-making in Bangkok, Thailand?

RESEARCH OBJECTIVE

1. To understand the current situation of sport events quality on customer decision-making in Bangkok, Thailand?
2. To clarify the relationships between sport events quality and customer decision-making in Bangkok, Thailand?



METHODOLOGY

POPULATION AND SAMPLING

The research focuses on active sport tourists residing in Bangkok, constituting a population that cannot be precisely determined. The researcher employed W.G. Cochran's (1953) formula, establishing a sample size of 300 units at a 95% confidence level, utilizing a multi-stage sampling method.



METHODOLOGY

DATA COLLECTION

The research instruments employed for data collection comprised a tailored questionnaire aligned with the operational definition and characteristics to be assessed. To ensure the accuracy of research outcomes and the fulfillment of stated objectives, the researcher conducted a rigorous assessment of the questionnaire's validity and reliability. A preliminary pre-test involving 40 participants was administered, and the confidence check results indicated values ranging from 0.7 to 1.00 for each question and the overall questionnaire. Furthermore, the questionnaire successfully passed the content review conducted by the advisor. Consequently, it was determined that the questionnaires were suitable for collecting data.



METHODOLOGY

DATA ANALYSIS

Statistics used in data analysis to answer the objectives of this research are descriptive statistical analysis used to describe the demographic characteristics of the sample, the statistics used were frequency and percentage, mean, and standard deviation. inferential statistical analysis is used to test hypotheses which used a simple Pearson Product Movement Correlation Coefficient analysis to test the correlation of two independent variables, and multiple regression analysis to test the influence of independent variables on dependent variables.



RESULTS AND FINDING

DESCRIPTIVE ANALYSIS

- The general information of sample group were Thai tourists who used tourism services via social media in Thailand and lived in Bangkok, amounting to 300 samples. Most of them were male, 63.7 %, age between 31-40 years old, 52.0%, status in marital, 45.25%, the highest level of education at the bachelor's degree level, 67.5%, worked as employees of private companies the most, 52.5%, and monthly income average between 30,001-45,000 baht, 34.25% and domiciled in Bangkok and its vicinities at most 67.0%.
- Descriptive data sport events quality affecting the customer decision-making in Thailand, the overall factors are at a high level. If considering each aspect, the first is game quality at a high level, followed by interaction quality, physical environment quality and outcome quality.respectively, at a high level in all items.



RESULTS AND FINDING

Variable	b	β	t	p-Value	Tolerance	VIF
Constant	2.159	-	8.254	.000	-	-
Game Quality	.436	.431	5.254	.0000	.302	3.314
Interaction Quality	.339	.331	4.624	.0000	.260	3.845
Physical Environment Quality	.237	.232	3.748	.0002	.351	2.845
Outcome Quality	.139	.129	2.214	.004	.276	3.621

Customer decision-making = 2.519 +.436 (game quality) +.339(interaction quality) +.237
(physical environment quality) +.139(outcome quality)



CONCLUSION

Sport events Quality significantly influences customer decision-making within sport tourist in Bangkok, Thailand, with various factors operating at a high level. game quality, interaction quality, physical environment quality and outcome quality can predict the customer decision-making for sport tourist in Bangkok, Thailand. The significance of game quality within the context of sports event quality cannot be overstated, particularly in its impact on the decision-making process of sport tourists. The quality of a game, characterized by its competitiveness, excitement, and skill level, directly shapes the overall experience for spectators. For sport tourists who invest time and resources to attend events, the impact of game quality on their decision-making is profound. High-quality games enhance the entertainment value of the sports event, creating memorable and satisfying experiences.



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