Melaka Century Ride Sporting Event: Why Peripheral Service Quality Turns Them Back on Wheel?

(Exploring the dimension of peripheral service quality in Melaka sporting events)

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Abstract

The main purpose of this paper is to identify the elements of future intention towards Melaka sporting event. This paper empirically examines the attributes of peripheral service quality towards Melaka Century Ride which covering the participants' satisfaction of the event. This study employed the attributes of peripheral service quality to assess the future intention. More specifically, this paper explores the element of peripheral service quality in Melaka Ride Sporting Event through before, during and post-event management. Furthermore, the study also conducted to determine the relationship between peripheral service quality and participant satisfaction. Data were collected from first and secondary resources through administered questionnaire survey and based on 100 participants. Result from the correlation analysis show that peripheral service quality variables all have explanatory power of the variation in future intention. The analysis process also reveals that secretariat friendliness contributes to higher satisfaction in the Melaka Century Ride. Finally, limitations of present findings were discussed and implications for future studies are suggested.

Keywords: Sport Event Management, Peripheral Service Quality, Melaka Tourism Product, Event Management

Introduction

Melaka is known as heritage, however, this is also an attraction for sports event. Others sport events in Melaka is Neon Run, Zombie Run, Melaka Drag Challenge, Heritage Marathon, and others. The research emphasized towards Melaka Century Ride 2015 that focus on exploring the satisfaction of Melaka Century Ride 160km 2015 participants towards peripheral service quality. There are three noteworthy variables that are prone the effects the sport event, which are before, during and after. There have also include the overall satisfaction of the participant and their future intention to participate in the same event again on the next year

This event is the second year event after successfully organized in the year 2014 with 2712 riders participated. With a good sport event management, the total numbers of participants have increased up to 3131 in 2015. It is clearly shown that the event hosted by MySkillMedia in Ayer Keroh on Sunday, 25th October 2015 had given a great impact towards previous participants. Therefore, the Melaka Century Ride 2015 has been recorded as the number of road bicycles used in a cycling event in the Malaysian Book of Record.

In line with above notion, an important outcome for the organizer is satisfied customers who are willing to return to the sport event. Participants' satisfaction is the outcome of the interaction between experience in the sports event venue and their previous expectations about the sport event. Satisfying participant who indirectly as a tourist is crucial due to the expectation effect and intentions for the attendees (Fuchs & Weiermair, 2004). Satisfaction is most related in terms of the disconfirmation

approach, viewed as the variation between a participant's pre-purchase expectations and post purchase perceptions of the actual services provided (Oliver, 1980; O'Neill, 2001).

Sport event organizer also meanwhile, must consistently increase the quality of the event such as their services and products to satisfy each of the consumers and keep them coming back to the event. According to Fuchs and Weiermair (2004), many tourism destinations, consider customer satisfaction as one of the most important sources of their competitive advantage. Therefore, for continued growth of sports event that have little history and unique culture, it is imperative to understand, maintain, and increase customer support and loyalty. To accomplish this, it is necessary to study the event participants' satisfaction and their perception on service quality with the sports events (T. Yosuke, B. Gregg and Z. James, 2007).

Therefore, this study was conducted objectively to examine the satisfaction of attendees based on peripheral service quality of Melaka Century Ride 160km 2015 as well as to explore the relationship between satisfaction and future intention.

Methods

This study considers the various determinants of peripheral service quality based on literature reviews of the various scholars. Therefore, the descriptive statistic, frequency distribution, reliability test and Pearson correlation analysis were carried out. Specifically, 100 set close ended questions based on non-probability sampling which targeting local and international participant were successfully recorded into the SPSS Software. As a measurement, 5 likert scales were used in an administered questionnaire survey and data were quantitatively analyzed.

Before proceeding with a set of questions, each potential respondent who agreed to take part had been given short brief about the study through the information sheet which attached with the questionnaire. This information sheet provides details about the researcher, the aim of the study and the purpose of the survey to be conducted. The information sheet also stated that participation was voluntary and respondents were free to answer any questions in the questionnaires. In addition, the information provided by the respondents was strictly confidential and no respondents would be identified.

Results and Discussion

Participation Analysis

Majority of respondents were ranked by categories which include Men Junior representing 6.45%, Men Open 18.28%, Men Junior Master 7.53%, Men Senior Master 7.53%, Men Senior Master 12.90%, Women Open 12.90%, Race 39.78%, and Mountain Bike 2.15%. There were 87.10% male meanwhile female participant represent 12.90% involved in this study. Most of the respondents were Malaysian with 87.10% and followed by international participant with 12.90%.

Mean Analysis

Table 1. Mean Analysis

Measures (peripheral service quality)	Mean	SD
Before Event	3.93	0.744
During Event	3.94	0.688
Post event	3.90	0.678
Future intention	4.22	0.79

Table 1 provides means and standard deviation distribution of all variables. Based from the table, the score of acceptance for future intention was high ($M = 4.22$). Among the independent variables, during event scored the highest score 3.94% followed by before event (3.93%) and post event (3.90%).

Table 2. The Mean Scores for Participants Satisfaction Towards Melaka Century Ride 2015; before.

No	Item	Mean(m)	S.D
1.	Media promotion of the event	4.14	.62
2.	The registration process is convenient	3.80	.89
3.	The location is suitable for the event	4.02	.77
4.	Information provided on the internet about the event is sufficient and easy to access	3.92	.73
5.	The goodies bags received are what the participants would expect	3.77	.71
TOTAL MEAN SCORES			
POPULATION MEAN			

Table 3. The Mean Scores for Participants Satisfaction Towards Melaka Century Ride 2015 During the Event

No	Item	Mean(m)	S.D
1.	The staffs are friendly towards the participants	4.30	.69
2.	Facilities provided by the organizer are adequate for the event	3.47	.84
3.	The signages for the track are effective and helpful for the participants	4.05	.58
4.	The organizer look appropriate measure to ensure the safety and security of the participants	4.26	.61
5.	The participants have no difficulties to park their vehicles	3.09	.83
6.	Spectators have no difficulties to enjoy the event as there are enough viewing location for them	4.08	.56
7.	The organizer is prepared to maintain and monitor the cleanliness of the event site	4.18	.57
8.	The organizer have prepare sufficient emergency supply for the event (Ambulans, first aid kit and others)	4.06	.79
TOTAL MEAN SCORES			
POPULATION MEAN			

Table 4. The Mean Scores for Participants Satisfaction Towards Melaka Century Ride 2015 After the Event

No	Item	Mean(m)	S.D
1.	Program start and finish on time	3.70	.64
2.	The registration fee is worth for the event	4.55	.65
3.	Food is prepared by the organizer is enough for every participant	4.20	.62
4.	The track used for the event is comparable with the international track	3.48	.83
5.	The winners and the lucky prize draw conducted in an orderly manner	3.58	.65
TOTAL MEAN SCORES			
POPULATION MEAN			

Correlation

Pearson correlation was used to examine the relationship between independent variables and future intention. All independent variables have significant and positive relationships towards dependent variable.

	Peripheral Service Quality (Satisfaction)
Future Intention	.32**

This study was finally to identify the peripheral Service Quality through three different attributes. Data and analysis were presented in prior session where all variables indicate moderate positive relationship towards dependent variable. It indicates that all variables contribute to the element of peripheral service quality peripheral service where quality is directly influenced spectators intention revisit the sport event(Zhang et al., 1998; Hill, Green, 2000; Byon, Zhang and Baker, 2013; Brooks, 1994; Zhang et al. 1998)This study also is not without limitation where the data only provide the snapshot of the situation. Perhaps the Exploratory Factor Analysis (EFA) might provide a different added value into the body of knowledge in the future research.

Conclusions

Peripheral service qualities are directly influenced spectators intention revisit the sport event. Peripheral services can contribute to spectators' intention to revisit (Hill, Green, 2000). Furthermore, Peripheral service is the service that controlled by the event organizer. This was stated by Byon, Zhang and Baker (2013) that organizer primarily works on other product functions of the game, essentially game operations such as ticket service, physical and functional quality of the venue, and intermission amenity activities. The crack the nut shell, peripheral service quality is deemed necessary to be put into high consideration by the organizer to ensure future intention of the event. In addition, the study conducted also benefit insight data for the organizer to improve and maintain the service delivered in the future event. Data collected were also useful for any researchers whom want to expand the framework dimension.

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