

# The Influence of Environmental Quality, Safety Awareness, and Supporter Satisfaction on the Behavior of Sports Supporters

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**Abstract** Sports facilities are a necessity that must be provided to visitors, this supports the many benefits that will be obtained. The purpose of this study is to shed light on how environmental factors affect the behavioral intentions, satisfaction, and safety awareness of Indonesian participants. This research uses quantitative methods with a descriptive design to determine the relationship between features around football matches, spectators' knowledge about safety, their satisfaction, and their behavioral intentions. 44 female (17%) and 212 male (83%) took part in this study. 256 replies to the 300 questionnaires distributed were examined. The reliability score for the questionnaire is 0.67. Additionally, the sports stadium and the ticketing location make up the environmental quality. For each dimension, Cronbach's alpha shows good internal consistency. Two criteria are used in this study to evaluate the environmental quality (such as the venue). Internal consistency is good, as indicated by the construct reliability of 0.87. The findings show that while the ticket point factor has a remarkable impact on behavioral intention, the sports venue element does not have a statistically significant impact on behavioral intention. In conclusion, statistically significant effects on behavioral intention were seen for

both attendance safety awareness and satisfaction.

**Keywords** Environmental Qualities, Safety Awareness, Attendee Satisfaction, Behavioral Intention

## 1. Introduction

The government has constructed numerous public sports facilities in an effort to raise the standard of living in Indonesia, where the adoption of healthy lifestyles has accelerated during the past 20 years. Sporting development and success worldwide depend on sports facilities and equipment [1]. A sports organizer also prioritizes attendee happiness in order to win over loyalty and get them to refer other possible attendees to the event. The success of every service organization depends heavily on the experiences of its supporters. Service providers with expertise in sporting events are also common. As is the case in many developed countries (for example: Australia), local governments often encourage the construction of facilities, even though it

requires quite a lot of money. However, because the benefits offered outweigh the costs, local governments often own and operate these facilities with the help of public funds [2], [3]. Well-being, development of self-confidence, life skills, discipline, social integration, reduced levels of excessive anxiety, national and cultural identification, and reduced crime and vandalism are just some of the benefits of participating in sports and recreation [4]–[7]. These benefits may be financial or nonfinancial, such as the shared experience of going to an athletics event or the sense of community one has when working with a local team—justify investing in sports infrastructure [8].

Fan attendance is a crucial source of revenue order to be profitable and competitive, they need more money from premium tickets, club seats, and stadium concessions. Millions of spectators flock to stadiums to watch football games, as the economic impact of attending a game extends beyond ticket purchases. Attendance includes complementary expenses such as parking, food, drink, souvenirs, and transportation. The stadium environment plays a significant role in determining spectators' enjoyment of the experience. Factors like stadium design, food service quality, and fan interactions also influence spectators' perceptions of the experience and their willingness to attend games [9].

Demonstrates that, depending on respondents' gender, marital status, level of education, age, occupation, and household income, there is a considerable difference in how well they perceive the quality of service provided by public sports facilities. Research on public sports facilities' service provision and customer satisfaction has been conducted, highlighting the importance of satisfaction for citizens. The satisfaction level of customers with service quality is crucial for strategic inroads into the target market. Studies have shown that the quality of public sports facilities affects consumer satisfaction, intention to repurchase, and word-of-mouth intention. Studies have also investigated the effect of service quality on word-of-mouth intention and revisit. Additionally, there is an organic association between service quality and customers' behavioral intention [10].

The results of other research have been carried out regarding how residents want to use public facilities [11]–[13]. Some research, however, has examined the impact that environmental factors have on Indonesian attendees' knowledge of safety, enjoyment of the event, and behavioral intentions. The study's main focus was on management effectiveness [14]. The image of the company

is significantly impacted by the running service, event service, safety service, and use service. Ambient factors influence attendees' happiness, behavioral intention, and safety awareness. Therefore, this study hopes to confirm the effects that environmental factors have on attendees' perceptions of safety, their pleasure, and their behavior. Through descriptive quantitative research, this study seeks to explain the relationship between the environment's quality and attendees' happiness, behavioral intention, and safety awareness. The study's findings would add a fresh perspective to research on sports recreation and potential elements influencing sports settings.

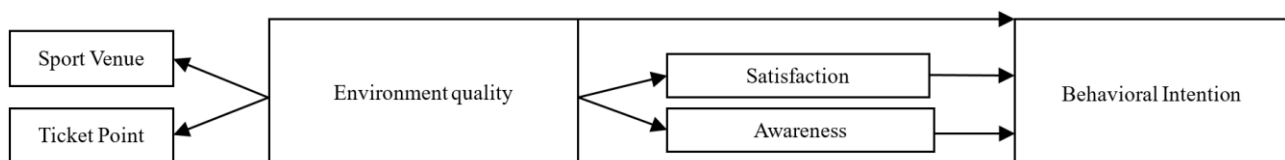
## 2. Materials and Methods

### 2.1. Design

This quantitative study intends to objectively investigate the relationship between a football game's environmental characteristics, spectators' awareness of personal safety, satisfaction, and behavioral intention. The evaluation of the football game's sports cape by attendees is referred to as the environment quality. The attendees responded to 12 questions to evaluate this concept. Universitas Negeri Semarang in Indonesia's Health Research Ethics Committee (HREC) granted the ethical permission No. 234/2019. The participants were chosen by simple random sampling. Before participating in the survey, research participants completed a consent form. Attendance satisfaction alludes to the degree of emotion experienced during a football game, whereas safety awareness describes the level of developed safety culture that the attendee possesses. The behavioral intention in this investigation is represented by the verbal correspondence and the repurchase aim.

### 2.2. Research Procedure

Research is done by going through various procedures to get maximum results. These procedures include: 1) Initial stage: Researchers obtain permission from the West Java Health Office and Youth and Sports Office to use health data and APMO data in 2021. Furthermore, researchers also ask for permission to be able to access other data on the web owned by each agency . 2) Implementation Phase: Researchers select data and filter data that is needed and what is not needed. The data is then opened and analyzed according to the needs and wishes of the researcher. Figure 1 is the research design that will be carried out.



**Figure 1.** Conceptual model of Environment Quality, Attendees' satisfaction, Attendees' safety awareness, and Behavioral Intention

### Hypothesis:

1. Hypothesis 1: Environment quality of football games brings a positive (+) influence on behavioral Intention.
2. Hypothesis 2: Environment quality of football games does not bring a positive (+) influence on attendee satisfaction.
3. Hypothesis 3: Environment quality of football games brings a positive (+) influence on attendees' safety awareness
4. Hypothesis 4: Safety awareness of football games brings a positive (+) influence on behavioral Intention.
5. Hypothesis 5: Attendees' satisfaction with football games brings a positive (+) influence on behavioral Intention.

### 2.3. Respondence

The research participant population was 4 female respondents (13%) and 212 male respondents (83%). Age-wise, there were 38 respondents who were under 20 years old (15%), 72 who were between the ages of 21 and 24, 38 who were between the ages of 25 and 30, 38 who were between the ages of 31 and 35, 29 who were between the ages of 36 and 40, and 41 who were above 40. (16%). Regarding education, 118 respondents said they had

graduated from high school (46%) and 87 said they were enrolled in college at the time (34%) respectively (20%). In addition, 87 respondents visited *Gelora Bung Tomo Stadium* (34%) while 51 respondents visited *Siliwangi Stadium* (118 respondents visited *Gelora Bung Karno Stadium*, or 46 percent) (20%).

### 2.4. Data Analysis

The questions used in this research have been assessed by experts and also tested on other samples that have the same characteristics as the research sample. For each dimension, Cronbach's alpha shows good internal consistency. Two criteria are used in this study to evaluate the environmental quality (such as the venue). Internal consistency is good, as indicated by the construct reliability of 0.87. Additionally, this study uses two metrics (such as perceived impression) to gauge how satisfied guests are. Internal consistency is good, as indicated by the construct reliability of 0.95. In order to evaluate client retention and word-of-mouth, three variables measuring behavioural intents were employed. Internal consistency is strong, as indicated by the construct reliability of 0.840. Next, the researcher employed frequency analysis, factor analysis, reliability analysis, and regression analysis (both single and multiple) [15]. There were 39 research questions asked of respondents which can be seen in Table 1.

**Table 1.** Research Question

Research Question	
1.	Timeliness in providing services
2.	Clarity of information in providing services
3.	Reliability of officers in providing services
4.	Sincerity and friendliness in providing services
5.	Organizing activities
6.	The audience's trust in the officers
7.	Courtesy of match officials
8.	Services for disabled audiences
9.	Selection of match schedule
10.	Strategy for controlling the audience when the match starts
11.	Cleanliness of the stadium environment
12.	Stadium security level
13.	Suitability of stadium capacity to the number of spectators
14.	Comfort of the audience seats used
15.	The beauty and cleanliness of the stadium
16.	Number of ticket sales locations and adequacy of ticket sales locations
17.	Free drinking facilities
18.	Availability of first aid facilities, medical assistance and personnel
19.	Adequate number of public toilets
20.	Scoreboard function / big screen TV
21.	Comfortable facilities for people with disabilities
22.	Number of facilities for people with disabilities
23.	I understand how to obtain first aid services at a football match
24.	I know how to contact first aid personnel at a football match
25.	I am aware that there is a screening of spectators to detect alcohol, drugs and weapons in the interests of spectator safety
26.	I understand the safety rules in football matches
27.	When I watch football shows, I believe safety is the most important thing
28.	I understand safety precautions and first aid during emergencies
29.	The health and safety of spectators is an important goal in a football match
30.	I know what to do in an emergency situation
31.	I know of at least three major risks of injury as a spectator at a football event.
32.	I know what to do if fans are disruptive at a football event
33.	I am happy with the team's performance in serving the football match
34.	I enjoy the characteristics of the sports cape (audio facilities, parking space, and cleanliness).
35.	I feel safe with the stadium security system
36.	I can easily buy food, drinks and souvenirs
37.	I enjoy the activities of supporters at football matches
38.	I will go back to watching football matches at this stadium
39.	I will recommend friends, family and colleagues to watch other football matches at this stadium.

### 3. Results

On a Likert scale of one to five, the attendee satisfaction item's mean score range was. To further explain the results of this research, see the following explanation. Two of the 12 questions on environmental quality had eigenvalues over 1, according to a factor analysis on the topic that was done using a varimax orthogonal rotation. The underlying variables of environmental quality, safety awareness, attendance satisfaction, and behavioral intentions were identified using the principal component analysis [16]. The environmental quality sample's KMO adequacy score was higher than the threshold of 0.5. (0.862). The environmental quality dimensions' results for Bartlett's test of sphericity were significant ( $2=943,108$ ,  $p$  0.001). The variables were deemed appropriate for factor analysis on the basis of this. Based on the research results, analysis factors related to environmental quality were obtained which can be seen in Table 2.

The two items under "environment quality" were kept, according to the results of a confirmatory factor analysis estimate technique, with factor loadings of 0.887 and 0.776. The two items' dependability was 0.739 and 0.741, while their commonality was 0.806 and 0.779.

A multiple regression analysis was conducted to examine Alternative Hypothesis 1. According to the findings, neither the sport venue nor the number of ticket points directly predicted behavioral intentions (sport venue:  $t=1.221$ ,  $p>0.05$ ; ticket points:  $t=4.185$ ,  $p$  0.05). It can be concluded that while the ticket point element does have a statistically significant impact on the behavioral intention, the sports venue factor does not (see Table 3).

Environmental quality does not directly influence behavioral intentions ( $t=0.959$ ,  $p>0.340$ ). The aspect of environmental quality does not appear to have a statistically significant impact on behavioral intention, as can be deduced (see Table 4). Alternative One of the

Hypothesis was therefore disproved.

The second hypothesis, that the environment quality of football games has a positive (+) impact on the attendee's happiness, was then put to the test using multiple regression analysis. The findings demonstrated that the happiness of the attendees is directly predicted by the environment quality ( $t=6.817$ ,  $p0.000$ ). It is implied that the contentment of the attendees is statistically influenced by the sports environment's quality (see Table 5). As a result, alternative hypothesis two was not disproved.

In order to evaluate Hypothesis 3, which contends that the atmosphere of football games has a positive (+) impact on safety awareness, a multiple regression analysis was used. According to the findings ( $t=3.428$ ,  $p0.001$ ), environmental quality directly predicts safety awareness. It can be concluded that the sports environment's impact on safety awareness is statistically significant (see Table 5). As a result, alternative hypothesis three was not disproved.

To investigate Hypothesis 4, which claims that behavioral intention is positively (+) influenced by safety awareness during football games, a second multiple regression analysis was conducted. The findings suggest that safety knowledge directly predicts behavioral intention ( $t=2.161$ ,  $p0.033$ ). It is implied that behavioral intention is statistically significantly influenced by safety knowledge (see Table 6). As a result, alternative hypothesis four was not disproved.

Multiple regression analysis was also used to examine Hypothesis 5, which claims that the degree to which football game attendees are satisfied has a positive (+) impact on their behavioral intentions. According to the results, attendees' pleasure directly predicts behavioral intention ( $t=5.372$ ,  $p0.000$ ). Inference: Attendee pleasure has a statistically significant impact on behavioral intention (see Table 7). Five was not rejected as an option to the hypothesis.

**Table 2.** Result of Factor Analysis of Environmental Quality

Factor Eigenvalue/ variance (accumulation)	Estimated content	Factor loading	Commonality	Reliability
<Sport Venue> 6.865/57.20%	The stadium is clean	0.887	0.806	0.739
<Ticket point> 1.252/10.43%	The number of ticket points is appropriate	0.776	0.779	0.741

**Table 3.** Effect of Environment Quality on Behavioral Intention

Dependent variable	Independent Variable	Regression coefficient	Standard Error	$\beta$	t-value	Significance level
Behavioral Intention	Sport venue	0.141	0.116	0.114	1.221	0.225
	Ticket points	0.478	0.114	0.392	4.185	0.000

**Table 4.** Effect of Environment Quality on Behavioral Intention

Dependent variable	Independent Variable	Regression coefficient	Standard Error	$\beta$	t-value	Significance level
Attendee's satisfaction	Environment qualities	0.120	0.125	0.089	0.959	0.340

**Table 5.** Effect of Environment quality on attendee's satisfaction

Dependent variable	Independent Variable	Regression coefficient	Standard Error	$\beta$	t-value	Significance level
Attendee's satisfaction	Environment quality	0.288	0.084	0.327	6.817	0.001

**Table 6.** Effect of safety awareness on behavioral Intention

Dependent variable	Independent Variable	Regression coefficient	Standard Error	$\beta$	t-value	Significance level
Behavioral Intention	Safety awareness	0.313	0.145	0.181	2.161	0.033

**Table 7.** Effect of Attendees' satisfaction on behavioral Intention

Dependent variable	Independent Variable	Regression coefficient	Standard Error	$\beta$	t-value	Significance level
Behavioral Intention	Attendees' satisfaction	0.767	0.143	0.537	5.372	0.000

## 4. Discussion

The quality of the event is indicated by ticket points and cleanliness indicators based on the results of the multiple regression. Clients' perceptions of the nature of the physical condition, tidiness, nutrition quality, and attitude of the employees have a significant impact on their evaluation of various aspects of event quality and their overall assessment of a football event [17]. It demonstrates that the influence of attendees' physical health on their observations is significant. This outcome supports the findings of earlier investigations. Attendee satisfaction plays a role in how they perceive the quality of the administration, and satisfaction comes before perceptions of quality [18].

Additionally, attendees' pleasure may be affected by several residual preference criteria, such as the facilities' cleanliness, the stadium's accessibility, the seating arrangement, the availability of a number of food stands nearby, and the scheduling of the games [19]. When it comes to administrative qualities, the overall attitude of the workforce affects the desire affirmation of administrative quality. The observation will improve attendees' evaluation of associated traits when they enter a ticket point and encounter welcoming staff. Thus, the overall mental condition of the workforce affects the desire affirmation of event quality.

Additionally, the findings of this study demonstrate that attendance satisfaction has a statistically significant impact on behavioral intention. This outcome is comparable to

what was discovered in a few earlier experiments [20], [21]. One factor in achieving behavioral intention is attendance pleasure. This study also demonstrates that Behavioral Intention is statistically significantly impacted by Safety awareness. One of the crucial factors influencing attendees happiness and behavioral intention could be promoting attendees' safety awareness. The management should arrange safety elements that are consistent with participants' perceptions of the value of safety awareness. This study demonstrates how environmental quality affects people's awareness of safety. Planning the facilities' and attendees' safety elements is crucial. The managers should often run campaigns to warn attendees about violence prevention or emergencies. If the level of safety consciousness among the attendees at an outdoor stadium is high, the facility management must assess the safety and health elements of the attendees when using the current facilities and maintain the stadium's physical infrastructure.

In addition, a different study discovered that three of the constructs (food, festival area, and accessibility) that were anticipated to be part of the festival scape were in fact part of it [22]. Additionally, four factors (souvenir, personnel, informative adequacy, and satisfaction) had no impact on visitors' attitudes and intentions. In their study, they found that spectators' happiness and behavioral intentions are highly influenced by the service quality and core product quality [19].

While the ticket point component does have a statistically significant impact on behavioral intention, the

sports venue factor does not. Additionally, the statistical significance of attendance satisfaction and safety knowledge on behavioral intention [23]. Analysis findings showed that attendees' behavioral intentions are significantly influenced by the quality of the event. A sports organizer should plan and take into account all the factors that could impact the level of safety awareness and participant satisfaction [24]. There are several levels of behavioral awareness, from the conscious to the unconscious, in terms of psychological techniques [25]. These include the surroundings, what people wear, what officials say in public, how people interact and communicate with one another, and how language is utilized [26]. Consequently, a sports event's cultural components must be taken into account. To ensure the overall success of a sports event, a sports organizer must take into account stability, cooperation, objective, motivation, authority, and planning.

## 5. Conclusions

Although the ticket point component has a statistically significant impact on behavioral intention, the sports venue factor does not, according to the study. Additionally, behavioral intention is statistically affected by both attendees' safety knowledge and happiness. The outcomes of the analysis showed that event quality significantly influences attendees' behavioral intentions. Therefore, in order to determine predictors of happiness for football games, a future study needs to be designed that would include additional variables in addition to event quality aspects.

Additionally, it was discovered that attendees happiness and environmental quality were substantially connected to behavioral intentions. Environmental quality, however not significantly linked to the behavioral intentions, did indirectly affect the plans. These comments highlight the significance of offering high-quality services that would live up to or surpass customers' expectations, since they have an impact on both customer satisfaction and future behavioral intentions.

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