

The Influence of Event Quality and Behavioural Intentions of Spectators at Le Tour de Langkawi

Nur Dayini Hisham Idris Hisham¹, Siti Amalina Mohd Yazid^{2*}, Mohd Khairulanwar Md Yusof³,
Ellail Ain Mohd Aznan⁴, Fadhilah Zainal Abidin⁵

^{1,2,3,4}Faculty of Sports Science and Recreation, Universiti Teknologi MARA (UiTM) Perlis Branch,
Arau Campus, 02600 Arau, Perlis

⁵Faculty of Hotel and Tourism Management, Universiti Teknologi MARA (UiTM) Cawangan Melaka,
Kampus Bandaraya Melaka, 110 Off Jalan Hang Tuah, 75300 Melaka

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ABSTRACT

This study examines the influence of event quality on spectators' behavioral intentions at Le Tour de Langkawi, a major international cycling event held annually in Langkawi, Malaysia. Event quality was operationalized through three core dimensions, namely game quality, access, and security, and the study aimed to determine how strongly each dimension predicted spectators' intentions to return, recommend, and support future editions of the event. A quantitative, cross-sectional survey design was adopted, and data were collected from 399 spectators (188 males, 47.10%; 211 females, 52.90%) using a structured, bilingual questionnaire adapted from the SPORTSERV instrument. Data was analyzed using SPSS version 26 through simple linear regression and Spearman's correlation analysis. The regression results showed that all three dimensions were strong, statistically significant predictors of behavioral intentions: game quality ($\beta = 0.971$, $R^2 = 0.943$, $p < 0.001$), access ($\beta = 0.976$, $R^2 = 0.952$, $p < 0.001$), and security ($\beta = 0.970$, $R^2 = 0.941$, $p < 0.001$). Spearman's correlation analysis similarly revealed very strong, positive, and significant associations between behavioral intentions and game quality ($\rho = 0.985$, $p < 0.001$), access ($\rho = 0.990$, $p < 0.001$), and security ($\rho = 0.899$, $p < 0.001$), with access emerging as the most influential factor overall. These findings indicate that high event quality substantially strengthens spectators' intentions to return, recommend, and support future events. The study offers practical guidance for event organizers seeking to prioritize logistical access, competitive race quality, and crowd safety to enhance spectator satisfaction and loyalty. Ultimately, strengthening these dimensions of event quality is likely to support the long-term sustainability, reputation, and growth of sports tourism events such as Le Tour de Langkawi within Malaysia's competitive sports tourism sector.

Keywords: Event Quality; Behavioural Intentions; Sports Tourism; Access; Security

INTRODUCTION

Event quality refers to the overall standard or excellence of an event, shaped by various factors that determine its success. It encompasses everything from the planning and organization to the execution and the spectators' experience. At its core, event quality is about how well an event met its objectives and satisfied the expectations of its participants, organizers, and stakeholders. A well-executed, high-quality event could create lasting impressions, build brand loyalty, generate business leads, and foster meaningful connections among participants. Conversely, poor event quality could damage the organizers' reputation, lead to disengaged attendees, and result in negative feedback. Whether large or small, an event's success depended on its ability to create a seamless, engaging, and memorable experience. Matić et al. (2024) contended that event quality and spectator experience were core indicators of an event's success, and their study of the U23 World Wrestling Championship confirmed a significant direct effect of sport event quality on athletes' behavioral intentions.

On the other hand, behavioral intentions of spectators were the attitudes, decisions, and actions that spectators planned to take in response to their experiences at an event or during a sporting activity. These intentions can indicate future behaviours such as attendance, participation, loyalty, and engagement with the event or the sport. These intentions can also help organizers, teams, and marketers understand the potential for repeat attendance, brand advocacy, merchandise sales, and overall long-term success. By analyzing these intentions, organizations can fine-tune their strategies, improve the spectator experience, and ultimately build a loyal, engaged audience. According to Jia et al. (2025), whose meta-analytic structural equation model synthesized data from 39 independent studies and 16,335 participants, understanding sport tourists' behavioral intentions was vital because service quality and destination image consistently predicted visitor satisfaction and future engagement, which organizers rely on for repeat visitation.

Moreover, from a world perspective, event quality and behavioural intentions were closely intertwined concepts that influenced attendee satisfaction, loyalty, and future engagement with events. According to Jia et al. (2025), the perceived quality-value-behavioral intentions chain is well supported across the sport tourism literature, with their meta-analysis confirming direct relationships between event service quality, value, satisfaction, and tourist behavioral intentions such as revisit intention and positive advocacy. For example, if an event had a poor quality, neither tourists nor the public wanted to attend the event. Other than that, Pahrudin et al. (2024) found, in their study of 350 visitors at the Mandalika MotoGP event in Indonesia, that satisfaction with a large sports event was a significant driver of visitors' intention to revisit. Thus, both internationally and in Malaysia, the relationship between event quality and behavioural intentions was so important for ensuring attendee satisfaction.

Furthermore, in the Malaysian context, event quality played a crucial role in shaping spectators' behavioral intentions, such as their likelihood of revisiting, recommending the event, or participating in future events. This is consistent with the wider evidence base: sport and tourism service quality has been found to have a positive effect on satisfaction, which in turn influences customer loyalty both directly and indirectly (Jia et al., 2025). Sports tourism forms part of a sector of substantial and growing importance to Malaysia; the Department of Statistics Malaysia (2025) reported that the tourism industry generated RM291.9 billion and contributed 15.1% to national GDP in 2024, underlining the economic stakes of sustaining spectator satisfaction and loyalty at events such as Le Tour de Langkawi. Key dimensions of event quality included service quality, infrastructure, and experience design. For example, the professionalism of staff, accessibility of venues, and quality of facilities significantly influenced spectators' perceptions. Therefore, understanding the relationship between sports tourism event attributes and behavioral intention, with destination image as a mediator among sports tourists to Malaysia, was crucial (Abdul Razak, 2022). In addition, behavioral intentions were directly linked to these quality aspects. They are also more inclined to recommend these events to others, with word of mouth and social media playing significant roles in influencing others. In addition, satisfaction acted as a mediator between event quality and behavioral intentions, meaning spectators who perceived high quality were more satisfied and, in turn, showed greater loyalty.

In a nutshell, the influence between event quality and behavioral intentions was strong and direct, as high-quality events tended to lead to positive behavioral outcomes, such as increased spectators' loyalty, repeat participation, and advocacy. A well-executed event not only enhanced the immediate experience for participants and spectators but also fostered long-term engagement, contributing to the sustainability and growth of the event. As organizers and stakeholders strived to create memorable and impactful experiences, understanding this relationship became crucial for optimizing strategies, improving attendee satisfaction, and ensuring continued success in a competitive global market.

LITERATURE REVIEW

Event Quality

Events were considered catalysts for positive societal development through social cohesion, regional economic development, and tourist attractions. Other than that, Armbrrecht (2021) uses the concept of "event

quality”, referring to the quality of experiences within an event context in terms of functional and emotional aspects. High-quality events created memorable experiences that resonated on a personal level, fostering feelings of belonging and connection among attendees. Among the many factors, service quality researchers have long identified that high-quality service significantly influences customer satisfaction (Cronin & Taylor, 1992), a relationship that recent sport-event research continues to confirm (Matić et al., 2024). In turn, customer satisfaction leads to the consumption decision (Jia et al., 2025). Shonk et al. (2017) measured event quality using dimensions such as game quality, interaction quality, and physical environment quality, and this dimensional structure continues to be validated in recent sport-event research (Matić et al., 2024). Game quality referred to a spectator’s perception of the quality of the game’s performance; interaction quality was pertinent to the role of the venue management staff and volunteers responsible for delivering services; outcome quality referred to the link between a consumer’s perceptions of gains received from interactions with the service provider; and physical environment quality related to the evaluations of the physical facilities by the spectator.

For example, Le Tour de Langkawi as it encompassed various dimensions that significantly influenced spectator experiences and their intentions to revisit. Game quality, for instance, referred to the performance of the cyclists and the overall excitement of the races. High levels of competition and thrilling performances are essential for attracting and retaining spectators; exceptional displays of athleticism enhance the appeal of the event, encouraging attendees to return in future editions. Interaction quality also played a vital role, focusing on the engagement between spectators and event staff, including volunteers and organizers. Effective communication and hospitality from staff members can significantly enhance the spectator experience, making attendees feel valued and connected to the event. Additionally, outcome quality reflected the benefits spectators perceived from attending, such as enjoyment, community engagement, and social interaction.

Le Tour de Langkawi offered fans opportunities to connect with athletes and fellow spectators, creating a sense of belonging that fostered positive emotions. Lastly, physical environment quality included the organization of the race routes, accessibility, amenities, and overall venue conditions, all of which impacted attendees’ perceptions. A well-maintained environment can greatly enhance enjoyment and satisfaction. By focusing on these elements of event quality, Le Tour de Langkawi can improve spectator satisfaction and loyalty, ultimately driving economic benefits for the region. High-quality experiences not only foster emotional connections among attendees but also contribute to the event’s reputation and success, ensuring its sustainability and growth.

Game Quality

The dimension of game quality referred to spectators’ perceptions of the quality of the core product of game performance (Shonk et al., 2017). Game attractiveness remains one of the most important factors affecting game attendance, a finding recently confirmed at the U23 World Wrestling Championship (Matić et al., 2024). Other than that, quality is the customer’s evaluation of the service received (Quirante-Mañas et al., 2023), a conclusion reinforced by a 2025 meta-analysis of 16,335 sport tourists across 39 studies showing that event service quality significantly and consistently predicts satisfaction and future behavioral intentions (Jia et al., 2025). In the context of Le Tour de Langkawi, the dimension of game quality was understood as spectators’ perceptions of the core product of the race, which involved the competition itself, the performance of the cyclists and teams.

Furthermore, Matic et al. (2024) measured event quality using dimensions such as game quality, finding a significant direct effect of sport event quality on behavioural intentions among 150 athletes at an international championship. In Le Tour de Langkawi, spectators expected to see skilled riders competing at the highest level, executing impressive strategies, and performing well in the various stages of the race. When top-level athletes were involved, such as international riders from world-renowned teams, their performances enhanced the quality of the event.

Access

Accessibility remains an important element in sport tourism, and recent research on the Mandalika MotoGP event in Indonesia (N = 350) confirmed that accessibility significantly influenced visitor satisfaction with a large sports event (Pahrudin et al., 2024). Accessibility may relate to such details as parking areas, airports, freeways, and public transportation (Getz, 2008), and destination accessibility continues to be identified as a key driver of visitor satisfaction and revisit intention in contemporary sport tourism studies (Pahrudin et al., 2024). Other than that, access to the destination referred to the ease with which the sport tourist could reach the geographic location where the event was held. Destinations that are well served by air, rail, and road transport links continue to hold a competitive advantage over less accessible destinations (Pahrudin et al., 2024). Similarly, destinations that can be reached easily by train, bus, or automobile provide easy access. Next, accessibility of the venue where the event was staged was an important factor. Accessibility pertains to highways leading to the venue, public transportation to the venue, and parking facilities at the venue. Transportation and proximity to the above reduced time and cost and thus made the experience more acceptable, consistent with recent findings that hospitality and accessibility significantly shape visitor satisfaction at large sports events (Pahrudin et al., 2024).

According to Le Tour de Langkawi (2024), hotels have enjoyed a substantial increase in bookings, as have taxis and e-hailing drivers on the island. Rental of cars and motorbikes has also increased as those following the race look to further explore the island. It must be noted that access to the venue also includes the ease of exit from the venue after the event. Wakefield et al.'s (1996) foundational sportscape model suggested that customers may refrain from entering a sporting venue where they have trouble finding a parking space or anticipate problems exiting the parking lot, and venue accessibility continues to be linked to visitor satisfaction in current sport tourism research (Pahrudin et al., 2024). Today, many facilities are designed to allow for quick entry and exit of fans with automobiles.

In addition, according to Alteri et al. (2024), access measures are designed to regulate the flow of attendees and prevent unauthorized individuals from entering restricted areas. This includes establishing designated entry and exit points, ticketing and credentialing systems, and conducting thorough security screenings. Access measures may vary depending on the size, nature, and location of the event but are essential for maintaining order and ensuring the safety of attendees. Therefore, the access and overall experience for spectators play a critical role in ensuring they will return for future events like Le Tour de Langkawi. Providing attendees with streamlined access to key venues and enhanced viewing areas facilitates a deeper immersion in the event; this experience is instrumental in cultivating brand loyalty and driving engagement for future installments.

Security

The importance of ensuring security at large events could not be overstated, as they are potential targets for various threats, including terrorism, violence, and accidents. Failure to adequately address security concerns can lead to devastating consequences, including loss of life, injury, property damage, and disruption of public order (Alteri et al., 2024). For example, Le Tour de Langkawi released technical information that contains technical signage, the order of the race convoy, and more; this is not only for the athletes but also for the spectators' present (Le Tour de Langkawi, 2024).

However, managing large crowds posed significant challenges for event organizers and security personnel. Crowds could quickly become unruly or panic-stricken, leading to stampedes, trampling incidents, or crush injuries; a 2024 systematic literature review on crowd stampede management at sporting events identified narrow passageways, limited exit points, and high spectator density as recurring precipitating factors worldwide, and recommended scientific risk assessment and spatial design as core mitigation strategies (Ha, 2024). Effective crowd control measures are essential to maintain order and prevent such incidents, and a Malaysian preliminary study of crowd management practices at sports events likewise found that clear crowd-flow planning and stakeholder coordination were critical to spectator safety (Kamarudin et al., 2022). Large

events are also prime targets for terrorist attacks and security threats (Alteri et al., 2024). In addition, ensuring public safety and responding to medical emergencies were critical components of event security.

Moreover, before the event, security protocols outlined procedures for access control, crowd management, emergency response, communication, and evacuation. Contingency plans provide guidelines for responding to unforeseen incidents and emergencies, ensuring a swift and coordinated response to mitigate potential harm (Alteri et al., 2024). Besides, studies indicated that tourist safety and security are proved to be important elements of a tourist experience. Consequently, unsafe destinations will have difficulties in attracting tourists (Kamarudin et al., 2022).

Behavioral Intentions of Spectators

Behavioral intentions were intricately connected to attitudes, decisions, and actions. Attitudes, shaped by personal evaluations and feelings about a sport or event, influenced the decision-making process, where individuals weigh factors like cost and social influences before deciding whether to attend. This decision ultimately led to actions, as intentions were translated into behaviors such as purchasing tickets and participating in the event. Understanding these interconnections allowed organizations to better predict and influence spectator behavior, enhancing overall engagement and attendance.

Attitude served as a significant variable in predicting consumer behavior and in understanding consumers' intention and decision. Extreme excitement, intensity, and an atmosphere of joy created by the games and the fans in the stadium are at the centre of the sport experience. These factors make spectators more satisfied overall and encourage them to look forward to future experiences, a pattern also observed among athletes' behavioural intentions at recent international championships (Matić et al., 2024). In sport events, spectator attitudes influence their willingness to participate in live sport experiences (Le et al., 2024).

In addition, spectators return to events because they are satisfied with what they have experienced. As Cronin and Taylor (1992) pointed out, and as recent sport-event research confirms (Matić et al., 2024), consumers may not always buy the highest quality service but may experience an enhanced level of satisfaction because of various factors such as convenience, price, or availability. For instance, the accessibility of the Le Tour de Langkawi event, the affordability of tickets, and the engaging atmosphere contribute significantly to spectators' overall enjoyment. While the quality of the race itself remained important, many fans returned year after year, drawn by the vibrant community spirit, the scenic routes, and the opportunity to witness world-class athletes in action. Thus, the event's success was not solely determined by its competitive quality, but also by the holistic experience it provided to its audience.

Furthermore, actions on the behavioural intentions of spectators involved strategies and influences that shaped their willingness to attend, engage, or return to an event such as Le Tour de Langkawi. Spectators commonly dress at home in merchandise clothing, talk to friends about an upcoming sporting event, and follow sport-related content on social media, behaviors consistent with the engagement and advocacy dimensions of behavioral intention identified in recent sport tourism research (Jia et al., 2025). In this way, tension, excitement, and expectations of the forthcoming sporting event were actively built up by the spectators and often in a social context. These intentions are also shaped by factors such as the quality of the experience, emotional engagement, perceived value, and social influences.

Lastly, based on Matić et al. (2024), behavioral intentions refer to spectators' favorable intentions to attend future games, recommend them to others, and purchase team-related products and services.

METHODOLOGY

Research Design

This research was classified as a cumulative descriptive study. A descriptive study is designed to gather data that describes the characteristics of persons, events, or situations. To measure the influence of event quality

and behavioural intentions of spectators at Le Tour de Langkawi, quantitative data collection was used. Therefore, a survey was conducted to gather information from spectators who attended the event. A survey is a systematic method of collecting information from or about people to describe, compare, or explain their knowledge, attitudes, and behaviour, and typically includes setting objectives for data collection, designing the study, establishing the reliability and validity of the survey instrument, survey management, data management, and reporting of results. As the data were collected, cross-sectional studies were conducted. The purpose of these studies was to examine the relationship between event quality and the behavioural intentions of spectators at Le Tour de Langkawi, specifically determining whether a positive correlation exists between the two variables.

Population and Sampling of the Study

The target population comprised the spectators attending Le Tour de Langkawi in Langkawi. According to Lembaga Pembangunan Langkawi (2024), Langkawi experienced a bustling surge of spectators, with a noteworthy total of 222,541 spectators coming to witness the renowned Le Tour de Langkawi. To ensure that the findings of this study are statistically reliable and generalizable, the required sample size was determined using Krejcie and Morgan's (1970) sample size table, which simplifies decision-making by offering a standardized model for determining an appropriate sample. Based on this model, a minimum of 384 respondents was deemed necessary. To account for potentially unusable or incomplete responses, an additional 20% was added, resulting in a targeted sample size of 461. However, only 399 valid responses were collected and analyzed for this study.

Research Instruments

A SPORTSERV (Theodorakis & Alexandris, 2008; Theodorakis et al., 2009) questionnaire was used. The questionnaires were prepared in bilingual form to make it easier for spectators to understand and respond accurately. There are three sections. Section A focused on collecting demographic information of the spectators' profile, including gender, age, country of origin, marital status, and occupation. Meanwhile, Section B examined three dimensions, such as game quality, access, and security. Section C measured a respondent's behavioural intentions. Four items were adapted from Zeithaml et al. (1996) to capture spectators' positive behavioural intentions. An example of an item was "How likely is it to attend the team's games in the future?" Similar behavioral-intention scales have been used in recent sport-event research (Le et al., 2024; Matić et al., 2024). In all scales, respondents were instructed to indicate the extent of their agreement with each item, using a seven-point scale ranging from "strongly disagree" (1) to "strongly agree" (7).

FINDINGS

The findings are based on the questionnaire distributed via Google Form to spectators who had attended Le Tour de Langkawi. The questionnaire consisted of a screening question followed by three sections: Section A covered demographic information, Section B addressed independent variables (game quality, access, and security), and Section C focused on the dependent variable (behavioral intentions). A total of 399 valid responses were collected and analyzed using SPSS Statistics version 26. The analyses performed included normality tests, reliability analysis, descriptive analysis for demographics, regression analysis, and Spearman correlation.

Respondents' Profile

Respondents in Table 1 were required to answer questions about their demographics using a Google Form as part of the survey instrument-filling process. Gender, age, country of origin, marital status, and occupation are among the demographic's details. The demographic profile is meant to provide a summary of the respondents who take part in the study.

Table 1. Demographics of spectators who attended Le Tour de Langkawi

Characteritics	Frequency (n)	Percentage (%)
Gender		
Male	188	47.10
Female	211	52.90
Age		
18 – 22 years old	92	23.10
23 – 27 years old	94	23.60
28 – 32 years old	101	25.30
33 – 40 years old	74	18.50
40 years old and above	38	9.50
Marital Status		
Single	220	55.10
Married	179	44.90
Occupation		
Student	55	13.80
Employed	290	72.70
Unemployed	28	7.00
Retirement	26	6.50

This research aimed to explore the influence of event quality on behavioural intentions of spectators attending Le Tour de Langkawi. The demographic data from spectators who attended Le Tour de Langkawi in Table 1 indicated that the event primarily attracted young adults, with a slightly higher proportion of female attendees (52.9%) compared to males (47.1%). Most spectators were between 18 and 32 years old, with the majority being employed (72.7%) and a considerable portion being single (55.1%). All respondents were from Malaysia, reflecting the event’s strong local appeal. Overall, these findings suggest that Le Tour de Langkawi resonates particularly with younger, working individuals while also attracting students, making it a popular and inclusive event for a diverse Malaysian spectator.

Regression Analysis

Regression analysis was a statistical method used to examine the relationship between one or more independent variables (predictors) and a dependent variable.

Table 2 revealed that game quality was a strong and significant predictor of behavioral intentions, with a standardized coefficient (β) of 0.971, indicating a very strong positive relationship. The model explained 94.3% of the variance in behavioral intentions ($R^2 = 0.943$), with an adjusted $R^2 = 0.942$, suggesting a highly robust model with minimal overfitting. The F-value of 6515.628 further confirmed that the overall regression model was statistically significant ($p < 0.001$). Compared with access ($\beta = 0.976$; $R^2 = 0.952$) and security ($\beta = 0.970$; $R^2 = 0.941$), game quality emerges as the second strongest predictor, slightly stronger than security but not as influential as access in determining behavioral intentions.

Table 2. Regression analysis between game quality and behavioral intentions predictors

Predictors	
Dependent Variables: Behavioural Intentions	
Independent Variable: Game Quality	.971
R^2	.943
Adjusted R^2	.942
F	6515.628

Notes: $p < 0.05$; $p < 0.01$; $p < 0.001$

Table 3 showed that access was a very strong and significant predictor of behavioral intentions, with a standardized coefficient (β) of 0.976; this indicated that access improvements were strongly associated with significant increases in behavioral intentions. The model explained 95.2% of the variance in behavioral intentions ($R^2 = 0.952$), with an adjusted $R^2 = 0.952$, reflecting an extremely high level of predictive power without signs of overfitting. The F-value of 7834.054 confirmed that the overall model was statistically significant ($p < 0.001$). Compared with game quality ($\beta = 0.971$; $R^2 = 0.943$), access demonstrated a slightly stronger influence on behavioral intentions, making it the more dominant predictor in this analysis.

Table 3: Regression Analysis between Access and Behavioral Intentions Predictors

Predictors	
Dependent Variables: Behavioural Intentions	
Independent Variable: Access	.976
R^2	.952
Adjusted R^2	.952
F	7834.054

Notes: $p < 0.05$; $p < 0.01$; $p < 0.001$

Table 4 indicated that security was a strong and significant predictor of behavioral intentions, with a standardized coefficient (β) of 0.970, suggesting a very strong positive relationship. The model accounted for 94.1% of the variance in behavioral intentions ($R^2 = 0.941$), with an adjusted $R^2 = 0.941$, demonstrating high explanatory power with a stable model. The F-value of 6332.939 confirmed that the model was statistically significant ($p < 0.001$). Although security shows a strong influence, its effect was slightly lower than that of

access ($\beta = 0.976$; $R^2 = 0.952$) and game quality ($\beta = 0.971$; $R^2 = 0.943$), making it the third strongest predictor among the three variables examined.

Table 4: Regression Analysis between Security and Behavioral Intentions Predictors

Predictors	
Dependent Variables: Behavioural Intentions	
Independent Variable: Security	.970
R^2	.941
Adjusted R^2	.941
F	6332.939

Notes: $p < 0.05$; $p < 0.01$; $p < 0.001$

Spearman's Correlation Analysis

Spearman's correlation analysis was a non-parametric statistical method used to measure the strength and direction of the association between variables based on their ranked values.

Table 5 presented the results of Spearman's correlation analysis, which examined the relationship between event quality factors (Game Quality, Access and Security) as independent variables and behavioral intentions of spectators at Le Tour de Langkawi as a dependent variable. The findings revealed that all three variables, such as Game Quality ($\rho = 0.985$, $p < 0.001$), Access ($\rho = 0.990$, $p < 0.001$), and Security ($\rho = 0.899$, $p < 0.001$), had strong, positive, and statistically significant correlations with behavioral intentions. Among these, Access showed the strongest correlation, followed closely by Game Quality. These results suggested that while all three factors are influential, improving Access and Game Quality had the greatest potential to enhance spectators' behavioral intentions.

Table 5: Spearman's Correlation Analysis Relationship of Event Quality between Behavioral Intentions of Spectators at Le Tour de Langkawi

Variables	Game Quality	Access	Security	Behavioural Intentions
Game Quality	-	.998**	.906**	.985**
Access		-	.908**	.990**
Security			-	.899**
Behavioural Intentions				-

Notes: Spearman's Correlation Analysis was used; $N=399$; $p < 0.001$ (**)

DISCUSSION

The findings from regression analysis revealed that all three dimensions of event quality, such as game quality, access, and security, significantly influenced spectators' behavioral intentions. Among them, access had the strongest impact, with a standardized coefficient ($\beta = 0.976$, $R^2 = 0.952$). This underscores logistical convenience, including the ability to get to the venue easily, park safely, and navigate event areas, strongly

influences whether spectators intended to return or recommend the event to others. This result aligns with recent empirical evidence from Pahrudin et al. (2024), whose study of the Mandalika MotoGP event found that accessibility significantly predicted visitor satisfaction at a large sports event. Accessibility may relate to such details as parking areas, airports, freeways, and public transportation (Getz, 2008). Consistent with this, destinations well connected by public and private transport options continue to hold a competitive edge in attracting sport tourists (Pahrudin et al., 2024). In the case of Le Tour de Langkawi, hotels have enjoyed a substantial increase in bookings, as have taxis and e-hailing drivers on the island (Le Tour de Langkawi, 2024). Spectators likely appreciated the ease of access to race locations via ferries, e-hailing services, or rental vehicles.

Game quality also recorded a significant impact ($\beta = 0.971$, $R^2 = 0.943$), suggesting that the excitement and competitiveness of the races contributed heavily to spectators' intentions. This supports Matić et al.'s (2024) finding of a significant direct effect of sport event quality, including game quality, on behavioural intentions at an international championship. Game quality refers to a spectator's perception of the quality of the game's performance (Shonk et al., 2017), understood as spectators' perception of the performance level, race flow, and competitiveness. In Le Tour de Langkawi, the presence of elite cyclists and international teams likely elevated perceptions of game quality, leading to stronger engagement and loyalty. Additionally, game attractiveness continues to be identified as one of the most important factors affecting game attendance in current sport-event research (Matić et al., 2024).

Although security ranked third ($\beta = 0.970$, $R^2 = 0.941$), its influence remained significant. A secure environment allowed spectators to relax and enjoy the event without concern for safety. Failure to adequately address security concerns can lead to devastating consequences, including loss of life, injury, property damage, and disruption of public order (Alteri et al., 2024). Similarly, Kamarudin et al. (2022) highlighted that unsafe destinations will have difficulties in attracting tourists, a concern reinforced by Ha's (2024) systematic review linking inadequate crowd management to elevated risk of mass-casualty incidents at sporting events worldwide. The strong effect of security in this study confirms that perceived safety directly influences spectators' behavioral decisions.

In summary, the regression results confirm that event quality is a multidimensional concept, where each component contributes uniquely to shaping behavioral intentions. These findings support the integrated event model that quality is the customer's evaluation of the service received (Quirante-Mañas et al., 2023), a relationship reaffirmed at scale by Jia et al.'s (2025) meta-analysis of 16,335 sport tourists. Event organizers should aim at holistic event planning, where operational excellence, competitive excitement, and crowd safety are equally prioritized.

The Spearman's correlation analysis revealed very strong and statistically significant relationships between all three variables of event quality and spectators' behavioral intentions. The highest correlation was found with access ($\rho = 0.990$, $p < 0.001$), followed closely by game quality ($\rho = 0.985$, $p < 0.001$) and security ($\rho = 0.899$, $p < 0.001$). These findings were consistent with earlier research, which emphasized the importance of access and game experience in shaping favourable behavioural outcomes. Access being the strongest correlated ($\rho = 0.990$) factor supports Wakefield et al.'s (1996) foundational sportscape claim that customers may refrain from entering a sporting venue where they have trouble finding a parking space or anticipate problems exiting the parking lot; this remains true today, with recent research confirming that venue accessibility and quick entry and exit for fans are significant drivers of spectator satisfaction at large sports events (Pahrudin et al., 2024). In Le Tour de Langkawi, the smooth operation of transport, ferry availability, and access to tourist services likely increased satisfaction and long-term engagement. As also noted, Alteri et al., (2024) mentioned that access measures are designed to regulate the flow of attendees and prevent unauthorized individuals from entering restricted areas.

The game quality factor's strong correlation ($\rho = 0.985$) reflected the crucial role of emotional involvement in sports tourism. Spectators often build anticipation, excitement, and social connections around thrilling sports moments. According to Quirante-Mañas et al. (2023) and confirmed at scale by Jia et al. (2025), quality is the

customer's evaluation of the service received. In the context of Le Tour de Langkawi, the dimension of game quality can be understood as spectators' perceptions of the core product of the race, which is the competition itself and the performance of the cyclists and teams. In this event, the presence of elite-level cyclists and dramatic race stages contributed to a compelling viewing experience, thereby increasing the likelihood of return visits and positive word-of-mouth.

While security had a slightly lower correlation ($\rho = 0.899$), it remained a key determinant of intention. Spectators are less likely to attend or recommend events where they feel unsafe, no matter how exciting or accessible the venue is. Moreover, contingency plans provide guidelines for responding to unforeseen incidents and emergencies, ensuring a swift and coordinated response to mitigate potential harms (Alteri et al., 2024). For Le Tour de Langkawi, safety procedures such as barricades, emergency teams, and crowd control likely reassured attendees, reinforcing their intention to revisit.

In conclusion, these strong positive correlations suggested that spectators' behavioral intentions were not shaped by a single factor, but by a synergistic interaction between access, game quality, and security. These findings reinforce and provide practical guidance for future event planning and policymaking. By strengthening all three event quality variables, organizers cannot only improve satisfaction but also build long-term brand loyalty, audience retention, and economic sustainability for sports events like Le Tour de Langkawi. According to Matić et al. (2024), these factors make spectators more satisfied overall and encourage them to look forward to future experiences.

LIMITATION OF STUDY

The study acknowledged several limitations that may have affected the results. Firstly, this study faced challenges in obtaining accurate responses from individuals who had not experienced Le Tour de Langkawi in person, which may have affected their ability to provide informed feedback. Additionally, time constraints posed a significant challenge, as data collection required the researcher to travel to Langkawi and personally approach potential respondents within a limited timeframe. Next, respondents, particularly those aged 40 years and above, struggled to answer the questionnaire as it was administered through Google Forms, adding further difficulty in ensuring complete and accurate data collection. Furthermore, not all participants provided full cooperation or answered honestly, requiring the researcher to collect more responses than initially targeted, increasing the sample size from 384 to 399 respondents to ensure enough valid data for analysis.

CONCLUSION

In conclusion, this research successfully examined the influence and relationship between event quality and behavioral intentions of spectators at Le Tour de Langkawi, focusing specifically on the dimensions of game quality, access, and security. Through regression and Spearman's correlation analysis, the study revealed that all three dimensions had a strong and significant impact on spectators' behavioral intentions, with access emerging as the most influential factor, followed by game quality and security. These findings highlighted the importance for event organizers to prioritize access management, maintain a high standard of race quality, and ensure safety measures to enhance spectator satisfaction and loyalty. The study also contributed valuable insights to the field of sports event management and tourism in Malaysia, offering practical implications for improving future events. However, the research acknowledged several limitations such as a lack of experience among respondents, time constraints, difficulty with online forms, and a lack of cooperation and honesty. Therefore, future studies were encouraged to allocate a longer data collection period, consider using multiple methods of questionnaire distribution such as printed forms to accommodate respondents less familiar with online platforms, and establish clearer communication to encourage honest and cooperative participation from respondents. Overall, this study reinforced the critical role of event quality in shaping positive spectator behaviors and provides useful guidance for organizing successful and sustainable sporting events like Le Tour de Langkawi.

Conflict Of Interest Statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts, and declare the absence of conflicting interests with the funders.

Authors' Contributions

Nur Dayini Hisham Idris Hisham: Investigation, data curation, formal analysis, and writing – original draft; Siti Amalina Mohd Yazid: Conceptualization, methodology, supervision, and writing – review and editing; Mohd Khairulanwar Md Yusof: Methodology, formal analysis, and writing – review and editing; Ellail Ain Mohd Aznan: Validation and writing – review and editing; Fadhilah binti Zainal Abidin: Validation and writing – review and editing.

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