

**PERSPEKTIF KONSUMEN TERHADAP KESUKSESAN PELEKSANAAN EVENT  
LARI BOROBUDUR MARATHON 2019**

**TESIS**

*Diajukan untuk memenuhi sebagian dari persyaratan mencapai gelar Magister S-2 Program Studi  
Pendidikan Olahraga*



Oleh

Amelia Larassary  
1808659

**PROGRAM STUDI PENDIDIKAN OLAHRAGA  
SEKOLAH PASCA SARJANA  
UNIVERSITAS PENDIDIKAN INDONESIA  
BANDUNG  
2020**

# **Perspektif Konsumen Terhadap Kesuksesan Pelaksanaan Event Borobudur Marathon 2019**

Oleh

Amelia Larassary

S.Pd Universitas Negeri Padang, 2016

Sebuah Tesis yang diajukan untuk memenuhi salah satu syarat memperoleh gelar Magister Pendidikan (M.Pd.) pada Program Studi Pendidikan Olahraga

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Agustus 2020

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**HALAMAN PENGESAHAN TESIS**

AMELIA LARASSARY

PERSPEKTIF KONSUMEN TERHADAP KESUKSESAN PELAKSANAAN EVENT LARI  
BOROBUDUR MARATHON 2019

Disetujui dan disahkan oleh pembimbing:

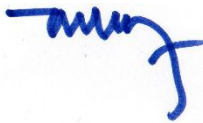
Pembimbing I



Prof. Danu Hoedaya, Ph.D.

NIP. 194507311973031001

Pembimbing II



Dr. H. Mulyana, M.Pd.

NIP. 197108041998021001

Mengetahui,

Ketua Program Studi Pendidikan Olahraga



Dr. H. Amung Ma'mun, M.Pd.

NIP. 196001191986031002

# **Perspektif Konsumen Terhadap Kesuksesan Pelaksanaan Event Lari Borobudur Marathon 2019**

## **ABSTRAK**

Meningkatnya animo masyarakat dalam berpartisipasi event lari di Indonesia menunjukkan nilai positif dibidang manajemen pemasaran olahraga, Tetapi peningkatan partisipan tersebut tidak dibarengi dengan kualitas event yang baik. Tujuan penelitian ini adalah mengkonfirmasi faktor–faktor yang berhubungan terhadap kesuksesan pelaksanaan event Borobudur Marathon 2019. Penelitian kuantitatif analisis faktor konfirmatori melibatkan 60 responden berdasarkan teknik probability sampling, pengambilan data dengan menyebarkan kuesioner online. Variabel yang diteliti ialah pengalaman konsumen, kepuasan konsumen dan interaksi sosial. Untuk menguji validitas dan realibitas indikator angket digunakan SPSS 24 dan SPSS Amos untuk melihat model fit ( $\chi^2=106,198$ ,  $\chi^2/df=2,27$ , GFI= 0,793, CMIN/DF= 2,82, CFI= 0,862, TLI= 0,821) berdasarkan Structural Equation Model (SEM). Hasil penelitian menunjukkan bahwa terdapat hubungan positif faktor pengalaman konsumen sebesar 70,957%, sedangkan faktor kepuasan konsumen terdapat hubungan positif sebesar 17,93% dan interaksi sosial terdapat hubungan positif sebesar 11,1%. Kesimpulan penelitian ini ialah semua faktor saling berhubungan positif terhadap kesuksesan pelaksanaan event Borobudur Marathon 2019. Disarankan agar setiap event membuat strategi yang menjual nilai yang khas dari event tersebut. Sehingga berdampak positif terhadap kesuksesan event tersebut dan perbaikan dalam manajerial sport event organizer.

Kata kunci: Perspektif konsumen, pengalaman konsumen, kepuasan konsumen, interaksi sosial, kesuksesan event, Struktural Equation Model

## **Consumer Perspectives on the Success of the 2019 Borobudur Marathon Running Event**

### **ABSTRACT**

The increasing public interest in participating in running events in Indonesia shows a positive value in the field of sports marketing management, but the increase in participants is not accompanied by good quality events. The purpose of this study is to confirm the factors related to the successful implementation of the 2019 Borobudur Marathon event. Quantitative confirmatory factor analysis research involved 60 respondents based on probability sampling techniques, data collection by distributing online questionnaires. The variables studied were consumer experience, customer satisfaction, and social interaction. To test the validity and reliability of the questionnaire indicators SPSS 24 and SPSS Amos were used to see the model fit (Chi-square = 106.198,  $\chi^2 = 0.27$ , GFI = 0.793, CMIN / DF = 2.82, CFI = 0.862, TLI = 0.821) based on the Structural Equation Model (SEM). The results showed that there was a positive relationship with the consumer experience factor of 70.957%, while the consumer satisfaction factor was a positive relationship with 17.93% and social interactions had a positive relationship of 11.1%. The conclusion of this research is that all factors are positively related to the successful implementation of the 2019 Borobudur Marathon event. It is recommended that each event develop a strategy that sells values that are typical of the event. So that it has a positive impact on the success of the event and improvements in the managerial sport event organizer.

Keywords: Consumer perspective, customer experience, customer satisfaction, social interaction, event success, Structural Equation Model

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