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**THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND
MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS
EVENTS TOURISM WEBSITES**



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**THE MODERATING EFFECTS OF PERSONAL CHARACTERISTICS AND
MOTIVATIONAL FACTORS ON THE PROPENSITY TO USE SPORTS
EVENTS TOURISM WEBSITES**



**A Thesis submitted to the Ghazali Shafie Graduate School of Government
in fulfillment of the requirements for the Doctor of Philosophy
Universiti Utara Malaysia**

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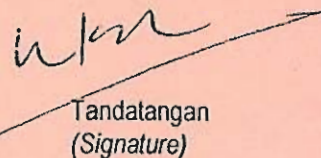
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ABSTRAK

Walaupun banyak kajian berkaitan Internet dijalankan di seluruh dunia, namun masih terdapat kekurangan pengetahuan mengenai ciri-ciri peribadi dan faktor motivasi sebagai pembolehubah penyetara terhadap kecenderungan menggunakan laman web acara sukan pelancongan. Oleh itu, kajian ini dijalankan untuk mengkaji peranan pembolehubah penyetara ke atas hubungan di antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web acara sukan pelancongan. Kajian ini telah menggunakan Model Penerimaan Laman Web Sukan (SWAM) dan Teori Gratifikasi dan Kegunaan (UGT) sebagai latar teori kajian. Sehubungan itu, empat komponen nilai persepsi pelanggan diekstrak daripada faktor analisis iaitu akses, fleksibel, interaktif dan kebolehpercayaan, bertindak sebagai pembolehubah bebas. Manakala motivasi dari perspektif kepuasan berinformasi dan kepuasan berhibur adalah pembolehubah penyetara. Kajian ini menggunakan kaedah soal selidik yang ditadbir sendiri dan diadaptasi daripada soal selidik piawai berdasarkan tinjauan literatur. Sampel kajian terdiri daripada 530 orang pelancong sukan (315 lelaki dan 215 perempuan) yang mengambil bahagian dalam tiga acara sukan pelancongan utama yang dijalankan di Malaysia sepanjang tahun 2013. Teknik persampelan rawak telah digunakan untuk memilih responden. Hasil analisis korelasi Pearson menunjukkan bahawa terdapat hubungan yang signifikan antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web. Analisis regresi pelbagai menunjukkan antara empat pembolehubah penyetara iaitu ciri-ciri peribadi (umur, jantina, pendidikan dan pendapatan) kecuali pendapatan tidak memberi sebarang kesan ke atas hubungan antara nilai persepsi pelanggan dan kecenderungan menggunakan laman web. Keputusan kajian juga menunjukkan 14.8 peratus daripada jumlah varian tentang kecenderungan untuk menggunakan laman web telah dijelaskan oleh faktor nilai persepsi pelanggan, kepuasan berhibur, kepuasan berinformasi, gabungan antara faktor nilai persepsi pelanggan dan kepuasan berhibur serta gabungan antara faktor nilai persepsi pelanggan dan kepuasan berinformasi. Sehubungan itu, dapatan kajian ini boleh digunakan untuk membantu organisasi dalam menyediakan laman web acara sukan pelancongan khususnya mengenai cara memasarkan produk dan perkhidmatan dengan lebih berkesan.

Kata kunci: Laman Web Pelancongan Sukan, Nilai Persepsi Pelanggan, Model Penerimaan Laman Web Sukan (SWAM), Teori Gratifikasi dan Kegunaan (UGT)

ABSTRACT

Despite plenty of research related to the Internet has been conducted throughout the world, there remains a shortage of knowledge pertaining to personal characteristics and motivational factors as the moderating effects on the propensity to use sports events tourism websites. Thus, this study was conducted to investigate roles of moderating effects on the relationship between customer-perceived value and the propensity to use sports events tourism websites. This study has utilized the Sport Website Acceptance Model (SWAM) and the Uses and Gratification Theory (UGT) as the research background theories. Therefore, four components of customer-perceived value which extracted from the factor analysis were accessibility, flexibility, interactivity and reliability, acted as independent variable. While, motivation in terms of informativeness gratification and entertainment gratification acted as the moderating variables. This study has utilized a self-administered questionnaire adapted from a standardized questionnaire based on the literature review. The sample of the study comprised of 530 sports tourists' (315 males and 215 females) who participated in three major sporting events conducted in Malaysia in 2013. The probability sampling technique was applied to select the respondent. The results of Pearson correlation analyses showed that there was a significant relationship between customer-perceived value and the propensity to use the websites. The stepwise multiple regression analyses showed that amongst four moderating variables of personal characteristics (age, gender, education, and income) except income did not moderate the relationship between customer-perceived value and the propensity to use the websites. The result of the study also indicates that 14.8 percent of the total variance of the propensity to use the websites was explained by customer-perceived value, entertainment gratification, informativeness gratification, the combination of customer-perceived value and entertainment gratification as well as the combination of customer-perceived value and informativeness gratification. The research findings would be practical and useful for sports tourism organizations in providing distinctive sports tourism websites on how to market their products and/or services effectively.

Keywords: Sports Tourism Websites, Customer-Perceived Value, Sport Website Acceptance Model (SWAM), Uses and Gratification Theory (UGT)

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
APEC	Asia-Pacific Economic Cooperation
ASEAN	Association of Southeast Asian Nations
ATM	Automatic Teller Machines
BC	Before Century
BCE	Before the Common Era
B2C	Business to Consumer
CRSs	Computer Reservation Systems
EG	Entertainment Gratification
GDSs	Global Distribution Systems
ICTs	Information Communication Technologies
IOC	International Olympic Committee
IG	Informativeness Gratification
IS	Information Systems
IT	Information Technology
IUTO	International Union of Official Travel Organization
MANOVA	Multivariate Analysis of Variance
MCMC	Malaysian Communication and Multimedia Commission
NASCAR	National Association for Stock Car Auto Racing
PGA	Professional Golfers' Association of America
RM	Ringgit Malaysia
SPSS	Statistical Package for Social Sciences
SWAM	Sport Website Acceptance Model
TAM	Technology Acceptance Model
TIA	Travel Industry Association of America
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UGT	Uses and Gratification Theory
UNWTO	United Nations World Tourism Organization
USD	United States Dollar
VCDs	Video Compact Discs
VIF	Variance Inflation Factor
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

CHAPTER ONE

INTRODUCTION

1.1 Background of the Problem

A growing phenomenon in the tourism industry is the field of sport tourism (Gibson, 2004; Hinch & Higham, 2001; Kurtzman & Zauhar, 2003). Sport tourism has become one of the core “*sub*” of tourism. The success of the conference for the world of sports tourism conducted in Barcelona, Spain in 2001 has become a cornerstone for serious attention and extensive coverage in the following year (World Tourism Organization & International Olympic Committee, 2001). In early 1990s, tourism and sports activities exist in two separate spaces (Glyptis, 1991). During that time, the majority of scholars, policy makers and governments involved in the field of tourism and sports, see the benefits of both these sectors separately, although the benefits generated by the synergy of the two is far greater.

Sports have an advantage as a tourism product due to several characteristics. For example, sports activities normally take place within several days at particular host destinations. For that reason, it encourages people to travel. This aligns with the definition of sport tourism provided by Gibson (1998). She defines sport tourism as “leisure-based travel that takes individuals temporarily outside of their home communities to participate in physical activities, to watch physical activities, or to venerate attractions

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