

INTISARI

Penelitian ini secara empiris melakukan pengembangan dan validasi instrumen dari konstruk kualitas acara olahraga. Metode penelitian menggunakan dua pendekatan, yaitu metode kualitatif interpretif dan kuantitatif deskriptif yang terbagi atas beberapa tahap sesuai dengan prosedur pengembangan dan validasi instrumen dari Churchill (1979). Peneliti melibatkan 22 responden ahli dalam bidang olahraga pada proses validasi instrumen dan 138 penonton olahraga dalam tahap pemurnian instrumen. Hasil akhir penelitian menunjukkan bahwa terdapat 11 dimensi dengan total 43 item instrumen yang merepresentasikan konstruk kualitas acara olahraga. Dimensi tersebut terdiri dari dimensi kinerja pemain, karakteristik lawan, wasit, karyawan lini depan, akses, teknologi jasa mandiri estetika lingkungan, komunitas penggemar, keamanan, interaksi penonton, dan program loyalitas.

Kata kunci: kinerja pemain dan tim, karakteristik pemain lawan, wasit, kualitas permainan, karyawan lini depan, akses, teknologi jasa mandiri, estetika lingkungan, komunitas penggemar, keamanan, interaksi penonton dan program loyalitas.



ABSTRACT

This study examines the construct development and validation instrument of sport events quality. The research employs two approaches which are interpretive qualitative and descriptive quantitative, that divided into several stages according to the procedure of development and validation process of an instrument by Churchill (1979). This study involves 22 experts in the field of sports on the validation process of the instrument and 138 sport audiences in the steps of purification of the instrument. The results of this study shows that there are 11 dimensions representing construct of sport events quality. The dimensions consist of players and team performance, opponent characteristics, referees, front-line employees, access, self-service technology, aesthetic environment, fans community, security, fans interaction, and loyalty programs.

Keywords: players and team performance, opponent characteristics, referees, game quality, front-line employees, access, self-service technology, aesthetic environment, fans community, security, fans interaction, and loyalty programs.