
**ANALYSIS OF EVENT QUALITY EFFECT ON SATISFACTION AND
BEHAVIOURAL INTENTIONS OF THE RAMAYANA BALLET
ATTENDEES
(CASE STUDY OF PUSPO BUDOYO CULTURE HOUSE)**

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ABSTRACT

Event is becoming more increasingly important both socially and economically. Such growth has raised many questions concerning the quality of event and impact on satisfaction and behavioural intentions of attendees. With so many competitions in the event business, an event planner must increase the level of event quality. In order to create satisfaction and produce revisit of attendees in the event, a high quality of performance, employees and environment is highly recommended.

This study examines the underlying structure of event quality and impact between satisfaction and behavioural intentions. Three event quality dimensions (quality of event employees, quality of event environment, and event product quality) are examined with descriptive statistical method and regression analysis.

This study is based on the cultural event of 'Ramayana Ballet' performance at Culture House of Puspo Budoyo. The results of this research shows that event quality has a significant relationship between satisfaction and behavioural intentions. On the other hand, quality event employees, quality event environment and quality event product have significant impact on behavioural intentions.

Keywords: event quality, satisfaction, behavioural intentions

Riwayat Artikel :

Diajukan: 19 Juli 2018

Direvisi: 8 Februari 2019

Diterima: 20 Februari 2019

RESEARCH BACKGROUND

Event is becoming an interesting topic nowadays in Indonesia, and now is a growth industry where an event planner has the responsibility in creating a special event or a high quality event in order to attract people come, see and enjoy the performance. Today event planner produces various kind of event such as; public events, celebrations and entertainment. According to McCartney (2010), "Events are essentially as assembly or reunion of people for private or public celebration, ritual or remembrance". Whereas Kose et.al (2011) says that, "The term event is used for describing different activities designed for different purposes ... art, sports, tourism and social activities ... organized by giant organizers more professional and more formal".

The competition in this business is relatively high, and to overcome the problem, it is indeed important to perform an event with an outstanding quality in their performance, where attendees can feel the difference and uniqueness experience of the performance and likewise bring good business to the company itself. In tourism industry, the Ministry of Tourism has designated the year 2018 'The Year to Visit Wonderful Indonesia', where it recommends 100 festivals and exhibitions ranging from cultural to culinary throughout the year and targeting of 17 million international tourists to visit Indonesia where the festivals aimed at both domestic and foreign travelers. Therefore event planner must create a high quality event in order to attract the attendees to see and enjoy the performance. This study is based on cultural event or festival in Indonesia, it is a performance of an authentic local culture of dance and music. This kind of

event has attracted visitors from all over the places and background to see the performance, and through this event a good community image developed in the region.

According to Smith and Forest (2006) festival has its own characteristics by preserving the traditionalized local events and gradually developed as visitor attraction and tourist destination. Therefore event planner has the tendency to create a 'special event' to attract tourists or even locals to boost up the economic development and destination image of the region or even nation. Since a special event is a growth industry and can only exist by maintaining the quality of event and with holding the traditional way of the performance (Allen et.al, 2008), event planner now tend to disregard the quality of an event by not preserving the traditional way of it, where it leads to be unsuccessful event. However, a successful event also depends on its repeat visitors to survive the event or festival, where the event management must understand attendees' wants and needs, and must satisfy them (Crompton & McKay, 1997). Similarly, for the event to be success and continuity, the event management needs to present a high event quality and give satisfying experience to the visitors, so the visitors will return to the event and recommend it to others (Crompton & McKay, 1997).

RESEARCH PROBLEM

Research Question 1: How far is the event quality affect the attendees satisfaction of the Ramayana Ballet?

Research Question 2: How far is the event quality affect the attendees behavioural intentions of the Ramayana Ballet?

Research Question 3: How far is the satisfaction affect the attendees behavioural intentions of the Ramayana Ballet?

OBJECTIVE OF RESEARCH

1. Analyzing the impact of event quality on satisfaction of the attendees at the Ramayana Ballet.
2. Analyzing the impact of event quality on behavioural intentions of the attendees at the Ramayana Ballet.
3. Analyzing the impact of satisfaction on behavioural intentions of the attendees at the Ramayana Ballet

LITERATURE REVIEW

Festivals

Festivals is important as a tourism resource to strengthen the economy and socially of a region or even nation. Festival has many connotations and definitions. The following represent the festivals; “A festival is a planned event, related to a particular time and space. It is cultural tourism (Getz, 2008); a public; themed celebration (Getz, 1991); and takes place in a short time” (Saleh & Ryan, 1993). According to Getz (1991) “Festival might start as a small community celebration. Gradually, it may attract an audience from outside the local area and become known as a unique tourist attraction and perhaps a destination image-maker”. In fact Liang et.al, (2008) stated that, “Festival organizers use cultural and historical themes to develop annual events to attract visitors”.

People need to attend the festival to experience it. Local support and attitudes affect the sustainability of a festival. In this study, a festival is defined as “a planned

event whose purpose is to attract attendees, bolster community spirit, create pride, and preserve the community’s traditions for generations to come” (McDowall, 2011). Where through this festival or event, visitor can experience the uniqueness of a cultural tradition and expect visitor able to return to the event or festival next year or made this as their tourist attraction (Getz, 1991). However, this is the major challenge of event planner in facing the competition to developed a unique event which made the potential visitor can choose from.

Satisfaction

The outcome of a successful event or festival is obviously visitor satisfaction. Satisfaction is used to asses past experience, products and services of the performance, and physical environment perceptions such as a neighborhood and tourist destinations (Ross and Iso-Ahola 1991). Visitor is satisfied when the experience of the event is pleasing them but, if the experience is not what is expected then visitor is dissatisfied (Reisinger & Turner, 2003). Therefore, event planner has to design a program that bring a memorable experience to visitor so, they can remember the event well. According to Tse and Wilton (1988) other method to evaluate satisfaction is by perceived actual performance. However, according to Lee and Beeler (2007) results showed “the performance-only measure was a stronger predictor of behavioral intentions within a festival setting that was an alternate model that employed a disconfirmation measure”.

Perceived Service Quality

Perceived service quality is visitor’s opinion regarding the service they received at the event. In the recreation and tourism field, “perceived service quality has been viewed as the quality of opportunity of

experience” (Crompton and Love, 1995). Whereas Lee et.al (2007) mentioned that quality of opportunity consists of the service features where service provider has the authority to manage and operate it. Using this perspective, Crompton and Love (1995) renamed “service quality in the tourism field as quality of opportunity”. Researchers used this the definition as an effort into measuring service quality (Baker and Crompton, 2000; Mackay and Crompton, 1990). On the other hand, Zeithaml (1988) defined “Perceived quality is defined as the visitors’ judgment about a service’s overall excellence or superiority (Zeithaml, 1988)”.

Behavioural Intentions

According to Baker & Crompton (2000) behaviour intention is about a connection between overall guest satisfaction and intention to return to the destination. Behavioural intentions is related to customer loyalty, where visitor

intend to come to the event or festival regularly, maybe because they had a memorable and unique experienced at the event. Therefore, Chen and Chen (2010) defined that “Customer loyalty is an important goal in the consumer marketing community as it is a key component for a company’s long-term viability or sustainability”.

CONCEPTUAL FRAMEWORK

Conceptual framework in this research was adopted from the study of Esu model (2014). In this study the relationships between event quality, satisfaction and behavioural intentions are examined and event quality is consisted of three dimensions there are event employee, event environment and event product. The conceptual model of the research is explaining in figure 2 below:

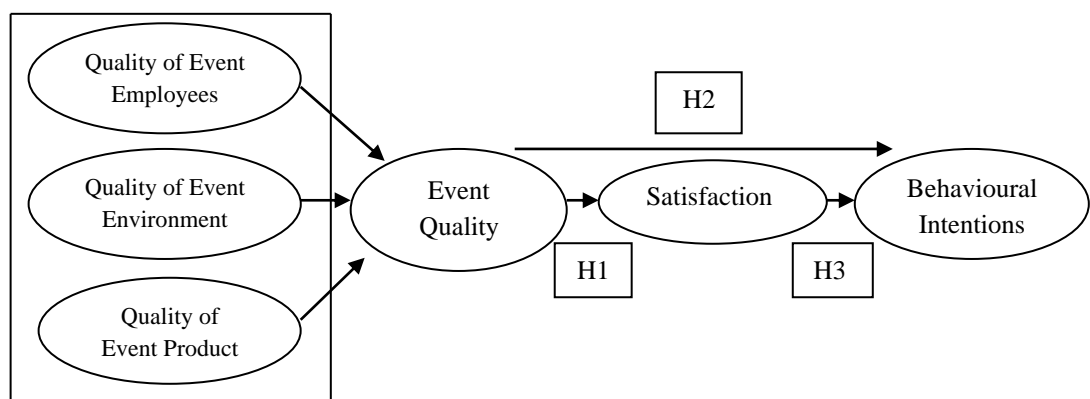


Figure 1.
Conceptual Model of Attendees Quality Perception, Satisfaction, and Behavioural Intentions
(Source: Esu, 2014)

HYPOTHESES

1. Effect of event quality on attendees satisfaction

The hypotheses 1 is developed to answer research problem regarding how far is the event quality affect the attendees satisfaction of the Ramayana Ballet.

H1: Event quality will produce a positive effect on attendees satisfaction.

2. Effect of event quality on attendees behavioural intentions

The hypotheses 2 is developed to answer research problem regarding how far is the event quality affect the attendees behavioural intentions of the Ramayana Ballet.

H2: Event quality will produce a positive effect on attendees behavioural intentions.

3. Effect of attendees satisfaction on behavioural intentions

The hypotheses 3 is developed to answer research problem regarding, is there a significant relationship between attendees satisfaction of the Ramayana Ballet and attendees' behavioural intention.

H3: Attendees satisfaction will produce a positive effect on attendees behavioural intentions.

RESEARCH METHODOLOGY

Research Design

This study is a quantitative research, it is about to investigate the extent of

relationship between event quality, satisfaction and behavioural intentions. Data analysis was performed using the statistical software SPSS 22 version. Descriptive statistical methods including frequency and mean score were used analyzing the respondents' socio demographic profile as well as the respondent's perceptions regarding the importance of the 26 items used in the questionnaire which consisted of event quality, satisfaction and future intention. With this aim a Regression analysis was carried out in this research which considers jointly all the hypotheses put forward.

The Study Site

This research was conducted at the "National Culture House of Puspo Budoyo" in the suburb of Ciputat area in South Tangerang City. The special cultural performance is an annual event which performed under the full moon. The performance known as famous "Ramayana Ballet" in Java version where it is performed in an open air theatre of Puspo Budoyo and through this kind of event Mr. Luluk and his wife Mrs. Sumiarso as the owner of this culture house possess a high hope with this performance or event, it represent and conserve the heritage value of a traditional Indonesian culture.

Sample

The target population was the attendees of the "Ramayana Ballet" performance at the "National Culture House of Puspo Budoyo". The survey was conducted at the entrance gate of Puspo Budoyo. The survey was random sampling with a total 200 attendees were approached, and 130 attendees agreed to participate in the study. Participants were requested to complete and return the questionnaire in

the enclosed envelope after they had experienced the performance.

Data Collection

Research data will be taken from Primary and Secondary sources.

1. Primary Data

Primary data is collected directly by the researcher from the source of data. Primary data in this research can be obtained by using:

- a. Questionnaire, data is obtained directly from the attendees by using instruments (tool of data collection) such as list of questions regarding the event. The instruments will be filled by the selected target. Data is obtained indirectly by the researcher.
- b. Interview, data is obtained directly from the owner of Puspo Budoyo by interviewing them using the tools (instruments) such as interview guides regarding the event, history and establishment of the culture house.
- c. Observation, data is obtained directly by doing observation to some processes of the event, this technique is a direct measurement by recording and measuring.

2. Secondary Data obtained from internet, literature, journal, CD-ROM, references and documents.

Validity and Reliability of the Instrument

A questionnaire used to perform this survey. Prior to the formal survey, a pilot study was conducted in order to assess the appropriateness of the attributes and to that the wordings of the questionnaire was clear. The pretest of the questionnaire were done by the lectures and students of the hospitality and tourism institution. The validity and reliability of the instrument in

this study were tested using Cronbach's alpha respectively.

RESULT AND DISCUSSION

Research Object Description

Introduction to the National House of Culture

The National House Culture of Puspo Budoyo is located on Jalan Elang Raya #1, Kampung Sawah, Ciputat, South Tangerang. This community cultural workshop was established on August 6th, 2003 and founded by Mr. Luluk Sumiarso where he was born in the town of Ponorogo on May 11th, 1951. He completed his undergraduate college at the Bandung Institute of Technology Department of Electrical Engineering and decided a career in government as well as culture. As a government employee, artist and former Director General of the Ministry of Energy and Mineral Resources is also briefly served as Minister of expert staff on Technology and Human Resources. The purpose of this culture house is nothing but manifestation of his love to local culture and as well as preserving and developing the Indonesian art of dance and theatre.

Introduction to the Ramayana Ballet

Ramayana epic has been performed throughout India and South East Asia for at least 2000 years. The epic's origins are in India and Hinduism, but over the centuries the story has crossed seas languages and religions, performance styles and art forms. The *Ramayana* is a love story that also explores human values and the concept of dharma. It is written by Valmiki, who is believed to have written the poem in Sanskrit between the 5th-4th centuries

BCE. The Indonesian version of the epic was written during the Medang Kingdom (732-1006 AD) in Central Java. It is known as *Kakawin Ramayana*, as it is in *kakawin* meter in Old Javanese language. Through shadow puppetry (*wayang kulit* and *wayang purwa*), the story of *Ramayana* helped bring about a resurgence in Hinduism where the story has been adapted from the original and changed a bit throughout the centuries. The *Ramayana Ballet* is one of the masterpieces of the art performance that combines drama and dance.

Ramayana first staged performance was held at the Prambanan temple in Jogjakarta, Central-Java in 1961. The ballet did not present a dialogue, but there was only narrative storyline whom led by the singer in the java language. In this performance there was no verbal language brought up, instead we had to learn and understand what was conveyed by the words. Through dance movement by the dancer in their costume, bright colours, facial expressions, slick lighting and the music we are invited to follow the story. Each year Puspo Budoyo will present various episode of the *Ramayana* Story, this aim is to become familiar with this famous romance epic of Rama and Shinta and also to appreciate the value of the Indonesian traditional art culture of dance and drama. In this event the *Ramayana Ballet* performed the episode of 'Shinta Obong', Obong means streaming fire, where Shinta threw herself into the ferocious flame in order to prove her love to Rama. Shinta's body remained there whole, shine and beautiful. The fire did not destroy the power of her beauty, Shinta has proved her sincere loyalty to Rama and they all live happily ever after.

Profile Respondent Based on Perceptions of Quality Event Employees

Attributes	Mean
Employees show good assistance	4.02
Organizers are dependable	4.00
Organizers provided safety transaction of spectators	4.00
Employees give prompt service to spectators	3.94
Organizers give accurate information regarding the event	3.90
Organizers understand the spectators need	3.83

Table 1.
Profile Respondent Based on Perceptions of Quality Event Employee

Profile Respondent Based on Perceptions of Quality Event Environment

Table 2.
Profile Respondent Based on Perceptions of Quality Event Environment

Attributes	Mean
Good ambience	4.01
Adequate seats	4.00
Comfortable seats	3.89
Event site is secured	3.86
Accessible venue	3.73
Good location of ticketing booth	3.70
Event site is clean	2.66
Adequate refreshment	2.63
Adequate restroom	2.62
Facilities for disable spectators	2.22
Availability of large screen TV	2.16

Profile Respondent Based on Perceptions of Quality Event Product

Table 3.
Profile Respondent Based on Perceptions Quality Event Product

Attributes	Mean
Performers are well equipped	4.11
Stage equipment are functional	4.11
Good artistic of performance	4.08

Performance entertained well	4.07
Program well organized by Master of Ceremony	3.94

Test of the Instrument

Reliability Testing

Table 4. Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
,868	26

The value of the reliability test is 0.868. Since all the Cronbach's Alpha values are more than 0.7, all the items are valid and reliable.

Normality

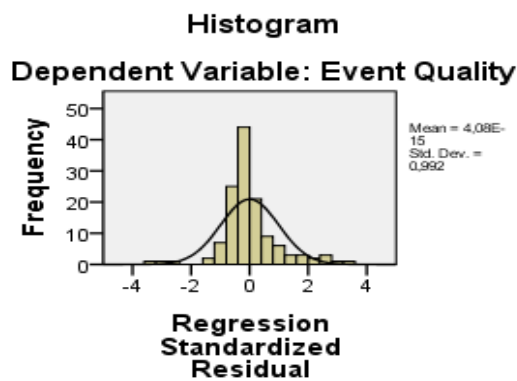


Figure 2. Histogram Normality Test

From figure 2 above results shows that the empirical distribution of the data (the histogram) appear a bell-curve shape, this indicates that data has come from a normal distribution.

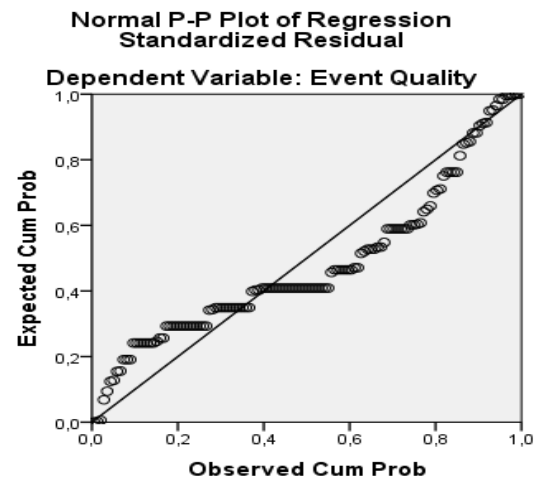


Figure 3. Normal P-Plot Normality Test

From figure 3 above shows the Normal Probability Plot. Results shows that points fell within along the straight line, this means that the residual of the model is from a normal distribution.

Heteroscedasticity

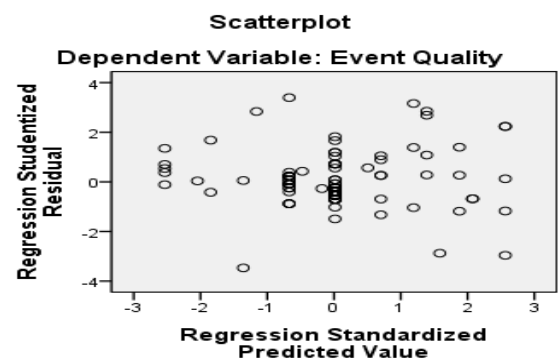


Figure 4. Scatterplot of Heteroscedasticity

From figure 4 above the results of the scatterplot shows that the plot or spread

does not have a systematic patterns, this means that the error term has a constant

Table 4. Collinearity Statistics
Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	Satisfaction	,657	1,521
	Intention	,657	1,521

a. Dependent Variable: Event Quality
variance (homoscedastisity) or free from heteroscedasticity.

Multicollinearity

From table 4 above shows the Collinearity Statistics that shows a variable inflation factor (VIF) index which is a measure of the effect of the other independent variables on a regression coefficient as a result of these correlations

(Cooper & Schindler, 2011). If VIF values is within 1 and Tolerance values closely to 1 then it means that no multicollinearity between those independent variables (Singgih Santoso, 2014). In this model VIF shows satisfaction and intention values is within 1(1,521) and tolerance values is closely to 1(,657), it means that no multicollinearity occurred between satisfaction and intention.

Research Analysis

1. The Effect of Event Quality on Satisfaction

The Simple linear regression analysis results using SPSS are explained below:

Table 5. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,397 ^a	,157	,151	,38856

a. Predictors: (Constant), Event Quality

b. Dependent Variable: Satisfaction

Table 5 above explain that the coefficient correlation value or R Square is 0,157 this is indicates that there is a weak correlation between event quality and satisfaction. Based on the table above, the coefficient determination or R Square is 15,7% of the variation in event quality is accounted by the predictor variable (event

quality) and 84,3% of the change in satisfaction was unexplained by the model. The standard error of the estimate value is 3,8856 which is less than the standard deviation value of the dependent variable which is 4,2161, it means regression is the best model to predict the event quality.

Table 6. Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,319	,350		6,621	,000
	Event Quality	,022	,005	,397	4,887	,000

a. Dependent Variable: Satisfaction

Regression equation of the model is $Y = 2,319 + 0,022 X$

Y= Satisfaction

X= Event Quality

From table 6 above Coefficient regression of 0,022 explain there is a positive relationship between event quality and satisfaction, if event quality value increase then satisfaction will increase too and if event quality value decrease, satisfaction will decrease too. It means that event quality has a direct impact on satisfaction. Because t value > t table (4,887 > 1,980) H_0 is rejected, there is a positive or significant effect from variable event

quality (employees, environment, product) to satisfaction. It proves that if Ramayana Ballet performs a high quality performance, the attendees level of satisfaction will increasing. Therefore hypothesis 1 is accepted that event quality will produce a positive effect on attendees satisfaction.

2. The Effect of Event Quality on Behavioural Intentions

The Simple linear regression analysis results using SPSS are explained below:

 Table 7. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,548	,301	,295	,35259

Table 7 above explain that the coefficient correlation value or R Square is 0,301 this is indicates that there is a weak correlation between event quality and behavioural intentions. Based on the table above, the coefficient determination or R Square is 30.1% of the variation in event quality is accounted by the predictor variable (event quality) and 69,9% of the

change in behavioural intention was unexplained by the model. The standard error of the estimate value is 3,5259 which is less than the standard deviation value of the dependent variable which is 4,200, it means regression is the best model to predict the event quality Regression equation of the model is $Y = 1,640 + 0,030 X$

Table 8. Coefficients a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,640	,318		5,159	,000
Event Quality	,030	,004	,548	7,420	,000

Y= Behavioural Intention

X= Event Quality

From table 8 above Coefficient regression of 0,030 explain there is a positive relationship between event quality and behavioural intention, if event quality value increase then behavioural intention will increase too and if event quality value decrease, behavioural intention will decrease too. It means that event quality has a direct impact on behavioural intention. Because t value > t table (7,420 > 1,980) Ho is rejected, there is a positive or significant effect from variable event quality

(employees, environment, product) to behavioural intentions. It proves that if attendees enjoy a high quality of performance, attendees level of intention to revisit the event will increase. Therefore hypothesis 2 is accepted that event quality will produce a positive effect on attendees behavioural intentions

3. The Effect of Satisfaction on Behavioural Intentions

The Simple linear regression analysis results using SPSS are explained below:

 Table 9. Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,585 ^a	,343	,338	,34186

a. Predictors: (Constant), Satisfaction

b. Dependent Variable: Intention

Table 9 above explain that the coefficient correlation value or R Square is 0,343 this is indicates that there is a weak correlation between satisfaction and behavioural intentions. Based on the table above, the coefficient determination or R Square is 34.3% of the variation in satisfaction is accounted by the predictor

variable (satisfaction) and 65,7 % of the change in behavioural intention was unexplained by the model. The standard error of the estimate value is 3,4186 this is less than the standard deviation value of the dependent variable which is 4,216, it means regression is the best model to predict the eventquality

Table 10. Coefficients*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,641	,289		5,683	,000
Satisfaction	,583	,071	,585	8,168	,000

a. Dependent Variable: Intention

Regression equation of the model is $Y = 1,641 + 0,583 X$

Y= Behavioural Intention

X= Satisfaction

From table 10 above Coefficient regression of 0,583 explain there is a positive relationship between satisfaction and behavioural intentions, if satisfaction value increase then behavioural intention will increase too and if satisfaction value decrease, behavioural intention will decrease too. It means that satisfaction has an impact on behavioural intention. Because t value > t table ($8,168 > 1,980$) H_0 is rejected, there is a positive or significant effect from variable satisfaction to behavioural intentions. It proves that if attendees satisfied with Ramayana Ballet performance, attendees level of intention to return will increasing. Therefore hypothesis 3 is accepted that attendees satisfaction will produce a positive effect on attendees behavioural intentions.

CONCLUSION & MANAGERIAL IMPLICATION

Conclusion

1. The results based on hypotheses testing proved that event quality has an significant impacton satisfaction and

behavioural intentions, it means that if the Ramayana Ballet performs a high quality event then the satisfaction level and behavioural intentions of attendees will increase. Also if attendees encounter a high level of satisfaction through this event, then the intentions of revisit the performance will increase.

2. Based on respondent profile perceptions of quality event employees the results shows performing well there are: employees show good assistance, organizers are dependable and organizers provided safety transactions of spectators are performing well, followed by employees give prompt service to spectators, organizers give accurate information regarding the event and organizers understand the spectators need are performing moderate.
3. Based on respondent profile perceptions of quality event environment the results shows performing well there are: good ambience is performing well. Then adequate seats, comfortable seats, event site is secured, accessible venue, and good location of ticketing booth are performing moderate. In contrast, event site is clean, adequate refreshment, adequate restroom, facilities for disable

spectators and availability of large screen are performing poorly.

4. Based on respondent profile perceptions of quality event product the results shows performing well there are: performers are well equipped, stage equipment are functional, good artistic of performance and performance entertained well and program well organized by master of ceremony.

Man a g e r i a l I m p l i c a t i o n

This research empirically give evidence to event management that the overall event quality of the 'Ramayana Ballet' art performance is affected by three dimensions there are: quality event employees, quality event environment and quality event product. Therefore management has to focus on its employees, environment and product in organizing an event in order to create a high quality of a performance in order to generate satisfaction and repeat visit to the event.

The recommendations for improvements to the management as follows:

1. Management must keep up the performance that already well-perform, if possible make an innovation on the program to attract people to revisit and enjoy the performance, this will helps management boost the event quality of the culture house.
2. The appearance of the event environment of the Puspo Budoyo site, needs to be attractive by managing well the cleanliness and facilities on the site in order to make them feel welcome, comfort and safe, so visitor could feel stay longer to enjoy the performance and the ambience of the site.
3. Management need to arrange the environment of the site such as; expand the parking space, add more four or five restrooms facilities to accommodate

attendees more than 200 people, provide garbage bins on the site for trash disposal and arrange attendants to check regularly on cleanliness of the restroom and the site.

4. Management must well prepare in providing sufficient refreshments so, each attendees will have their refreshment by the time they arrive at the venue.
5. The management need to set up a disable facilities on the site such as; disable restroom, disable seat on the front row near the stage and wheelchair ramp to make them walk easily on the site so, disabilities attendees can easily enjoy the performance.
6. Management should also provide a large screen TV at the venue for the attendees who sit far from the stage, in order to get a good capture of the performance.

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