

## Spectator Experience at Medium-Scale Sports Events: A Case Study of Unesa Futsal Competition Vol.1

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### ABSTRACT

**Keywords:**

Audience experience  
Medium scale events  
Audience satisfaction  
Quantitative research  
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*This study aims to examine the audience experience at a medium-scale sporting event through a case study of Unesa Futsal Competition Vol.1. This study was conducted with a quantitative approach through a survey method, using a structured questionnaire given to 30 respondents who attended the event. The main objective of this study was to identify the main factors that influence audience satisfaction and analyze its relationship with the desire to attend similar events in the future. The results showed that the comfort of the venue, cleanliness, security, and event atmosphere were significant factors that shaped the positive audience experience. The majority of respondents stated that they attended to support friends, and generally gave positive responses to the organization of the event which was considered interesting and professional. These findings emphasize the importance of managing service quality and creating a supportive atmosphere to increase audience loyalty at medium-scale events.*

### INTRODUCTION

Audience experience is an important indicator of the success of an event, especially for medium-scale events. In the context of medium-scale events, organizers do not have the promotional support of mega-events, so they rely heavily on direct responses from the audience. When the audience feels satisfied and emotionally involved, they are more likely to provide positive testimonials and increase the success of the event in terms of attendance, reputation, and profits. Positive experiences not only increase attendee satisfaction but also encourage them to attend similar events in the future, making it an important factor in creating long-term success for medium-scale events (Yoon et al., 2010).

Understanding the factors that influence audience perception is key to increasing their satisfaction and loyalty. Previous studies have shown that facilities, atmosphere, service, and social interaction significantly influence the quality of audience experience in sporting or entertainment events (Lee et al., 2008; Yoshida & James, 2010). However, most of the studies that have been conducted have focused more on large-scale sporting events, so they have not been able to provide a comprehensive picture of the context of medium-scale events. Thus, more in-depth research is needed that specifically examines how these factors play a role in shaping audience experience in smaller-scale events that still have strategic value,

Compared to large-scale events such as the Olympics, medium-scale events have limited budget, infrastructure, and promotion. However, the scale of the event is not always directly related to the level of audience satisfaction. In some cases, medium-scale events can even provide a more intimate, personal, and engaging experience for the audience (Taks et al., 2015). Therefore, a quantitative study is needed to empirically measure the dimensions of audience experience in medium-scale events.

Unesa Futsal Competition Vol.1 is a futsal competition event that brings together futsal teams from various departments at Surabaya State University. Taking place at Gor Unesa,

this competition was held for 7 days, namely on April 21-24, 2025 and continued on April 28-30, 2025, the implementation time every day from 18.00 to 22.00 WIB. This event really caught the attention of the campus community, with a total of more than 12,000 spectators attending in person and 1.5 million views on Instagram social media. This kind of activity is also in line with efforts to increase social integration and the formation of positive character of students through competitive and well-organized sports activities (Eime et al., 2013).

The purpose of this study was to identify and analyze the main factors that shape the audience experience at medium-scale events, and to measure the relationship between satisfaction with these factors and the intention to attend similar events in the future. A quantitative approach was used to provide an objective and measurable picture of the audience experience through systematically collected data.

## RESEARCH METHOD

This study uses quantitative methods to explore audience experiences in the context of a medium-sized event. This approach was chosen because it is able to provide objective and measurable data, which is very important in understanding overall audience behavior patterns and trends. Quantitative methods are systematic approaches that use numbers and statistical procedures in the process of collecting, analyzing, and interpreting data. With this approach, researchers can answer research questions logically and based on data, so that the results can be generalized to a wider population (Creswell, JW, & Creswell, JD (2018).

In this study, a quantitative approach was used to develop an instrument in the form of a structured questionnaire distributed to event participants. Each item in the questionnaire was specifically designed to measure various aspects of the audience experience, such as emotional involvement, satisfaction with facilities, and perceptions of the event atmosphere. The measurement refers to the consumer experience theory, which emphasizes that an individual's experience in a service or event is formed through the interaction of emotional, functional, and social factors (Pine & Gilmore, 1999). In addition, the customer satisfaction theory was also used as a basis, where satisfaction is considered the result of a comparison between initial expectations and actual perceptions of service quality (Oliver, 1980). The data obtained were then analyzed using statistical procedures to identify general patterns and differences based on the demographic characteristics of the respondents. Through this approach, researchers can gain a deeper understanding of the factors that shape positive and negative audience experiences in the context of medium-scale events.

Research on audience experience at the Unesa futsal competition vol 1. Using survey data via Google form. This survey requires respondent criteria that are in accordance with the content and purpose of making the survey. An important criterion in filling out the survey on this Google form is that it must be filled in after watching the Unesa futsal match vol 1. After filling out the survey about the audience's experience, their experience while watching the Unesa futsal match vol 1 can be known. With the survey in this study, the type of data used in the experience survey can be known. This experience survey uses primary data types. Primary data itself is data that has been collected directly by researchers from original sources without going through intermediaries.

In the contents of this viewing experience survey there are several data and questions that need to be filled in by the respondents. Questions for respondents themselves use several types, namely, the Likert scale type and also the open-ended question type. The Likert scale itself is a research scale used to measure attitudes and opinions through scores. While for open-ended questions are questions that do not limit the answers from respondents, and invite them to provide longer and more detailed answers and reasons. The instrument in this audience experience research uses a Likert scale type with a score of 1 to 5, on the information agree to disagree. We can conclude several variables that are formed in these questions. Here are some aspects that we have found in our questions.

**Table 2.1** Research instruments

<i>Instrument</i>	<i>Question</i>
comfort	The event venue comfortable and adequate for watching
cleanliness	Cleanliness at the event is maintained.
security	The committee or officers were quite helpful during the event.
atmosphere	I felt entertained while watchinf the show, amd the show was packaged in an interesting and professional manner.

## RESULTS AND DISCUSSION

Based on the data in table 3.1, the respondents involved consisted of 53.3% male and 46.7% female, from a total of 30 respondents. Although the difference is not too far, there are slightly more men than women. This shows that activities such as Unesa Futsal Competition Vol.1 are more interesting to male audiences.

**Table 3.1** Gender

<i>Gender</i>	<i>Percentage (%)</i>
Man	53.3
Woman	46.7
Total Respondents (Male+Female)	100

Based on the data in table 3.2, the main reason respondents attended they had several reasons to watch Unesa Futsal Competition Vol.1 was to support friends as much as 52%. as many as 31% of others came because they liked the sport of futsal itself, and the remaining 17% came to seek entertainment.

**Table 3.2** What is the main reason for attending the unesa futsal competition vol.1

<i>What is the main reason for attending the unesa futsal competition vol.1</i>	<i>Percentage (%)</i>
Support friend	52
Like futsal	31
Want to find entertainment	17

Total respondents	100
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Based on the data in table 3.3, it shows the respondents' responses to the comfort of the event venue and the suitability for watching. Most respondents, namely 66.7%, agreed that the comfort and suitability of the venue for watching. Meanwhile, 30% of respondents stated neutral, and only 3.3% of respondents stated disagree.

**Table 3.3** Comfortable event venue and suitability for watching

<b>The event venue is comfortable and suitable for watching.</b>	
category	Percentage (%)
Agree	66.7
Neutral	30
Don't agree	3.3
Total respondents	100

The results in Table 3.4 show that most respondents, namely 56.67%, felt that cleanliness at the event venue was well maintained. Meanwhile, 36.67% chose to be neutral, and only 6.67% disagreed. This figure reflects that efforts to maintain cleanliness during the event were considered quite successful and provided comfort for most participants.

**Table 3.4** Cleanliness at the event venue is maintained

<b>Cleanliness at the event venue is maintained.</b>	
category	Percentage (%)
Agree	56.67
Neutral	36.67
Don't agree	6.67
Total respondents	100

In terms of security, as shown in Table 3.5, 73.33% of respondents felt that the committee or officers were quite helpful during the event. The rest, 23.33%, were neutral, and only 3.33% felt less helpful. This finding shows that the presence of the committee or officers was quite beneficial for participants, especially in maintaining the smoothness and comfort of the event.

**Table 3.5** The committee or officers were quite helpful during the event

<b>The committee or officers were quite helpful during the event.</b>	
category	Percentage (%)
Agree	73.33
Neutral	23.37
Don't agree	3.33
Total respondents	100

Based on Table 3.6, the level of satisfaction with the event atmosphere is very high with 83.33% of respondents expressing satisfaction with the quality of entertainment and professionalism of the event organizer. Meanwhile, 6.67% gave a neutral response and 10% expressed dissatisfaction. This illustrates the success of the organizer in presenting a memorable experience for the majority of participants.

**Table 3.6** Felt entertained while watching the show, and the show was packaged in an interesting and professional manner.

<b>Felt entertained while watching the show, and the show was packaged in an interesting and professional manner.</b>	
category	<i>Percentage (%)</i>
Agree	83.33
Neutral	6.67
Don't agree	10
Total respondents	100

Overall, Unesa Futsal Competition Vol.1 proved to be a success and received positive responses from the audience. The majority of visitors were men who came to support their friends who were competing. The audience appreciated the comfortable venue, the cleanliness, and the responsive committee. They were also satisfied with the atmosphere and the organization of the event which was considered entertaining and professional. Overall, this event succeeded in creating an interesting and enjoyable experience for the audience.

After analyzing the data from the audience experience survey conducted through Google Form, our focus now shifts to discussing the results of the open-ended questions, supported by semi-structured interviews with several respondents. We have concluded several suggestions from respondents that are useful for improving the future Unesa futsal match event. Here are some suggestions that we can conclude:

#### 4.1 What do you like most about Unesa Futsal Competition Vol.1?

Based on the results of data collection through observation and responses from various participants and spectators, there are several things that are the most liked points from the Unesa Futsal Competition Vol.1. One of the main things that is often mentioned is the excitement of the matches held. Each match takes place with high intensity, creating a tense but still fun atmosphere. This exciting match provides a viewing experience that is not boring and is able to trigger the enthusiasm and adrenaline of the audience. Apart from the match side, the audience also appreciated the orderly atmosphere of the stands. Although the number of spectators was quite large, they still maintained order and the atmosphere remained conducive. This shows that this event has good management in terms of security and comfort.

The organizing committee also received a lot of praise for being considered responsive in handling various needs in the field. The event rundown also ran quite regularly according to schedule, so that the entire series of activities could be enjoyed smoothly by all parties present. This shows the importance of efficient event planning and

management in student sports activities (García-Fernández et al., 2018). Another interesting aspect that added to the excitement of the event was the presence of supporters from each faculty, especially from Unesa Ketintang. The supporters not only gave their team high-spirited support, but also displayed various creative choreographies and cheers that attracted attention. In fact, some participants said that the presence of interesting and enthusiastic supporters made the atmosphere of the match more lively and entertaining.

In addition, this competition also has added value as a place to establish relationships and expand networks between students from various departments. With the interaction during the match, both between players, committees, and spectators, a strong atmosphere of togetherness and solidarity was created. This shows that Unesa Futsal Competition Vol.1 was not only successful as a sporting event, but also as a means of building a spirit of sportsmanship, cooperation, and togetherness among students. Overall, this competition gave a positive impression and left a pleasant experience for all parties involved, in accordance with the findings that sporting events can increase social cohesion between individuals (Inoue & Havard, 2014)

#### 4.2 What are your suggestions for future event improvements?

About the venue:

Many respondents suggested and evaluated the venue facilities used for the Unesa Vol 1 futsal match. Respondents suggested that the facilities of the match venue be improved, starting from the spectator seats, the stands, the bathrooms, to the prayer room. Many respondents said that yesterday's match was crowded with spectators, so there was a lack of seating to watch. Therefore, respondents complained that they were uncomfortable because the spectator seats were narrow. In addition to the crowds of spectators, many people came to become supporters of the players who were competing. So that the conditioning and security of supporters are not optimal and can have an impact on the general audience.

When this happens, there must be many spectators who are not responsible for their belongings that can become trash at the venue. Even though when entering the venue, spectators are not allowed to bring food and drinks from outside, and are reminded to look after their belongings and maintain cleanliness. However, with many spectators who violate and are not responsible, the result is that a lot of trash is left at the futsal match venue. So that many other spectators are uncomfortable with the presence of the trash.

In addition to the issues of security, comfort, and cleanliness in the grandstand venue, there are several things that need to be improved as well. Many respondents complained about the bathroom facilities, especially the inadequate prayer room facilities. Especially in terms of cleanliness, the bathrooms are still not clean enough and make the audience feel uncomfortable using the bathroom facilities. And finally, respondents suggested adding supporting facilities such as a rest area outside the grandstand or around the venue that is comfortable for the audience to rest.

About the committee:

Good coordination between committee members is essential to reduce the possibility of miscommunication or misunderstanding. In some situations, it is often found that respondents or participants ask for the same information to different committees, such as Committee A and Committee B, but they get different or conflicting answers. This difference in answers indicates that there are still shortcomings in internal communication between committees. If left unchecked, this can cause confusion for guests and reduce the image and quality of the event as a whole. Therefore, a more regular and comprehensive coordination and communication system is needed so that all committees have the same understanding and information, so that service to guests or participants becomes better and more professional.

About the event:

In order to improve the quality of the event and the satisfaction of participants and spectators, there are several things that can be done as a form of evaluation and future development. First, presenting special guest stars and holding additional activities that are fun can be a special attraction for participants and spectators. A more interesting event will make the atmosphere more lively and enjoyable. Second, improvements in terms of time management also need to be considered, especially in terms of the accuracy of the match schedule. A timely schedule will provide convenience for participants and avoid delays that can disrupt the overall course of the event. Third, broadcasting the match live through platforms such as YouTube with good broadcast quality can be one way to reach a wider audience, including those who cannot attend the event location in person. Finally, the delivery of information regarding the match schedule and results needs to be arranged more neatly and structured so that it is easy to understand and access by all parties involved. By paying attention to these things, it is hoped that similar events in the future can run better and more professionally.

## CONCLUSION

This study shows that the audience experience in medium-scale sporting events, such as Unesa Futsal Competition Vol.1, is influenced by the comfort of the venue, cleanliness, security, and entertainment atmosphere. A survey of 30 respondents revealed a high level of satisfaction, with the majority rating the comfort of the venue, cleanliness, assistance from the committee, and the event packaging positively. The main motivation for audience attendance was to support friends (52%) and interest in futsal (31%), while 17% were interested in the event concept.

Qualitative data confirms the importance of match intensity, grandstand order, and committee professionalism. Some things that need to be improved include physical facilities, committee coordination, cleanliness, and entertainment and promotional elements. Despite limited budget and scale, such events can still provide a satisfying experience if managed professionally and responsive to audience needs.

This study has advantages, including the use of quantitative and qualitative approaches that provide a comprehensive picture of the audience experience, direct data collection from participants that makes the results relevant, and the presence of open-ended questions that enrich understanding of audience perceptions. However, this study also has limitations, such as the limited number of respondents, focusing on one particular

event, and semi-structured interviews that were only conducted with some respondents. Therefore, further researchers are advised to involve more respondents, compare various types of sporting events, add direct observations, and balance mixed-method methods to obtain stronger and more comprehensive analysis results.

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