ABSTRAK

PENGARUH SERVICE QUALITY TERHADAP SPORT CONSUMPTION BEHAVIOR DENGAN PERCEIVED VALUE SEBAGAI VARIABEL MEDIASI DI STADION MAGUWOHARJO

(Survei Pada Suporter PSS Sleman)

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ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh service quality terhadap sport consumption behavior suporter PSS Sleman, baik secara langsung maupun melalui perceived value sebagai variabel mediasi. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap suporter PSS Sleman yang pernah menyaksikan pertandingan secara langsung di stadion. Teknik pengambilan sampel menggunakan purposive sampling dengan jumlah 110 responden. Data dikumpulkan melalui kuesioner dan dianalisis menggunakan Structural Equation Modeling berbasis Partial Least Square (PLS-SEM). Hasil penelitian menunjukkan bahwa service quality berpengaruh positif dan signifikan terhadap sport consumption behavior. Service quality juga berpengaruh positif dan signifikan terhadap perceived value. Perceived value terbukti berpengaruh positif dan signifikan terhadap sport consumption behavior. Selain itu, perceived value mampu memediasi secara positif dan signifikan pengaruh service quality terhadap sport consumption behavior dengan tipe mediasi parsial komplementer.

Kata kunci: service quality, perceived value, sport consumption behavior, mediasi, PLS-SEM, PSS Sleman

ABSTRACT

THE INFLUENCE OF SERVICE QUALITY ON SPORT CONSUMPTION BEHAVIOR WITH PERCEIVED VALUE AS A MEDIATING VARIABLE AT MAGUWOHARJO STADIUM

(Survey On PSS Sleman Supporters)

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ABSTRACT

This study aims to examine and analyze the influence of service quality on the sport consumption behavior of PSS Sleman supporters, both directly and through perceived value as a mediating variable. This research employed a quantitative approach using a survey method on PSS Sleman supporters who had attended matches directly at the stadium. The sampling technique used purposive sampling with a total of 110 respondents. Data were collected through questionnaires and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). The results show that service quality has a positive and significant effect on sport consumption behavior. Service quality also has a positive and significant effect on perceived value. Perceived value has a positive and significant effect on sport consumption behavior. Furthermore, perceived value positively and significantly mediates the influence of service quality on sport consumption behavior, representing a complementary partial mediation.

Keywords: *service quality, perceived value, sport consumption behavior, mediation, PLS-SEM, PSS Sleman*