



Event Quality Determinants of Spectator Attendance at Semi-Professional Basketball Games in Gauteng Province, South Africa

Abstract

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In recent years, understanding what motivates people in a particular community to attend sporting events is crucial. This study investigates event quality determinants of spectator attendance at semi-professional basketball games in Gauteng province, South Africa. Male and female from various age groups and cultural backgrounds in Gauteng, South Africa, made up the respondents. This study used a quantitative technique as the research approach. A total of 306 spectators were approached to complete the self-administered questionnaire using a non-probability convenience sample method; relevant fields, methodologies, and techniques for gathering data were explained. Furthermore, a correlation analysis was performed to determine the strength and direction of the relationship between the research variables. Finally, a regression analysis confirmed the predicted association between the study's constructs. The findings showed a substantial correlation between game quality, physical environment, outcome quality and spectator satisfaction. Furthermore, it was discovered that the factor influencing spectators' propensity to attend semi-professional basketball games in South Africa was their level of satisfaction. The results of this study will provide a valuable contribution to the field of South African basketball, namely to the literature on sports consumption and its notable consequences. Additionally, the study will have practical implications for the managers and markets of semi-professional basketball teams, marketers, and sports spectators.

Keywords event quality factors, spectators, basketball, satisfaction, willingness to attend

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Introduction

In recent years, a clear understanding of fundamental spectator attendance factors has been paramount for sports organisations in this business atmosphere. Since the quality of a sporting event has a significant and determining impact on the growth of sporting organisations, it is essential to understand the event's quality dimensions to analyse it, consider their responsibilities, and enhance the effectiveness and precision of the service (Fridley et al., 2023). Extending a high-quality event substantially influences consumer satisfaction (Tzeng et al., 2021), leading to more positive behavioural intentions (Armbrecht, 2021). In sports consumption, researchers have reinforced that presenting high-quality services is significant for spectator satisfaction and return and long-term dedication to a team (Jeong & Kim, 2021; Mohd-Aznan et al., 2024). The same is true for basketball, as rugby and cricket are the two most popular sports in South Africa after football or soccer (SafariNow, 2020). Basketball still draws spectators interested in this sport and go to games, even though it may not be one of the top three sports in South Africa in viewership (Mqondisi, 2020). Thus, it is reasonable to assert that basketball in South Africa is still semi-professional. It was also reported that the lack of basketball-specific facilities is the clubs' most significant obstacle to basketball growth (Dlulane, 2015), resulting in a lack of spectators. To succeed in the sports industry and, in particular, to attract devoted basketball spectators, providing the highest calibre of service is essential. Sports clubs or teams often get funding from gate admission fees; therefore, event quality must be enhanced to boost this revenue stream (Chen et al., 2019). Jeong & Kim (2020) suggested that the three framework event quality dimensions (game quality, physical environment quality, and outcome quality) can be used to pinpoint possible difficult spots in event operations and, in turn, offer suggestions for future enhancements to sports services to address this problem. As such, this study will utilise the above-suggested event quality dimensions in the South African context. Understanding how the spectator experience affects important outcomes is essential for the sports sector to please and keep spectators (Choi et al., 2018). Some studies have indicated that a valuable observation of the service consumed is linked with spectators' satisfaction and optimistic behavioural intentions concerning sporting events (Wu & Cheng, 2018). Nevertheless, one gap in the literature is the study of the influence of event quality dimensions on satisfaction and behavioural intentions. In addition, it has been evidenced that this relationship is strongly influenced by the cultural context in which the research is applied, demonstrating the need for these kinds of studies in other cultural and geographical contexts (Mohd-Aznan et al., 2024). Therefore, there is a need to jointly analyse the consequences (i.e., satisfaction and behavioural intentions) of semi-professional basketball games in Gauteng province, South Africa.

From the above observations, it is clear that there needs to be more research in South Africa that thoroughly examines the event quality factors that affect spectator satisfaction and future behavioural intentions when they attend semi-professional basketball games (Kruger, 2020). The results of the current study should expand the body of knowledge about event quality, spectator satisfaction, and willingness to attend (WTA) in the context of semi-professional sporting codes. This will help future consumer behaviour research concerning sports event industries that aim to attract new customers and retain current ones. It is more important for sport managers to understand what encourages (motivates) and discourages (demotivates) spectators from attending basketball games (Stander & Van Zyl, 2016; Tichaawa & Harilal, 2016). Therefore, this study explores the connections between event quality factors, spectator satisfaction, and WTA to provide marketing professionals and researchers

in the sports sector with relevant data. The conceptual framework was proposed to give details of the effects of event quality factors relative to the spectator's satisfaction responses and WTA. This is significant because a deeper understanding of spectator favourites for different event quality factors can assist sports marketers and facility managers ratify facilities that satisfy consumer requirements and attract more WTA acts (Mabasa & Masitenyane). Basketball clubs need to know what draws fans back to a semi-professional game to develop marketing tactics that are both pertinent and successful (Weiner & Dwyer, 2017).

Literature review

The service quality model

The Service Quality (SERVQUAL) model was developed and executed by American research experts in 1988 by Zeithaml, Parasuraman and Berry (Biscaia et al., 2023). The SERVQUAL Model is a technique used to capture and measure service quality experienced by consumers. Parasuraman et al. (1983) revealed that service quality is a function of the discrepancies between expectation and performance along the quality dimensions. Several researchers have applied SERVQUAL to ground their studies, especially when studying the event/service quality factors in sports consumption settings (Koronios et al., 2019; Ma & Kaplanidou, 2020; Salari et al., 2023). In sports consumption literature, this model proposes that event quality is measured by four dimensions: game quality, outcome quality, interaction quality and physical environment. According to Funk et al. (2022), the SERVQUAL model is a helpful tool for sports organisations because it recognises the void between consumer expectations and perceptions of services from consumers. In addition, Menezes et al. (2020) point out that spectator expectation of a service is the perceived level of service performed by the service provider, perceived to be of value by the consumer. Consequently, it would be applicable for sports organisations to utilise the SERVQUAL model since it focuses on the expectation and perception of the service offered by sports event organisations (Biscaia et al., 2023). Likewise, sports consumers have a variety of ways to find out about a specific service. From the moment the individual has a need, they seek to identify and compare options and analyse the advantages and disadvantages to finally intend to attend an event (Ameryoun et al., 2017). Knowing what consumers anticipate is critical for sports businesses to modify their actions to attain the appropriate level of quality in their services. The SERVQUAL Model has been used in the sports marketing and sports consumption context to underpin what might influence spectators to attend sports events by researchers such as Koronios et al. (2019) and Salari et al. (2023), to mention a few. Hence, the SERVQUAL Model will be used as a cornerstone to investigate event quality dimensions and spectator satisfaction and pinpoint what encourages spectators to attend sports events. Appropriately, this study supports that when consumers are satisfied with what is on offer, they tend to support the service bringer in future or forthcoming events.

Event quality dimensions

Event quality has received much consideration in recent years. It is a critical factor for sports consumption settings because it influences spectators' psychological and behavioural responses (Ameryoun et al., 2017; Zarrett et al., 2020). Therefore, event quality is defined as a spectator's total impression of the comparative inferiority or superiority of an organisation and its services (Jeong et al., 2019). Event quality, on the other hand, is defined as the spectator's overall judgement of the value derived from an event and its performance. Several researchers in sports consumption identified four dimensions of event quality: game quality, interaction quality, physical environment quality, and outcome quality (Ma & Kaplanidou, 2020; Shonk et al., 2017). According to Fridley et al. (2023), game quality embodies spectators' impression of the quality of the game. In contrast, interaction quality denotes the performance of managing staff and volunteers responsible for delivering services. Additionally, outcome quality is the relationship between consumers' perceptions of gains received from interactions with the service provider, and physical environment quality is the spectators' assessment of the qualities of the physical facilities (Shonk et al., 2017; Jeong et al., 2019). At present, the most central factor to a sustainable competitive advantage is providing the best possible event service quality, improving consumer satisfaction, intention to attend, and profitability. Jeong et al. (2019) indicate that sports consumer expectations, perceptions, and satisfaction are essential to understanding and measuring the performance of services that will lead to the intention to attend a sporting event.

Conceptual framework

Figure 1 illustrates the conceptual study framework.

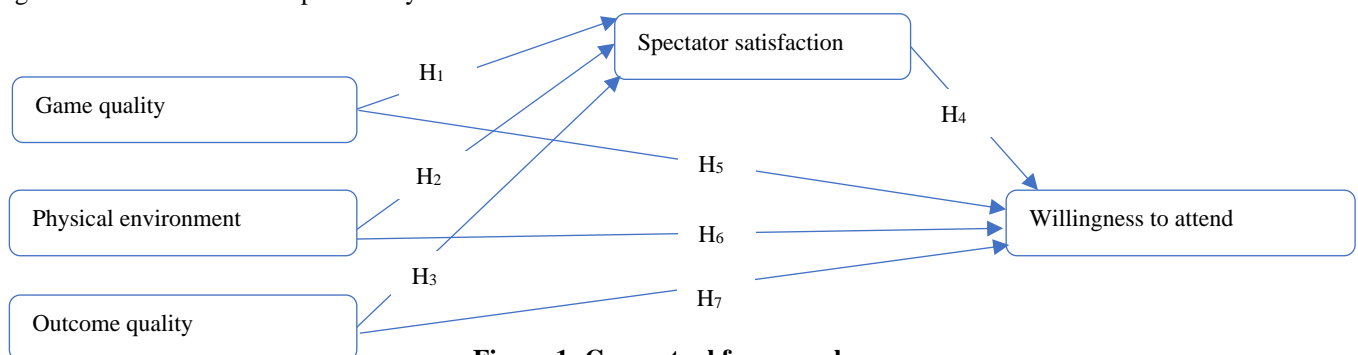


Figure 1: Conceptual framework



The association between event quality factors (game quality, physical environment, and outcome quality) and spectator satisfaction and willingness to attend the basketball arenas is presented. The event quality dimensions form the predictor variables with spectator satisfaction and WTA. In addition, spectator satisfaction acts as the mediator and WTA to the stadium as the resultant predicted outcome.

Game quality

Game quality is associated with increased consumer satisfaction, better revenues, and behavioural intentions, and it has been suggested that it is a crucial component in the success of sports organisations (Rocha & Fleury, 2017). As a result, studying game quality will be of paramount importance. The term game quality describes how a spectator assesses the overall quality of a business's services; in this case, the industry is a stadium or arena (Sivarajah, 2019). Furthermore, game quality is defined as a spectator's judgement about the overall excellence or superiority of sport-related characteristics by Foroughi et al. (2019). Zarrett et al. (2020) and Byon et al. (2018;) support these definitions, noting that positive perceptions of the quality of the game increase the intention that spectators would express high levels of satisfaction and develop behavioural intentions toward the game and its associated products. Biscaia et al. (2023) found that good perceptions of game quality likely favour spectators' behavioural intentions via their satisfaction. Skill performance, information and operating time are factors influencing game quality. Several studies have been undertaken to conceptualise the relationship between game quality, spectator satisfaction and willingness to attend a sports event. For instance, Shonk et al. (2017) and Biscaia et al. (2023) found a positive relationship between game quality and spectator satisfaction. Furthermore, Phonthanukitithaworn & Sellitto (2018) found that game quality positively correlates with WTA:

H₁: There is a significant relationship between game quality and spectator satisfaction

H₂: There is a significant relationship between the game quality and WTA

Physical environment

According to Mabasa & Masitenyane (2024), the physical environment refers to the facility where service happens and is consumed. Spectators must be present during the matches in the physical environment (e.g., stadium or arenas). Since services are intangible, the surrounding physical environment positively influences the perceptions of the service (Ribeiro et al., 2018; Koronios et al., 2019). Likewise, Biscaia et al. (2023) claimed that, in the case of hedonic services, a service's result is assessed not only in value but also from an experiential evaluation. Several sports researchers (Phonthanukitithaworn & Sellitto, 2018; Noori et al., 2023; Mabasa & Masitenyane, 2024; Quansah, 2024) have recognised the influence of physical environment factors on spectator satisfaction. In addition, the physical environment, as embodied by stadium/arena quality, is significant to consumers' consumption experience, as sports spectators can be described as a characterised service (Mazzeim et al., 2020). The study undertaken by Cho et al. (2019) and Quansah (2024) found that the physical environment has a positive relationship with WTA. Hence, this study proposes the following.

H₂: There is a significant relationship between physical environment and spectator satisfaction

H₆: There is a significant relationship between the physical environment and WTA

Outcome quality

The importance of outcome quality in sport attendance must be considered. In sports consumption, the outcome of a game or event holds immense significance for spectators, teams, and even the wider community (Lee & Hur, 2019). The quality of the outcome, whether it be a thrilling victory, a close contest, or an exceptional display of skill, directly impacts the level of satisfaction and engagement from spectators. As Riley et al. (2017) suggested, the outcome quality coincides with consumer rewards or what the consumer experiences after the production-consumption process is complete. Individuals attend sporting events to witness the game's competitive spirit, drama and unpredictability (Whittaker et al., 2017). A high-quality outcome, such as a nail-biting finish or a dramatic comeback, elicits a range of emotions, including joy, excitement and even heartbreak (Zhao et al., 2024). These intense emotional experiences enhance the overall enjoyment and satisfaction of attending a sporting event, creating lasting memories and connecting with the sport, its participants, and WTA future matches (Helleu, 2019; Mabasa, 2022). It was found that the outcome quality has a significant relationship with spectator satisfaction (Wu & Cheng, 2018; Duan et al., 2020) and, in turn, has a direct relationship with WTA (Yim & Byon, 2018). Hence, this study proposes the following:

H₃: There is a significant relationship between outcome quality and spectator satisfaction

H₇: There is a significant relationship between the outcome quality and WTA

Spectator satisfaction and WTA

In the context of sports consumption, spectator satisfaction refers to an enjoyable, happy response to the entertainment of the sports match and the additional services provided during the sports event (Mabasa, 2023). Consumer satisfaction, linked with attendance at sports events, can be measured as an indicator of future intention to attend and a means of maximising profits. The above literature review shows that event quality (game quality, physical environment and outcome quality) affects spectator satisfaction. Comprehending spectators' observations of venue service quality is of fundamental advantage to event managers



and arenas. Positive encounters can lead to favourable behavioural intentions for service providers, resulting in positive word-of-mouth reviews, positive recommendations, and a readiness to pay higher rates for particular offerings (Koenig-Lewis et al., 2018; Meeprom & Silanoi, 2020). Suppose the service fails to meet spectators' expectations; in that case, it results in dissatisfaction and may influence behavioural intentions, resulting in negative service analyses, criticisms and decreased sales and profits (Lee et al., 2022). In the sports setting, Prayag & Grivel (2018) and Mabasa (2022) have previously conceptualised and applied the concepts of behavioural intentions utilising factors such as intention to repurchase, word of mouth and WTA. As such, drawing from preceding research, this study proposes that the factor of behavioural intention reflects spectators' WTA future basketball matches. Mabasa (2022) and Duan et al. (2023) found that spectator satisfaction significantly influences WTA. Hence, this study proposes the following:

H₄: A positive relationship exists between spectator satisfaction and WTA future games

Methodology

A quantitative research method was utilised by this study, employing the non-probability method for selected participants in Gauteng, South Africa, in the quest to determine the projected study hypotheses. A convenience sampling strategy was used for sample selection because it allows several respondents to be involved in the study, completed relatively quickly, and is less expensive (Naresh et al., 2021). The Cronbach alpha value for each factor ranged from 0.860 to 0.884. The reliability ratings for the spectator satisfaction and WTA scales were 0.856 and 0.870, respectively. All components exceeded the acceptable criteria 0.70 (Malhotra et al., 2017). The Cronbach alpha coefficient was computed to examine the scale's construct validity, which was satisfactory and an indirect indicator of construct validity. The table reports the internal consistency of the dimensions.

Table 1: Reliability and validity

Factors description	Number of items	Cronbach alpha <i>a</i>
Game quality	5	0.863
Physical environment	4	0.884
Outcome quality	4	0.860
Spectator's satisfaction	5	0.870
Willingness to attend	5	0.856

Correlation analysis

A correlation analysis was undertaken to examine the relationship between the identified variables. Pearson's correlation coefficient (*r*) using SPSS was used to analyse the bivariate relationship between the three factors and the spectator's satisfaction and willingness to attend. Pearson correlation coefficients found statistically significant positive connections between all three event quality factors and spectator satisfaction with the basketball facilities and WTA. The correlations for the three event quality factors and spectator satisfaction within the basketball facilities ranged from $r=0.547$ to $r=0.631$ ($p<0.01$), representing that the high occurrence of event quality factors plays a noteworthy role in the satisfaction among spectators within the arena. Features such as game quality, physical environment and outcome quality are associated with the satisfaction of spectators. In addition, the association between spectator satisfaction and WTA also testified to a solid significant linear association $r=0.672$ ($p<0.01$), highlighting that once a spectator is satisfied within the arena, it influences spectator WTA semi-professional basketball matches. Furthermore, a correlation between game quality, physical environment, outcome quality and WTA within the basketball arena ranged from $r=0.569$ to $r=0.695$ ($p<0.01$), representing that the high occurrence of event quality factors play a noteworthy role in spectators' WTA semi-professional basketball matches within the arena. Based on the findings of the positive relationships' indication is found in support of **H₁**, **H₂**, **H₃**, **H₄**, **H₅**, **H₆** and **H₇**. These findings are shown in Table 2.

Table 2: Correlations between three event quality factors with spectator's satisfaction and willingness to attend.

Factors	Game quality	Physical environment	Outcome quality	Spectator satisfaction	Willingness to attend
Game quality	1	.586**	.654**	.600**	.695**
Physical environment		1	.596**	.547**	.569**
Outcome quality			1	.631**	.684**
Spectator's satisfaction				1	.672**
Willingness to attend					1

Regression analysis

Regression analysis examined the predictive relationship between event quality factors, spectator satisfaction and WTA. Waweru et al. (2021) suggested that this was required to overcome the constraints of correlation analysis, which only showed a linear relationship. The regression analysis was conducted to identify the effects of the event quality variables on satisfaction and WTA. Of interest was the relationship between the three event quality factors, spectator satisfaction, and WTA, whereby regression models were computed to examine the strength of the relationships. In addition, since spectator satisfaction within matches and arenas yielded strong correlations with WTA, regression models were also calculated to determine the predictive relationships. Furthermore, the regression model for three event quality factors and WTA were also calculated to examine the predictive relationships. The results of the regression models are presented in Table 3.



Table 3: Results of regression analysis

Spectator's satisfaction				Willingness to attend			
Variable enter	Beta	t	sig	Variable enter	Beta	t	sig
Game quality	.265	4.536	.001	Spectator's satisfaction	.672	15.688	.001
Physical environment	.184	3.349	.001	R=0.672; R ² =0.451; R ² =0.449 (adjusted)			
Outcome quality	.348	5.900	.001				
R=0.692; R ² =0.479; R ² =0.474 (adjusted)							
Willingness to attend							
Variable enter	Beta	t	sig				
Game quality	.388	7.451	.001				
Physical environment	.133	2.713	.001				
Outcome quality	.351	6.677	.001				
R=0.756; R ² =0.586; R ² =0.581 (adjusted)							

Discussion of results

Regression analysis in Table 3 shows significant predictive relationships between the event quality factors and the spectator's satisfaction with the spectator of semi-professional basketball in Gauteng (R² = 0.474). A significant predictive relationship between the spectator's satisfaction and WTA at semi-professional basketball facilities is recorded as (R² = 0.449), and a significant predictive relationship between the event quality factors and WTA semi-professional basketball matches is noted as (R² = 0.581). The outcomes indicate an R² of 0.479, which recommends that 47% of the variation in spectators' satisfaction can be described by the influence of three event quality factors. In Table 3, the beta coefficients highlight those three independent variables, namely, game quality ($\beta = 0.265$), physical environment ($\beta = 0.184$), and outcome quality ($\beta = 0.348$), which contributes absolutely to the projection of spectator satisfaction. Outcome quality and game quality contributed significantly to predicting satisfied spectators. Furthermore, the regression results analysis displays a R² of 0.451, which advocates that 41% of the variation in spectators' WTA to semi-professional basketball matches can be enlightened by spectators' satisfaction. In Table 3, the beta coefficients stipulate that spectators' satisfaction ($\beta = 0.672$) positively foretells WTA semi-professional basketball matches. The results indicate a R² of 0.586, which recommends that 58% of the variation in spectators' WTA can be described by the influence of three event quality factors. In Table 3, the beta coefficients highlight those three independent variables, namely, game quality ($\beta=0.388$), physical environment ($\beta = 0.133$), and outcome quality ($\beta = 0.351$), which contributes absolutely to the projection of the spectator's WTA semi-professional basketball matches. Game quality and outcome quality contributed significantly to predicting the spectator's WTA.

The empirical results of testing the relationships between event quality and spectator satisfaction and WTA support the idea that all hypothesised relationships (**H₁**, **H₂** and **H₃**) are reinforced. The impact of outcome quality on spectator satisfaction is more substantial than other independent variables (game quality and physical environment). The first essential and significant variable affecting spectator satisfaction is outcome, which has been previously studied in detail in the context of sports events. Sporting events provide opportunities for many people to come together to be entertained and enrich their lives through socialisation, friendship and dedication, which add to the entertainment value of events and increase spectator satisfaction. The second essential factor affecting spectator satisfaction is game quality. This is consistent with Milovanović et al. (2021), who state that team quality (teams with a winning record) is consistently viewed as the main factor in selling tickets to sports spectators. The results of Lee & Hur (2019) reveal that core product quality substantially affects spectator satisfaction more than service quality. The central product in the consumer sports industry incorporates several features like team qualities (host and opponent team) and player performance (Ritonga, 2019). Another significant variable is the environment, consistent with the general expectations about the importance of sportscape features (Mabasa & Masitenyane, 2024). The physical environment of the stadium is vital to spectators' satisfaction because spectators attending a soccer match will typically spend hours at that facility. Therefore, a pleasant and positive experience within the facility will encourage satisfied spectators to return. Again, the results show that spectator satisfaction is positively related to spectator's WTA. This is consistent with Ritonga's (2019) and Mabasa's (2023) findings, which found that satisfaction significantly affects spectators' behavioural intentions.

The empirical results of testing the predictive relationships between event quality dimensions and WTA (**H₆**, **H₇** and **H₈**) supported the idea that all hypothesised relationships are reinforced. This is in line with the study of Ritonga (2019), which suggested that behavioural intention will also increase when event quality worth increases. If event quality worth decreases, the behavioural intention will decrease, too. As stipulated by Biscaia et al. (2023), game quality, often depicted by the level of competition, the player's skill, and the gameplay's excitement, substantially impacts spectators' perceptions and their WTA. When spectators perceive the game as high-quality, they are more likely to experience enjoyment and satisfaction, which positively influences their WTA similar events in the future (Kogoya et al., 2022). The physical environment, encompassing the arena/stadium facilities, seating arrangements, accessibility, and overall comfort, also plays a crucial role in shaping spectators' behavioural intentions (Gholipour & Moradi, 2020). A well-maintained and comfortable environment enhances the overall experience, making spectators more likely to have a positive impression and a higher willingness to attend (Mabasa & Masitenyane, 2024). Conversely, a poor physical environment can lessen the enjoyment of the event and negatively impact spectators' WTA. Lastly, outcome quality refers to the event's final result, such as whether the favoured team wins or loses, which further affects the spectator's behavioural intention. While a positive outcome may influence some spectators, others may focus on the overall experience regardless of the result (Biscaia et al., 2023). Thus, while a favourable outcome can enhance satisfaction and increase the likelihood of WTA, it is not the only determinant of spectator behavioural intention.



Theoretical contributions and managerial implications

Theoretical contributions and managerial implications surrounding event quality dimensions such as game quality, the physical environment, and outcome quality profoundly affect spectator satisfaction and behavioural intentions. Game quality directly influences how satisfied spectators are with the overall event. When spectators perceive the game as exciting or of high quality, it enhances their satisfaction and increases their likelihood of returning to future events. Similarly, the physical environment plays a fundamental role in shaping spectators' experiences. A well-maintained, comfortable, and aesthetically pleasing environment elevates spectator satisfaction by creating a positive match-day experience. Outcome quality also impacts spectator satisfaction, though somewhat less than game quality and the physical environment. Spectators tend to favour games where the outcome aligns with their expectations or their team's success. Still, they are generally more satisfied with a quality match experience even if their preferred team does not win. These event quality dimensions affect spectator satisfaction and significantly impact spectator behavioural intention, such as willingness to attend future games, recommend events to others, or engage with the team's brand. Game quality, the physical environment and outcome quality can strongly encourage spectators to develop loyalty and exhibit repeat behaviours. Suppose spectators feel the entire event experience, from the quality of the game to the venue's ambience, meets or exceeds their expectations. In that case, they are more likely to express a solid intention to return or continue supporting the event. Spectator satisfaction is a critical mediator between event quality dimensions and behavioural intention. Satisfied spectators are likelier to engage in favourable post-event behaviours, including repeat attendance and positive word-of-mouth. High satisfaction levels build stronger emotional bonds with the event or team, making behavioural intention more robust and consistent. Therefore, understanding how game quality, the physical environment, and outcome quality contribute to satisfaction offers critical managerial insights for enhancing fan engagement. Managers can strategically focus on improving these dimensions through better game scheduling, venue upgrades, and efforts to improve game competitiveness and outcome appeal to increase spectator satisfaction and positively influence behavioural intentions.

Conclusion

The study's findings on event quality dimensions, particularly game quality, the physical environment, and outcome quality, reveal significant impacts on spectator satisfaction and behavioural intentions in the context of semi-professional basketball in Gauteng, South Africa. Game quality, defined by the competitiveness and excitement of the match, emerged as a primary driver of fan satisfaction. A well-maintained physical environment, including the comfort and cleanliness of the venue, also contributed positively to spectator satisfaction. Outcome quality, or the perceived fairness and emotional response to the game's result, further influenced spectator satisfaction. Collectively, these dimensions shaped spectator satisfaction and directly affected behavioural intentions, such as spectators' WTA future events and recommendations to others. Moreover, the study confirmed that spectator satisfaction is a crucial determinant of behavioural intention, reinforcing the importance of enhancing spectators' overall experiences at sporting events to encourage loyalty and repeat attendance. However, this research has certain limitations. The focus on semi-professional basketball in Gauteng limits the generalisability of the findings to other sports or professional leagues. The sample size and geographic scope may only partially represent the nationwide basketball spectator base. Time constraints and the evolving nature of spectator expectations and sports event management further restrict the applicability of the results over time. For future research, expanding the study to include different levels of professional basketball or other sports could provide a more comprehensive understanding of how event quality dimensions influence fan satisfaction and behavioural intentions. Furthermore, longitudinal studies could explore spectator expectations and satisfaction changes over time, while cross-cultural comparisons might uncover unique factors influencing spectator behaviour in different contexts. Additional variables, such as technological enhancements during events or digital spectator engagement, could enrich the analysis and provide deeper insights into modern spectator behaviour.

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