ATTEND INTENTION OF MOTORSPORT EVENTS IN INDONESIA: THE INFLUENCE OF EVENT IMAGE, PERCEIVED PRICE, AND FEAR OF MISSING OUT (FOMO)

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain
Sarjana Administrasi Bisnis

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FACULTY OF BUSINESS
BUSINESS ADMINISTRATION STUDY PROGRAM

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SKRIPSI ADVISER RECOMMENDATION LETTER

This skripsi entitled **"Attend Intention of Motorsport Events in Indonesia: The Influence of Event Image, Perceived Price, and Fear of Missing Out (FOMO)"** prepared and submitted by **Ni Wayan Dinda Rini Asri** in partial fulfilment of the requirements for the degree of **Business Administration – Bachelor** in the Faculty of **Business** has been reviewed and found to have satisfied the requirements for a Skripsi fit to be examined. I therefore recommend this skripsi for Oral Defense.

Cikarang, Indonesia, August 2nd, 2023

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ABSTRACT

Purpose

This research aims to investigate the underlying variables affecting spectator's intention to attend motorsport events in Indonesia.

Design/methodology/approach

Using purposive sampling method, the survey contained 19 item statements and is distributed to 139 millennials and Z generations in Indonesia who are interested in motorsport events. By developing a regression model, the researcher examined the extent of influence that event image, perceived price, and fear of missing out (FOMO) have towards attend intention.

Findings

This study discovered that event image and FOMO has a positive and significant influence towards attend intention. Perceived price was found to have a positive but insignificant impact on attend intention, although it still has a simultaneous influence when combined with event image and FOMO. The findings of this study encourages stakeholders of motorsport events to employ positive image of the events and take advantage of trends to create FOMO in order to enhance spectator's intention to attend the events.

Originality/value

Despite extensive research in the tourism industry in Indonesia, to the knowledge of the researcher, this study is the first paper researching motorsport events in Indonesia with the proposed framework.

Keywords: event image, perceived price, fear of missing out, FOMO, attend intention, motorsport events, sport tourism.

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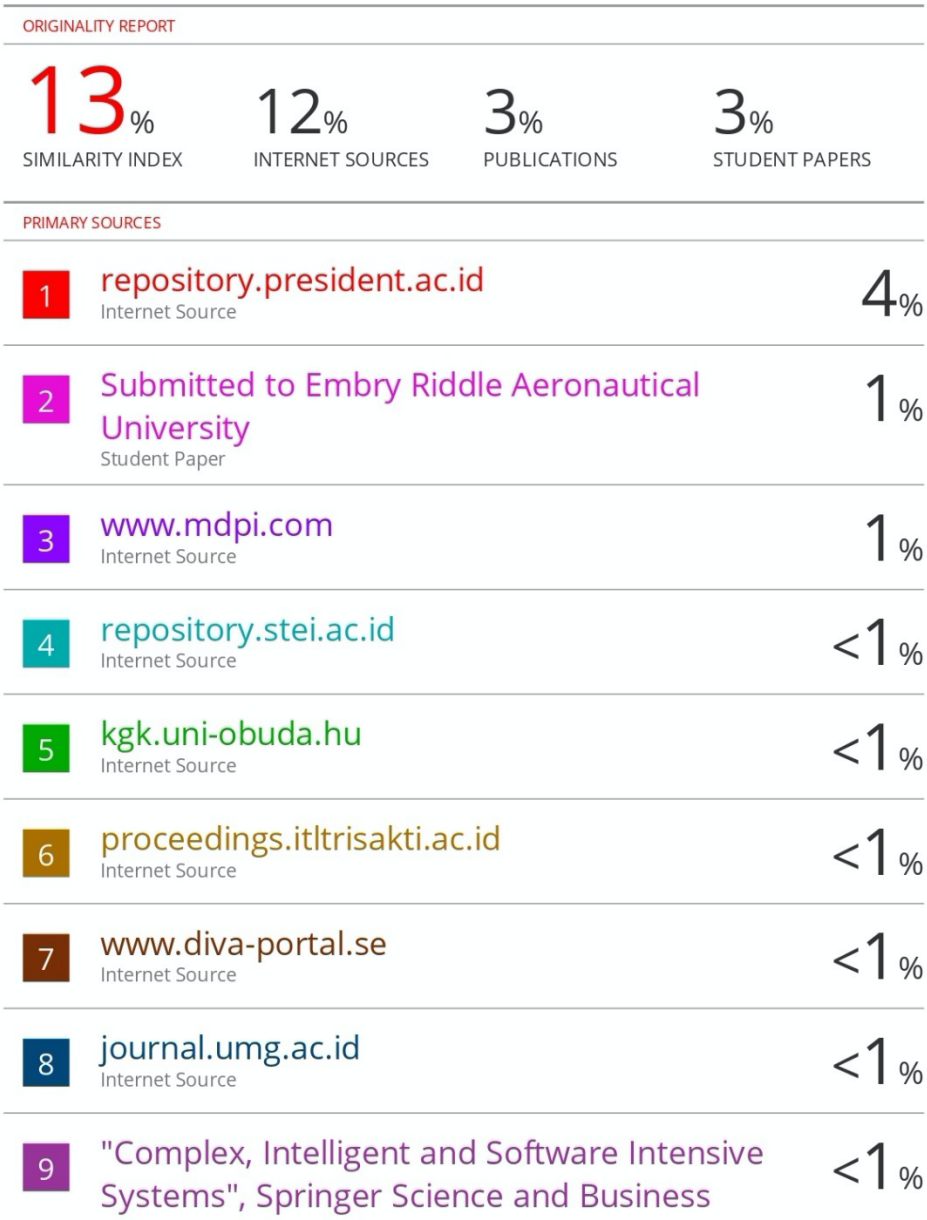

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