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APPENDICES

A. Tables and Figures

a. List of Tables

Table 3. 1 Operational Definition of Variables

Variable	Indicator/ Definition	Code	Original Question	Adjust Question	Source
Event Image	Personality	BI1	The brand I follow on social media is attractive	I find that motorsport events are attractive	(Büyükdağ et al., 2020)
	Association	BI2	The brand I follow on social media has a good reputation	The motorsport event has a good reputation	
	Competence	BI3	The product produced by trusted company	The motorsport event is held by a trusted organization	(Nurhandayani et al., 2019)
	Behavior	BI4	Person who uses the product reflecting a modern/up-to-date consumer	A person who attends motorsport event is modern/up to date	
	Identity	BI5	I can easily remember Kakiang Garden	I can easily remember how motorsport	(Temaja et al., 2019)

			Cafe's products	event looks like	
Perceived Price	Affordability	PP1	Xiaomi smartphone has an affordable price	The motorsport event ticket price is affordable	(Satriawan & Setiawan, 2020)
	Price with benefits	PP2	The price of the Xiaomi smartphone is following my purchasing power	The motorsport event ticket price is following my purchasing power	
	Price match with product quality	PP3	Xiaomi smartphone prices offered line with the quality obtained	The motorsport event ticket prices are offered in line with the quality obtained	
	Price competitiveness	PP4	Xiaomi smartphone has an economical price compared to other smartphones	The motorsport event ticket price is economical compared to other sports events	

FOMO	Autonomy	FOMO1	Saya merasa tertinggal jika tidak menggunakan kosmetik asal Korea	I will feel left out if I don't attend the motorsport event	(Syafaah & Santoso, 2022)
		FOMO2	Saya merasa perlu untuk menggunakan kosmetik asal Korea agar keberadaan saya diakui.	It is important to me to always follow the trend	
		FOMO3	I feel anxious when I find that my peers have better experiences	I feel anxious when I find that my peers have better experiences	(Yoga et al., 2022)
	Competence	FOMO4	It feels irritating for me every time I miss the chance to gather with my peers.	I do not like it if I cannot keep up with the trends like knowing about motorsport event	
	Relatedness	FOMO5	I always feel anxious every time I miss something	I feel anxious every time I miss	

			new or when I do not know stuff that my peers know	something new or when I do not know stuff that my peers know	
Attend Intention	Attitude	AI1	Pantai Kuta Mandalika pantai yang indah	I am planning to attend the next motorsport event	(Anggriana et al., 2022)
	Subjective norm	AI2	Saya berkunjung ke Pantai Kuta Mandalika karena disarankan oleh teman online setidaknya sekali seumur hidup	People around me, suggest attending motorsport events at least once in a lifetime	
	Perceived behavior control	AI3	Saya yakin bahwa saya dapat melakukan perjalanan ke Pantai Kuta Mandalika yang tidak	I am confident that if I want, I can attend motorsport event	

			terlalu terpengaruh Covid 19, jika saya mau	
		AI4	Saya mulai berencana menghabiskan liburan saya di Pantai Kuta Mandalika di masa depan	I'm willing to attend motorsport events in the future
		AI5	Saya akan mulai memesan fasilitas liburan seperti transportasi maupun akomodasi untuk berkunjung	I will make an effort to attend motorsport event

Table 4. 1 Event Image Descriptive Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
I find that motorsport events are attractive.	139	4.0719	1.12056
The motorsport event has a good reputation.	139	3.9928	1.05292
The motorsport event is held by a trusted organization.	139	4.1655	1.12673

A person who attends motorsport event is modern/up to date.	139	3.4388	1.22838
I can easily remember how motorsport event looks like.	139	4.0288	1.08309
Valid N (listwise)	139		

Table 4. 2 Perceived Price Descriptive Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
The motorsport event ticket price is affordable.	139	3,3669	1,11735
The motorsport event ticket price is following my purchasing power.	139	3,5396	1,11814
The motorsport event ticket prices are offered in line with the quality obtained.	139	3,6547	1,06126
The motorsport event ticket price is economical compared to other sports events.	139	3,1007	1,25856
Valid N (listwise)	139		

Table 4. 3 Fear of Missing Out (FOMO) Descriptive Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
I will feel left out if I do not attend the motorsport event.	139	2.7338	1.38614
It is important to me to always follow the trend.	139	2.9496	1.37958

I feel anxious when I find that my peers have better experiences.	139	3.0288	1.38283
I do not like it if I cannot keep up with the trends like knowing about motorsport event.	139	2.7914	1.34851
I feel anxious every time I miss something new or when I do not know stuff that my peers know.	139	2.9281	1.41237
Valid N (listwise)	139		

Table 4. 4 Attend Intention Descriptive Analysis

Descriptive Statistics			
	N	Mean	Std. Deviation
I am planning to attend the next motorsport event.	139	3.4532	1.14981
People around me, suggest attending motorsport events at least once in a lifetime.	139	3.5540	1.28070
I am confident that if I want, I can attend motorsport event.	139	3.9496	1.07220
I am willing to attend motorsport events in the future.	139	3.7842	1.08856
I will make an effort to attend motorsports event.	139	3.5396	1.16262
Valid N (listwise)	139		

Table 4. 5 Validity

Variable	Item Statements	Pearson Correlation (r-count)	r-table	Exp.
Event Image (EI)	EI1	0.792	0.1666	Valid

	EI2	0.860	0.1666	Valid
	EI3	0.870	0.1666	Valid
	EI4	0.720	0.1666	Valid
	EI5	0.875	0.1666	Valid
Perceived Price (PP)	PP1	0.907	0.1666	Valid
	PP2	0.871	0.1666	Valid
	PP3	0.851	0.1666	Valid
	PP4	0.864	0.1666	Valid
Fear of Missing Out (FOMO)	FOMO1	0.885	0.1666	Valid
	FOMO2	0.868	0.1666	Valid
	FOMO3	0.883	0.1666	Valid
	FOMO4	0.938	0.1666	Valid
	FOMO5	0.924	0.1666	Valid
Attend Intention (AI)	AI1	0.881	0.1666	Valid
	AI2	0.803	0.1666	Valid
	AI3	0.832	0.1666	Valid
	AI4	0.896	0.1666	Valid
	AI5	0.853	0.1666	Valid

Table 4. 6 Reliability

Variable	Cronbach's Alpha	Treshold Value	Exp.
Event Image (EI)	0.878	0.6	Good
Perceived Price (PP)	0.894	0.6	Good
Fear of Missing Out (FOMO)	0.941	0.6	Excellent
Attend Intention (AI)	0.904	0.6	Excellent

Table 4. 7 Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		139
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	3.47067033
Most Extreme Differences	Absolute	0.065
	Positive	0.054
	Negative	-0.065
Test Statistic		0.065
Asymp. Sig. (2-tailed)		.200^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Table 4. 8 Multicollinearity Test

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.066	1.397		2.910	0.004		
	Event Image	0.421	0.074	0.396	5.672	0.000	0.764	1.309
	Perceived Price	0.135	0.104	0.110	1.302	0.195	0.524	1.910
	Fear of Missing Out (FOMO)	0.282	0.063	0.358	4.456	0.000	0.575	1.739

a. Dependent Variable: Attend Intention

Table 4. 9 Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	4.066	1.397	
	Event Image	0.421	0.074	0.396
	Perceived Price	0.135	0.104	0.110
	Fear of Missing Out (FOMO)	0.282	0.063	0.358

a. Dependent Variable: Attend Intention

Table 4. 10 T-Test

Model		t	Sig.
1	(Constant)	2.910	0.004
	Event Image	5.672	0.000
	Perceived Price	1.302	0.195
	Fear of Missing Out (FOMO)	4.456	0.000

a. Dependent Variable: Attend Intention

Table 4. 11 F Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1651.771	3	550.590	44.715	.000 ^b
	Residual	1662.286	135	12.313		
	Total	3314.058	138			

a. Dependent Variable: Attend Intention

b. Predictors: (Constant), Fear of Missing Out (FOMO), Event Image, Perceived Price

Table 4. 12 Determination Coefficient Test (R2)

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	0.498	0.487	3.50902

a. Predictors: (Constant), Fear of Missing Out (FOMO), Event Image, Perceived Price

b. Dependent Variable: Attend Intention

b. List of Figures

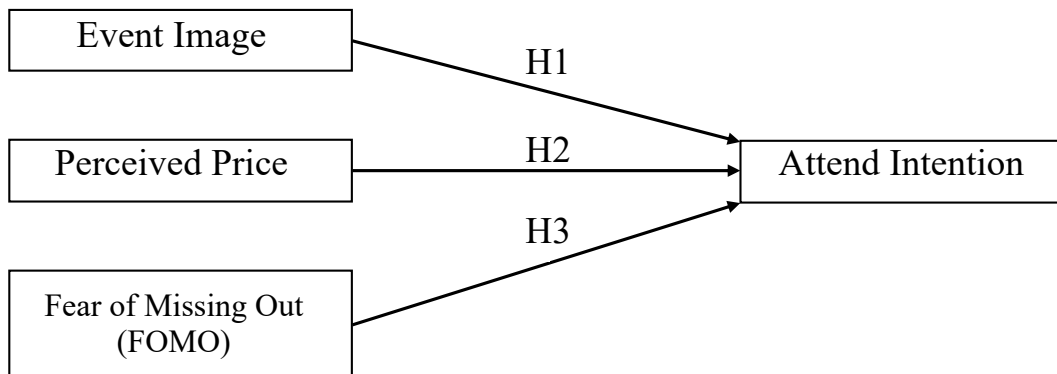


Figure 2. 1 Theoretical Framework

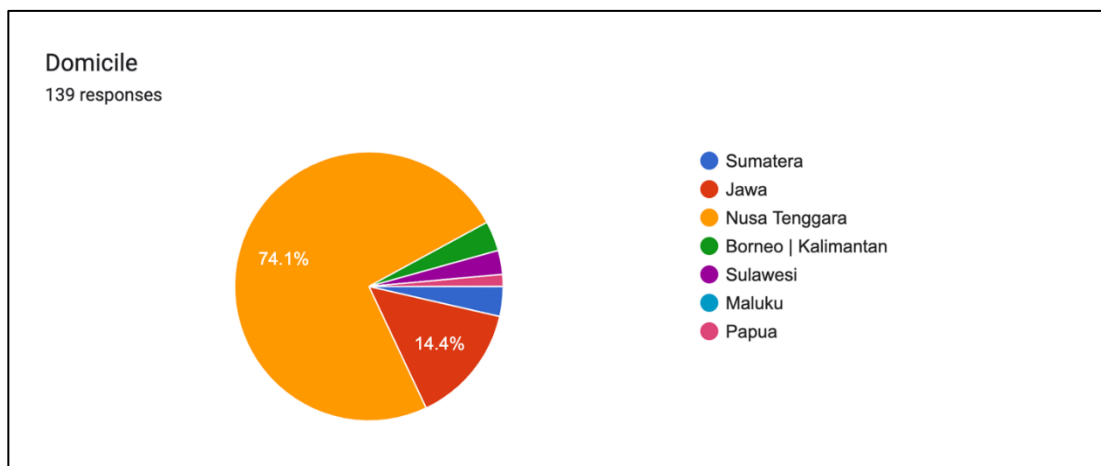


Figure 4. 1 Respondents by Age

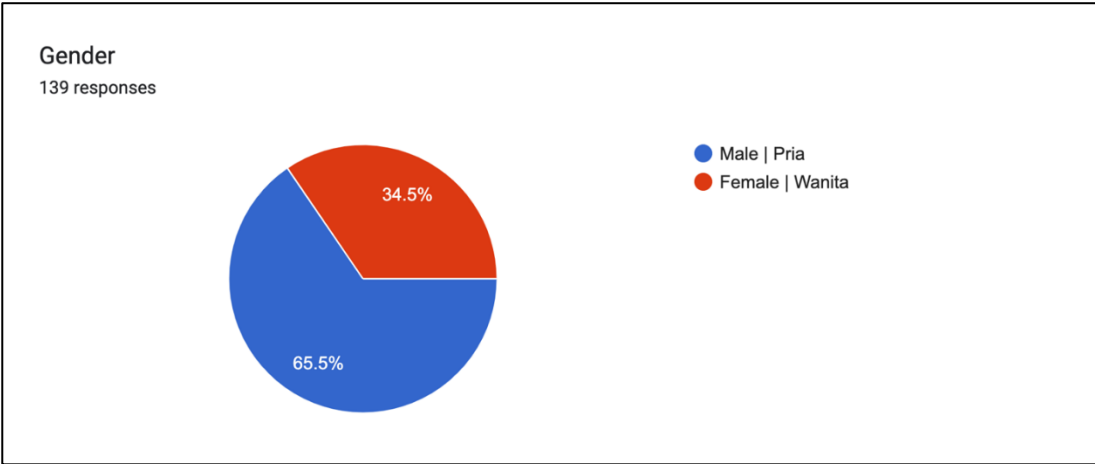


Figure 4. 2 Respondents by Gender

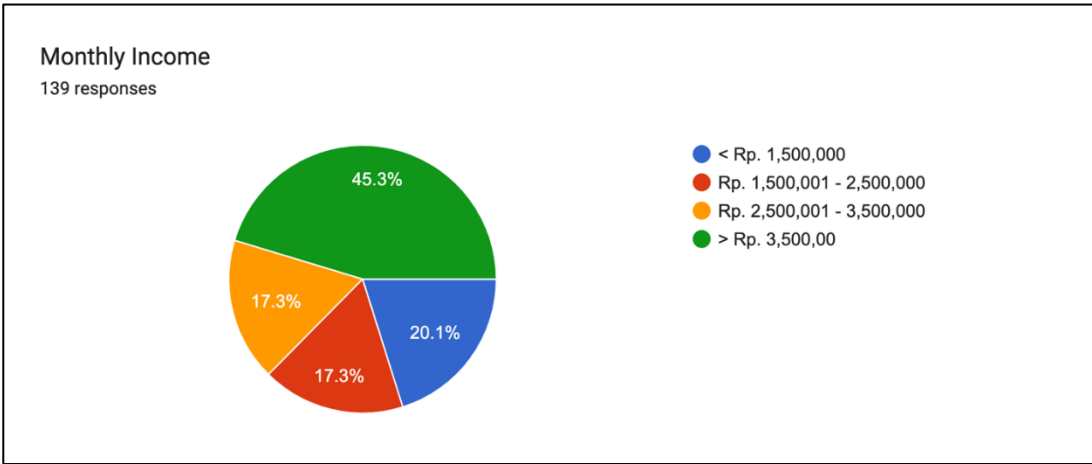


Figure 4. 3 Respondents by Domicile

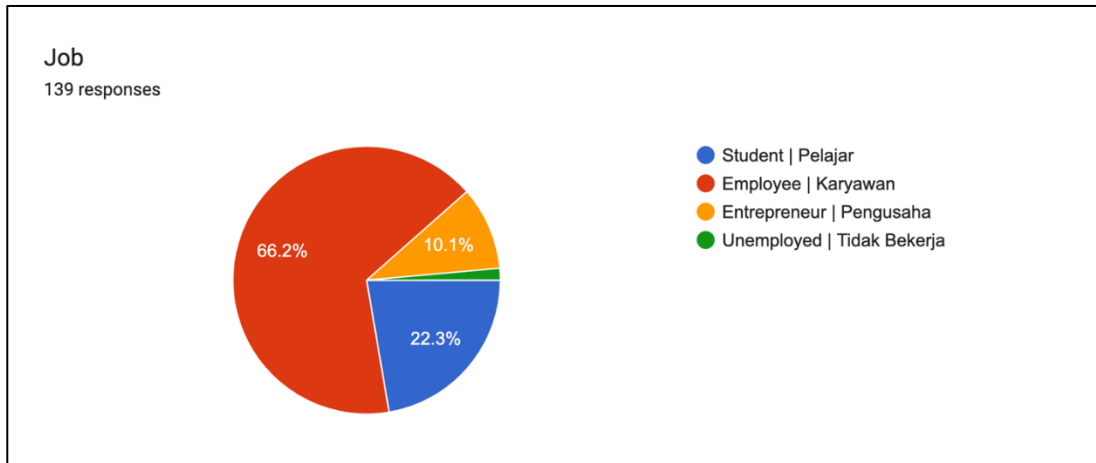


Figure 4. 4 Respondents by Job

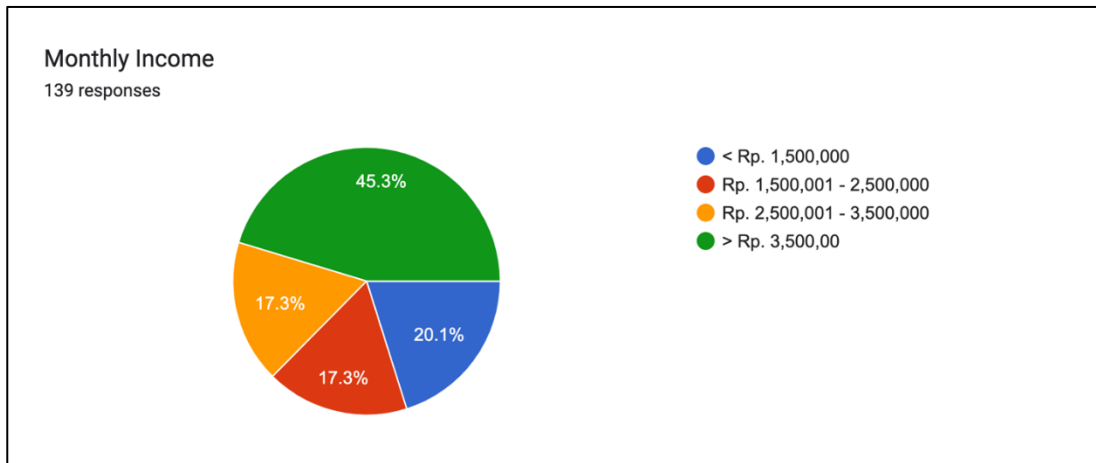


Figure 4. 5 Respondents by Monthly Income

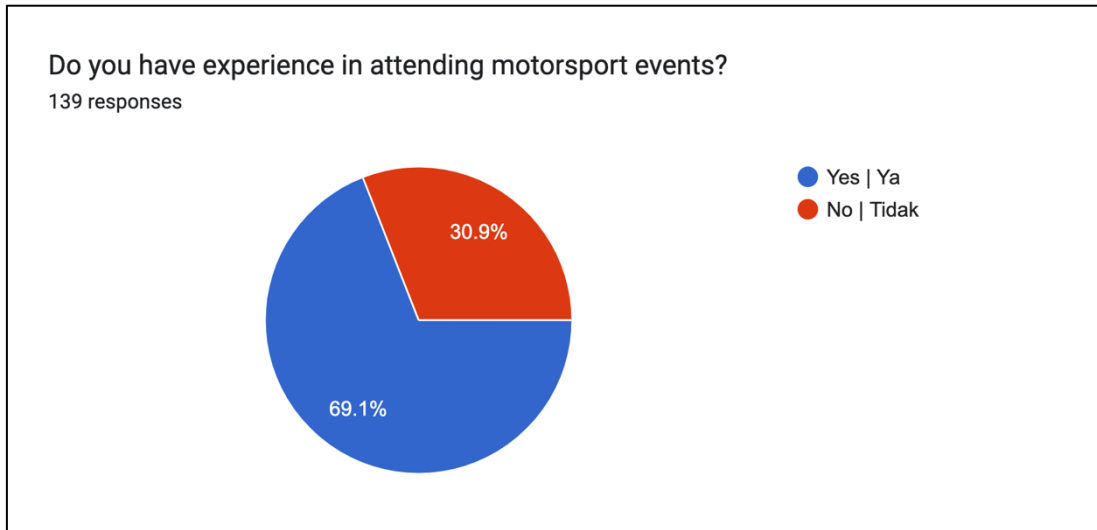


Figure 4. 6 Respondents by Experience in Motorsport Events

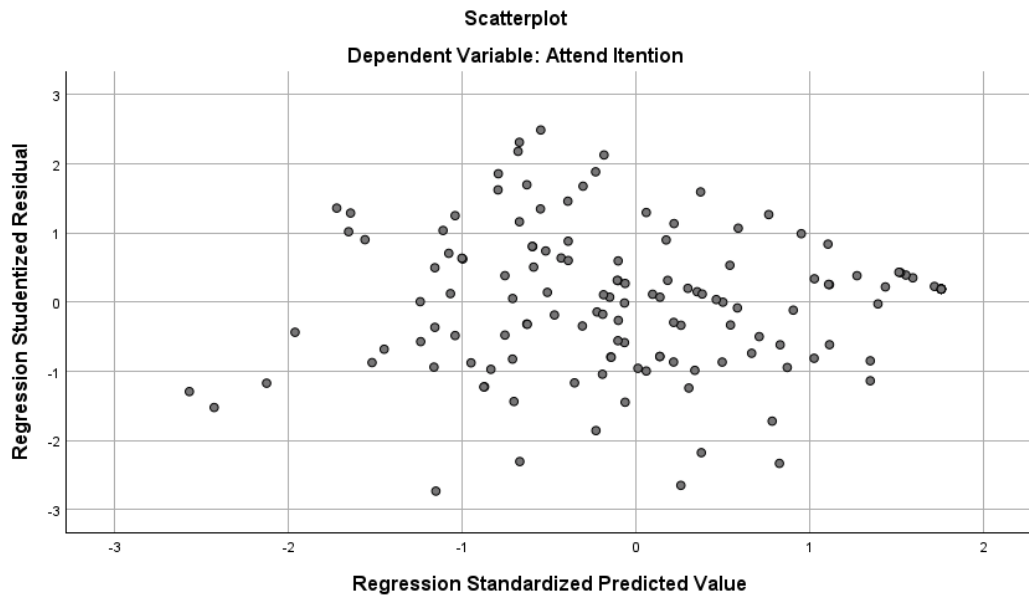


Figure 4. 7 Heteroscedasticity Test

B. Questionnaire

a. Survei Description

Dear respected respondent,

Hi! I am Dinda Rini Asri, a Business Administration student concentrating in Hospitality and Tourism Business batch 2016 from President University. I am currently working on a research for my thesis purpose. In addition, this survey is made in order to help my research about the influence of event image, perceived price and fear of missing out (FoMO) on attend intention motorsport events in Indonesia. If you would like to spare your time to fill out this survey, i would be very grateful. This questionnaire should only take 3-5 minutes of your time, and your identity will be anonymous. Please be assured that all answers you provide will be kept in the strictest confidentiality and will be used for the study purpose only. Lastly, i would like to thank you for taking the time to complete this survey.

Kepada responden yang terhormat,

Hi! Saya Dinda Rini Asri, mahasiswa Administrasi Bisnis dengan konsentrasi Bisnis Perhotelan dan Pariwisata angkatan 2016 dari Universitas Presiden. Saat ini, saya sedang melakukan penelitian untuk keperluan skripsi saya. Survei ini dibuat untuk membantu penelitian saya tentang peran citra acara, persepsi harga, fear of missing out (FoMO) pada niat menghadiri acara olahraga motor di Indonesia. Jika Anda dapat meluangkan waktu Anda untuk mengisi survey ini, saya akan sangat berterima kasih. Survei ini hanya membutuhkan waktu sekitar 3-5 menit, dan identitas Anda akan bersifat anonim. Harap diperhatikan bahwa semua jawaban yang Anda berikan akan dijaga kerahasiaannya dan hanya akan digunakan untuk tujuan studi. Akhir kata, saya ingin mengucapkan terima kasih karena telah meluangkan waktu Anda untuk menyelesaikan survei ini.

b. Consent Form

I certify that, the answers I have are correct. I also agree that my data will be anonymous. My answers will be kept in the strictest confidentiality and will be used for the study propose only.

Saya menyatakan bahwa, jawaban yang saya miliki adalah benar. Saya juga setuju bahwa data saya akan bersifat anonim. Jawaban saya akan dijaga kerahasiaannya dan hanya akan digunakan untuk penelitian yang diusulkan.

- Agree | Setuju
- Don't Agree | Tidak Setuju

c. Screening Questions

1. Are you born in 1981 - 2005

Apakah Anda lahir di tahun 1981 - 2012?

- Yes | Ya
- No | Tidak

2. Are you interested in motorsport events?

Apakah Anda tertarik dengan acara olahraga motor?

- Yes | Ya
- No | Tidak

d. Respondent's Profile

1. How old are you?

Berapakah umur Anda?

- 18 – 22
- 23 – 27
- 28 – 32
- 33 – 37
- 38 – 42

2. Gender

Jenis Kelamin

- Male | Pria
- Female | Wanita

3. Domicile

Domisili

1. Sumatera (Aceh, Bengkulu, Jambi, Lampung, Riau, Bangka Belitung Island, Riau Island, West/South/North Sumatera)
2. Java (Banten, Special Capital Region of Jakarta, Special Region of Yogyakarta, West/Central/East Java)
3. Nusa Tenggara (Bali, West/East Nusa Tenggara)
4. Borneo (West/South/Central/East/North Borneo)
5. Sulawesi (Gorontalo, West/South/Central/Southeast/North Sulawesi)
6. Maluku (Maluku, North Maluku)
7. Papua (Papua, West/South/Central/Highland Papua)

-
1. Sumatera (Aceh, Bengkulu, Jambi, Lampung, Riau, Kepulauan Bangka Belitung, Kepulauan Riau, Sumatera Barat/Selatan/Utara)
 2. Jawa (Banten, Daerah Khusus Ibukota Jakarta, Daerah Istimewa Yogyakarta, Jawa Barat/Tengah/Timur)
 3. Nusa Tenggara (Bali, Nusa Tenggara Barat/Timur)
 4. Kalimantan (Kalimantan Barat/Selatan/Tengah/Timur/Utara)
 5. Sulawesi (Gorontalo, Sulawesi Barat/Selatan/Tengah/Tenggara/Utara)
 6. Maluku (Maluku, Maluku Utara)
 7. Papua (Papua, Papua Barat/Selatan/Tengah/Pegunungan)

- Sumatera
- Jawa
- Nusa Tenggara
- Borneo | Kalimantan

- Sulawesi
- Maluku
- Papua

4. Job

Pekerjaan

- Student | Pelajar
- Employee | Karyawan
- Entrepreneur | Pengusaha
- Unemployed | Tidak Bekerja

5. Monthly Income

Pendapatan Bulanan

- < Rp. 1,500,000
- Rp. 1,500,001 - 2,500,000
- Rp. 2,500,001 - 3,500,000
- > Rp. 3,500,00

6. Do you have experience in attending motorsport events?

Apakah Anda memiliki pengalaman menghadiri acara olahraga motor?

- Yes | Ya
- No | Tidak

e. Introduction to Motorsport Events

Being a part of the leisure travel market, sports tourism became one of the fastest-growing segments in the past decade. And event tourism has been one of the broadest segments of sport tourism, as sporting events grow over the years. A new demographic of sports tourists seems to be drawn to motorsport events more frequently.

Some well-known motorcycle racing events are:

- Grand Prix Motorcycle Racing (MotoGP)

- Superbike
- Road Race
- Drag Racing
- Motocross
- Supercross
- Supermoto
- Freestyle Motocross
- Trials Racing
- Hill Climb Racing
- Speedway Racing
- Cross Country Rally Racing
- Endurance Racing

Menjadi bagian dari pasar perjalanan rekreasi, wisata olahraga menjadi salah satu segmen dengan pertumbuhan tercepat dalam dekade terakhir. Dan wisata acara telah menjadi salah satu segmen wisata olahraga terluas, karena acara olahraga tumbuh selama bertahun-tahun. Demografi baru wisatawan olahraga tampaknya lebih sering tertarik pada acara olahraga motor.

Beberapa acara balap motor yang terkenal adalah:

- Grand Prix Motorcycle Racing (MotoGP)
- Superbike
- Road Race
- Drag Racing
- Motocross
- Supercross
- Supermoto
- Freestyle Motocross
- Trials Racing
- Hill Climb Racing
- Speedway Racing
- Cross Country Rally Racing
- Endurance Racing

f. Table of Questionnaires

Event Image Citra Acara	1 Strongly Disagree Sangat Tidak Setuju	2	3	4	5 Strongly Agree Sangat Setuju
I find that motorsport events are attractive. <i>Saya menemukan bahwa acara olahraga motor itu menarik.</i>					
The motorsport event has a good reputation. <i>Acara olahraga motor memiliki reputasi yang baik.</i>					
The motorsport event is held by a trusted organization. <i>Acara olahraga motor diselenggarakan oleh organisasi terpercaya.</i>					
A person who attends motorsport event is modern/up to date. <i>Seseorang yang menghadiri acara olahraga motor adalah orang yang modern/kekinian.</i>					
I can easily remember how motorsport event looks like. <i>Saya dapat dengan mudah mengingat seperti apa acara olahraga motor itu.</i>					

Perceived Price Persepsi Harga	1 Strongly Disagree Sangat Tidak Setuju	2	3	4	5 Strongly Agree Sangat Setuju
The motorsport event ticket price is affordable. <i>Harga tiket acara olahraga motor terjangkau.</i>					

The motorsport event ticket price is following my purchasing power. <i>Harga tiket acara olahraga motor mengikuti daya beli saya.</i>					
The motorsport event ticket prices are offered in line with the quality obtained. <i>Harga tiket acara olahraga motor yang ditawarkan sesuai dengan kualitas yang didapat.</i>					
The motorsport event ticket price is economical compared to other sports events. <i>Harga tiket acara olahraga motor terbilang ekonomis dibandingkan dengan acara olahraga lainnya.</i>					

Fear of Missing Out (FOMO)	1 Strongly Disagree Sangat Tidak Setuju	2	3	4	5 Strongly Agree Sangat Setuju
I will feel left out if I do not attend the motorsport event. <i>Saya akan merasa tertinggal jika saya tidak menghadiri acara olahraga motor.</i>					
It is important to me to always follow the trend. <i>Penting bagi saya untuk selalu mengikuti tren.</i>					
I feel anxious when I find that my peers have better experiences. <i>Saya merasa cemas ketika saya menemukan bahwa rekan-rekan saya memiliki pengalaman yang lebih baik.</i>					
I do not like it if I cannot keep up with the trends like knowing about motorsport event.					

<i>Saya tidak suka jika saya tidak bisa mengikuti tren seperti mengetahui tentang acara olahraga motor.</i>					
I feel anxious every time I miss something new or when I do not know stuff that my peers know. <i>Saya merasa cemas setiap kali saya melewatkan sesuatu yang baru atau ketika saya tidak mengetahui hal-hal yang diketahui teman-teman saya.</i>					

Attend Intention Niat Menghadiri	1 Strongly Disagree Sangat Tidak Setuju	2	3	4	5 Strongly Agree Sangat Setuju
I am planning to attend the next motorsport event. <i>Saya berencana untuk menghadiri acara olahraga motor berikutnya.</i>					
People around me, suggest attending motorsport events at least once in a lifetime. <i>Orang-orang di sekitar saya, menyarankan untuk menghadiri acara olahraga motor setidaknya sekali seumur hidup.</i>					
I am confident that if I want, I can attend motorsport event. <i>Saya yakin jika saya mau, saya bisa menghadiri acara olahraga motor.</i>					
I am confident that if I want, I can attend motorsport event. <i>Saya yakin jika saya mau, saya bisa menghadiri acara olahraga motor.</i>					
I will make an effort to attend motorsports event. <i>Saya akan berusaha untuk menghadiri acara olahraga motor.</i>					

C. Tabulation Data

EI1	EI2	EI3	EI4	EI5	PP1	PP2	PP3	PP4
4	3	4	3	4	3	3	4	2
5	5	5	3	5	3	5	4	3
5	5	5	5	5	5	5	5	5
4	4	4	4	3	3	3	4	3
4	3	4	2	4	2	3	3	2
4	4	4	3	4	4	4	4	3
1	5	5	5	5	3	3	3	3
3	4	4	3	2	3	2	3	3
4	1	2	3	2	2	2	2	2
5	3	3	1	3	3	4	3	2
5	5	5	5	5	5	5	5	5
4	4	4	3	4	3	4	3	2
4	4	5	4	5	3	4	4	3
5	3	5	3	5	3	3	3	3
5	4	5	3	4	3	3	4	2
5	5	5	5	5	5	5	5	5
5	4	5	3	5	3	4	3	3
1	2	3	3	1	2	1	3	3
4	4	4	4	4	3	4	3	2
4	4	3	4	3	3	3	4	3
5	5	5	3	5	1	1	2	1
5	5	5	5	5	5	4	5	4
5	3	5	4	4	2	3	2	1
5	5	5	3	5	5	5	5	5
5	5	5	5	5	3	4	3	1
5	5	3	5	4	5	5	5	2
4	5	5	4	4	3	4	4	3
4	3	3	4	4	2	4	4	2
5	5	5	3	3	1	1	2	1

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5	4	4	4	5	3	5	3	4
5	5	5	1	5	5	5	4	2
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2	4	2	2	2	4	5	4	2
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3	4	5	4	4	3	5	4	3
1	1	1	4	1	1	1	1	1
4	4	4	3	4	4	4	4	4
5	3	4	2	5	2	4	3	1
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