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The Interrelationship among Perception of Event Quality, Perceived Value, Event Image, Satisfaction and Revisit Intentions of Road Runners in Taiwan

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Abstract: This study examined the interrelationships between perceived event quality, perceived value, event image, satisfaction, and revisit intentions among road race participants in Taiwan. The data collection involved 641 valid questionnaires from participants across nine road race events held during 2017-2018. Structural equation modeling analysis yielded three key findings. First, the theoretical model demonstrated satisfactory overall explanatory power. Second, event satisfaction and perceived value significantly and positively influenced revisit intentions. The analysis revealed the direct effects of event quality, event image, and perceived value on event satisfaction. In contrast, event quality and event image directly influenced perceived value, and event quality directly affected event image. Third, the model explained 63% of the variance in event image, 72% in perceived value, 70% in satisfaction, and 59% in revisit intention. The findings highlight the critical roles of perceived event quality, event image, perceived value, and satisfaction in predicting road race participants' revisit intentions in Taiwan. These results offer valuable insights for event marketing managers and organizers to enhance event outcomes.

Keywords: *Event quality, event image, perceived value, satisfaction, revisit intention.*

1. Introduction and Background

The landscape of community tourism has been transformed by the emergence of small-scale athletic competitions (Kaplanidou & Gibson, 2010; Koo, Byon & Baker III, 2014). Through careful venue selection and strategic positioning, events like marathons, Senior Games, and Masters' Games have successfully cultivated their status as tourism attractions, effectively drawing participants and spectators from abroad (Oshimi & Harada, 2016; Wicker, Hallmann & Zhang, 2012). From data provided by the Runners' Plaza (2016), Taiwan experienced remarkable growth in road race events, expanding from 91 events in 2006 to 1,393 events in 2018, representing a fifteen-fold increase over twelve years. This significant expansion of road race events has generated substantial social, environmental, and economic impacts on host communities (Liu, Hsu, Chen & Chuang, 2015; Liu, Tseng, Lee & Tung, 2016).

The growth and sustainable development of road race events in Taiwan have become a critical focus for event organizers. Revisit intention has emerged as a fundamental indicator of event sustainability and growth potential, which can be evaluated through analyzing tourist behaviors related to satisfaction, intention to return, and other key consumer variables (Liu et al., 2016). Empirical research has identified several crucial factors that influence revisit intention: event quality (Jin, Lee & Lee, 2013; Ko & Pastore, 2004; Theodorakis, Kaplanidou & Karabaxoglou, 2015), perceived value (Jin et al., 2013; Nuviala, Grao, Pérez & Nuviala, 2012), event image (Jin et al., 2013; Kaplanidou & Vogt, 2007; Oshimi & Harada, 2016; Som, Marzuki, Yousefi & Abukhalifeh, 2012) and satisfaction (Goh, 2015; Koo et al., 2014; Theodorakis et al., 2015).

Zeithaml's (1988) Quality-Value-Behavior (QVB) Intention model establishes the close relationship between service quality, perceived value, and consumer purchasing decisions, positing that quality serves as an antecedent to enhanced perceived value (Cronin, Brady & Hult, 2000). Research by Jin, Lee & Lee (2015) demonstrated that experience quality significantly influences customer perceived value, image, and satisfaction, while both perceived value and image affect satisfaction and behavioral intentions. These established relationships form the theoretical foundation for the current study's investigation using the QVB formation process.

Purpose of research

This study examined the determinants of participants' revisit intentions in road race events and explored the interrelationships between perceived event quality, perceived value, event image, satisfaction, and revisit intentions in Taiwan. The findings offer valuable insights for tourism policy development and provide event operators and organizers with strategic guidance for product planning, service delivery, and marketing initiatives while enhancing service quality. The study established two primary research objectives:

- To evaluate the applicability of the theoretical construct and overall model of revisit intention to road race event participants in Taiwan.
- To examine how event quality, perceived value, event image, and satisfaction influence revisit intentions among road race event participants in Taiwan.

2. Literature Review

Event quality

Service quality reflects customers' comprehensive assessment regarding a service's excellence (Parasuraman, Zeithaml & Berry, 1985). The evaluation emerges from the interplay between customers' pre-service expectations and their post-experience assessments of service delivery (Zeithaml, Berry & Parasuraman, 1993). In recent years, an increasing amount of research has focused on service quality and consumer behavior. Moon, Kim, Ko, Connaughton & Lee (2011) expanded traditional service quality frameworks by examining both tangible and intangible aspects of spectator experiences at an international cycling competition. Their investigation demonstrated how visitors' assessments of event quality shaped their perceptions of the host destination. Within sports spectatorship, event quality comprises several key elements: overall event experience (Ko & Pastore, 2004), social interactions (Brady & Cronin, 2001), performance outcomes (Deighton, 1992), and venue characteristics (Bitner, 1992; Westerbeek, 2000).

Event image

Drawing from brand image theoretical foundations, event image encapsulates how participants psychologically construct their understanding of an event (Kaplanidou & Vogt, 2007). Within the context of sports tourism, where events serve as destination attractors (Kaplanidou & Vogt, 2010), event imagery and destination perception form an interconnected relationship (Hallmann, Kaplanidou & Breuer, 2010; Oshimi & Harada, 2016). Gwinner's (1997) seminal work describes event image as the collective interpretations and associations formed by consumers. His framework identifies three key influencing factors: event classification (such as sporting competitions, concerts, or art festivals), event attributes (comprising elements like scale, professional standing, heritage, and venue), and individual variables (including personal significance and past experiences) (Gwinner, 1997).

Perceived value

Value assessment in consumer behavior represents a complex evaluation process where customers weigh benefits received against resources invested (Zeithaml, 1988). This multifaceted construct encompasses not only monetary considerations but also social and psychological benefits derived from consumers' subjective evaluations. Research has established that perceived value significantly influences consumer behavior patterns, including recommendations and return visits (Jin et al., 2015). Scholars have positioned perceived value as a crucial intermediary factor between service quality, pricing, and customer satisfaction, ultimately shaping future behavioral intentions (Moon, Kim, Ko, Connaughton & Lee, 2013; Nuviala et al., 2012). This dynamic relationship extends to its role in fostering service loyalty and influencing long-term consumer behavior (Koo et al., 2014).

Satisfaction

Event satisfaction represents a critical area of investigation in tourism and sporting event research (Goh, 2015; Jin et al., 2015), encompassing consumers' subjective and objective assessments of products and activities (Goh, 2015), including both the destination and its various components (Koo et al., 2014; Shonk, 2012). Empirical investigations have revealed multiple factors contributing to event satisfaction. The literature identifies three primary dimensions: the caliber of event delivery (Jin et al., 2013; Ko & Pastore, 2004; Theodorakis et al., 2015), attendees' perceived value assessments (Chen, & Chen, 2010; Jin et al., 2013; Nuviala et al., 2012), and overall event image perception (Jin et al., 2013; Kaplanidou & Vogt, 2007; Oshimi & Harada, 2016; Som et al., 2012).

Revisit intentions

Research has identified three fundamental aspects of tourist behavior: destination choice, experiential evaluation, and future behavioral intent (Chen & Tsai, 2007). While experiential evaluation encompasses travel experiences, value perceptions, and overall satisfaction, behavioral intentions reflect both the likelihood of return visits and willingness to provide recommendations (Som et al., 2012). The significance of revisit intention as a predictor of future travel behavior (Lee, 2009) is well-established, with Baker and Crompton (2000) defining it as tourists' probability of activity repetition. Current methodological approaches emphasize measuring both consumer loyalty (Koo et al., 2014) and behavioral intentions (Chen & Chen, 2010; Jin et al., 2013), incorporating contextual factors and multidimensional assessment scales (Lee, 2009; Williams & Soutar, 2009).

Relationships among event quality, perceived value, event image, satisfaction and revisit intentions

The literature reveals complex relationships between event elements and consumer responses. Studies indicate that event quality influences personal event image formation (Lee, Lee & Lee, 2005), with consumer experiences shaping both overall image perceptions (Chen & Tsai, 2007) and broader outcomes including perceived value, satisfaction, and behavioral intentions (Jin et al., 2015). Within sporting events, quality measures positively correlate with value perception, event imagery, and participation intentions (Jin et al., 2013). Notably, perceived value emerges as a particularly robust predictor of repurchase intentions (Cronin et al., 2000). Research further demonstrates that experience quality serves as a key determinant of perceived value, which directly affects both tourist satisfaction and behavioral intentions (Chen & Chen, 2010; Jin et al., 2015).

Research by Kaplanidou & Vogt (2007) demonstrated that both event and destination image are closely related, and are positive indicators of tourists' perceived value. Empirical evidence shows that travelers with positive pre-visit destination impressions typically report higher perceived value after their visit (Chen & Chen, 2010; Lee, 2009). Additionally, Jin et al. (2013) found that sporting image influences visitors' value perceptions, which in turn directly impacts their future participation intentions. Scholarly literature positions event image as a key determinant of destination image development (Oshimi & Harada, 2016), driving positive word-of-mouth behaviors. The combined impact of event and destination imagery extends beyond immediate satisfaction (Koo et al., 2014), affecting both general behavioral patterns (Kaplanidou & Vogt, 2007) and specific return visit intentions (Jin et al., 2015; Oshimi & Harada, 2016; Wicker et al., 2012).

The relationship between satisfaction and behavioral intentions has been well-documented in research (Kaplanidou & Vogt, 2007). Consumer satisfaction shapes multiple outcomes, including brand loyalty, reputational effects, and repurchase behavior (Koo et al., 2014). Further investigations reveal satisfaction's crucial role in predicting revisit intentions, establishing clear connections between event image, satisfaction levels, and return visit probability (Shonk, 2012). This evidence positions satisfaction as a mediating factor in the relationship between event image and revisit intentions.

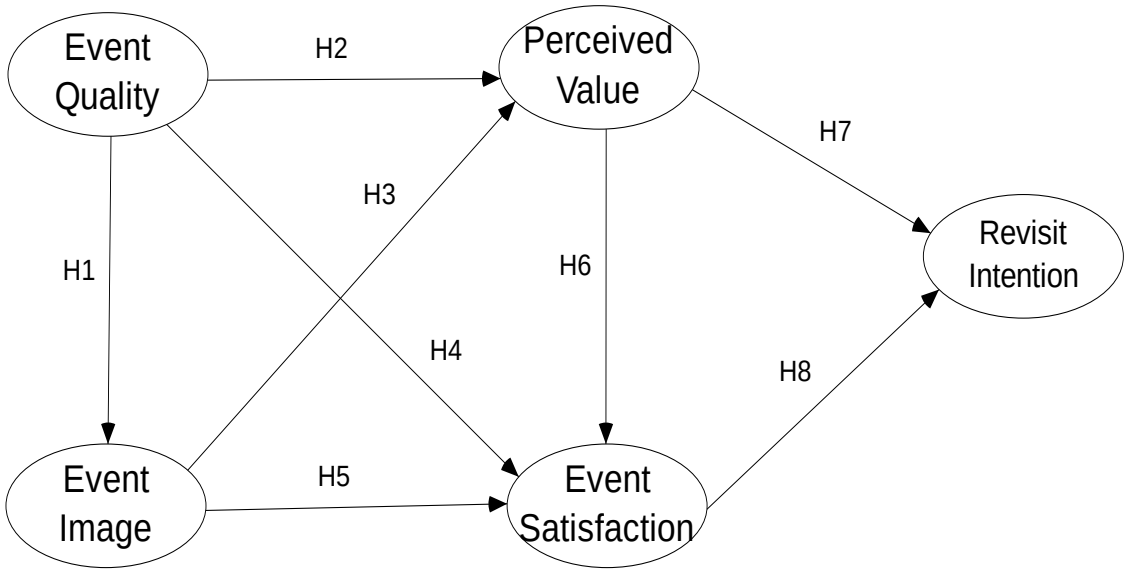
3. Research Methodology

Research framework and hypotheses

Based on the synthesis of theoretical perspectives and prior research presented above, this study establishes an integrated conceptual model (Figure 1) and advances eight hypotheses to investigate these relationships.

H1: Event quality demonstrates a positive relationship with event image development.
H2: Event quality demonstrates a positive relationship with participants' value perceptions.
H3: Event image positively influences attendees' perceived value.
H4: Event quality exhibits a positive relationship with participant satisfaction.
H5: Event image positively affects participants' satisfaction levels.
H6: Perceived value shows a positive relationship with event satisfaction.
H7: Perceived value positively influences participants' intention to revisit.
H8: Event satisfaction demonstrates a positive relationship with revisit intentions.

Figure 1: Framework of the study



Participants

This research adopted a purposive convenience sampling method to investigate the adult participants (aged 18 and above) who took part in major road race events in Taiwan. Purposive sampling was employed to specifically target individuals with relevant experience in marathon participation, ensuring the study's focus on active road race participants. Convenience sampling was also integrated, allowing researchers to approach participants who were readily accessible at the event locations. The data collection was conducted over nearly four months, from October 22, 2018, to February 12, 2019, during which 800 questionnaires were distributed at nine prominent marathon events across Taiwan. These events were chosen for their scale, popularity, and geographic diversity, representing a comprehensive cross-section of Taiwan's road racing community. The surveyed marathons included the 2018 Taipei Marathon, 2018 Shin-Chu City Marathon, 2018 Gukeng Coffee Marathon, 2018 Cijin Crazy Run, 2018 Wandan Marathon, 2018 Taroko Gorge Marathon, 2019 Brown Boulevard Marathon, 2019 Snow Mountain Marathon, and 2019 Kinmen Marathon. From the 800 questionnaires distributed, 641 valid responses were collected, resulting in a valid response rate of 80.13%. This substantial response rate reflects the participants' high level of engagement and interest in the research topic, providing a robust data set for subsequent analysis.

Instrumentation

The questionnaire design drew from established literature in sports events and tourism research, incorporating various dimensions identified in previous studies. These included event quality measurements (Grönroos, 2006; Moon et al., 2011), event image assessments (Gwinner, 1997; Hallmann et al, 2010; Kaplanidou & Vogt, 2007), perceived value metrics (Chen & Chen, 2010; Zeithaml, 1988), event satisfaction indicators (Goh, 2015; Shonk, 2012), and revisit intention factors (Kaplanidou & Vogt, 2007; Som et al., 2012; Wicker et al., 2012) (see Table 2). The instrument employed a seven-point Likert scale (ranging from 1 = strongly disagree to 7 = strongly agree) across five sections, including demographic questions. Statistical analyses validated the instrument's robustness through multiple indicators: the critical ratio values and total correlation coefficients achieved significance, demonstrating scale discrimination; both exploratory and confirmatory factor analyses confirmed the instrument's validity and model fit; and reliability testing yielded Cronbach's alpha coefficients exceeding .90 across all scales, indicating strong internal consistency (Chiou, 2010).

Data analysis

The data analysis process employed SPSS 23.0 for Windows to generate descriptive statistics of participants' demographic characteristics and behavioral patterns. To evaluate the theoretical framework, structural equation modeling (SEM) was conducted using AMOS 23.0 for Windows, which assessed both the hypothesized relationships and the overall model fit with the empirical data. The maximum-likelihood estimation (MLE)

method was utilized for parameter estimation, and hypothesis testing was performed to examine the directionality and significance of the proposed relationships (Chang, 2011; Chiou, 2010).

4. Results

Participants' demographics and participation behaviors analysis

The participant demographics revealed a sample of 384 males (59.9%) and 257 females (40.1%), with participants averaging 34.58 years of age (SD=11.97), predominantly falling within the 21-40 age range. Educational and economic data showed that university graduates constituted 44.8% of the participants, while the largest income bracket (36% of participants) earned between NTD 20,000-39,999 monthly. Regarding event participation patterns, participants reported an average of 5.79 (SD=7.11) sporting events, with most attending 2-10 events annually. The half marathon emerged as the most popular event category among participants in the previous year. These demographic characteristics demonstrate a diverse participant base, supporting the characterization of road race activities as "sport for all" in Taiwan (Liu, 2015; Liu et al., 2016).

Table 1: Participants' Demographics and Participate Behaviors Analysis (N=641)

VARIABLE	FREQUENCY	PERCENTAGE
GENDER		
Male	384	59.9%
Female	257	40.1%
AGE		
20 years old & below	76	11.9%
21-30 years old	188	29.3%
31-40 years old	182	28.4%
41-50 years old	120	18.7%
51 years old & over	75	11.7%
EDUCATION		
Senior high school	38	5.9%
high school	154	24.0%
College degree	86	13.4%
University degree	287	44.8%
Master's & doctoral degree	76	11.9%
MONTHLY INCOME		
NTD 19,999 below	135	21.1%
NTD 20,000–39,999	236	36.8%
NTD 40,000–59,999	182	28.4%
NTD 60,000–79,999	59	9.2%
NTD 80,000 & More	29	4.5%
PARTICPATE CATEGORY IN THE PAST YEAR		
Ultra-Marathon	56	8.7%
Marathon	206	32.1%
Half Marathon	355	55.4%
11-20K	138	21.5%
10K & below	351	54.8%
PARTICPATING TIMES IN THE PAST YEAR		
1 time	138	21.5%
2-4 times	236	36.8%
5-10 times	186	29.0%
11-20 times	66	10.3%
21 times & over	138	21.5%

Measurement Model

Confirmatory factor analysis (CFA) was employed to validate the factor structure of the five key constructs in the study: event quality (comprising game quality, interaction quality, outcome quality, and physical quality), event image (creative features and reputation), perceived value (behavioral price and emotional response),

event satisfaction (service demand, quality commitment, and overall satisfaction), and revisiting intention (actively prepared, revisiting intention, and recommendation intention). The analysis also assessed the model's overall fit. The CFA, performed using maximum-likelihood estimation (MLE), demonstrated strong model fit indices ($\chi2$ = 190.75, d.f. = 67, $\chi2$ / d.f. = 2.85, GFI = .96, AGFI = .94, NFI = .97, CFI = 0.98, RMSEA = .054). Following Hair et al. (2010) guidelines, convergent validity was evaluated through item reliability, construct reliability, and average variance extracted (AVE). All standardized factor loadings showed significant t-values ($p < 0.01$), while construct reliability values ranged from 0.80 to 0.91, exceeding the recommended threshold of 0.7 (Hair et al., 2010). Discriminant validity was assessed by comparing each construct's AVE with shared variances between constructs (Chang, 2011). The AVE values ranged from 0.66 to 0.81, predominantly surpassing the recommended 0.5 threshold (Jöreskog & Sörbom, 1986). Table 3 presents the inter-construct correlations, with AVE values displayed on the diagonal. The comparison between correlations and AVE values confirmed adequate discriminant validity. These comprehensive results validate the measurement model's convergent validity, establishing its reliability for examining structural relationships among constructs.

Table 2: Convergent Validity

Constructs and items	Mean	Standardized factor loading	R2	CR	AVE
Event quality				.90	.68
Game quality (GAQ)	6.00	.80	.64		
Interaction quality (IAQ)	6.03	.87	.75		
Outcome quality (OCQ)	6.11	.85	.73		
Physical quality (PHQ)	5.94	.78	.61		
Event image				.80	.66
Creative features (CRF)	5.95	.82	.67		
Reputation (REP)	5.94	.81	.65		
Perceived value				.89	.81
Behavioral price (BEP)	6.11	.90	.81		
Emotional response (EMR)	6.15	.90	.81		
Event satisfaction				.91	.76
Service demand (SED)	5.98	.83	.69		
Quality commitment (QUC)	6.05	.90	.81		
Overall satisfaction (OVS)	6.07	.89	.79		
Revisit intention				.90	.74
Actively Prepared (ACP)	6.05	.85	.72		
Revisiting intention (RVI)	6.12	.90	.81		
Recommendation intention (RCI)	6.07	.83	.69		

Table 3: Analysis of AVE discriminant validity

	Event Quality	Event Image	Perceived Value	Event Satisfaction	Revisit Intention
Event Quality	.68				
Event Image	.64	.66			
Perceived Value	.67	.64	.81		
Event Satisfaction	.66	.55	.59	.76	
Revisit Intention	.40	.35	.50	.55	.74

Note: The AVE of each dimension is higher than the square of the correlation coefficient of each pair of variables, this suggests discriminant validity.

Structural model

The structural model was evaluated using the complete sample to test the proposed hypotheses, focusing on path loadings and R2 values. Model fit was assessed using sample size-dependent goodness-of-fit measures, with a $\chi2$ / d.f. A ratio below 5 served as the acceptance criterion. The analysis yielded a $\chi2$ value of 2.82 ($\chi2$ / d.f. = 194.81/69), with additional fit indices (GFI = 0.96, AGFI = 0.94, NFI = 0.97, CFI = 0.96, RMSEA = 0.053) demonstrating acceptable model fit. The parameter estimates are illustrated in Figure 2, with detailed hypothesis test results presented in Table 4. All eight hypotheses received empirical support. The findings

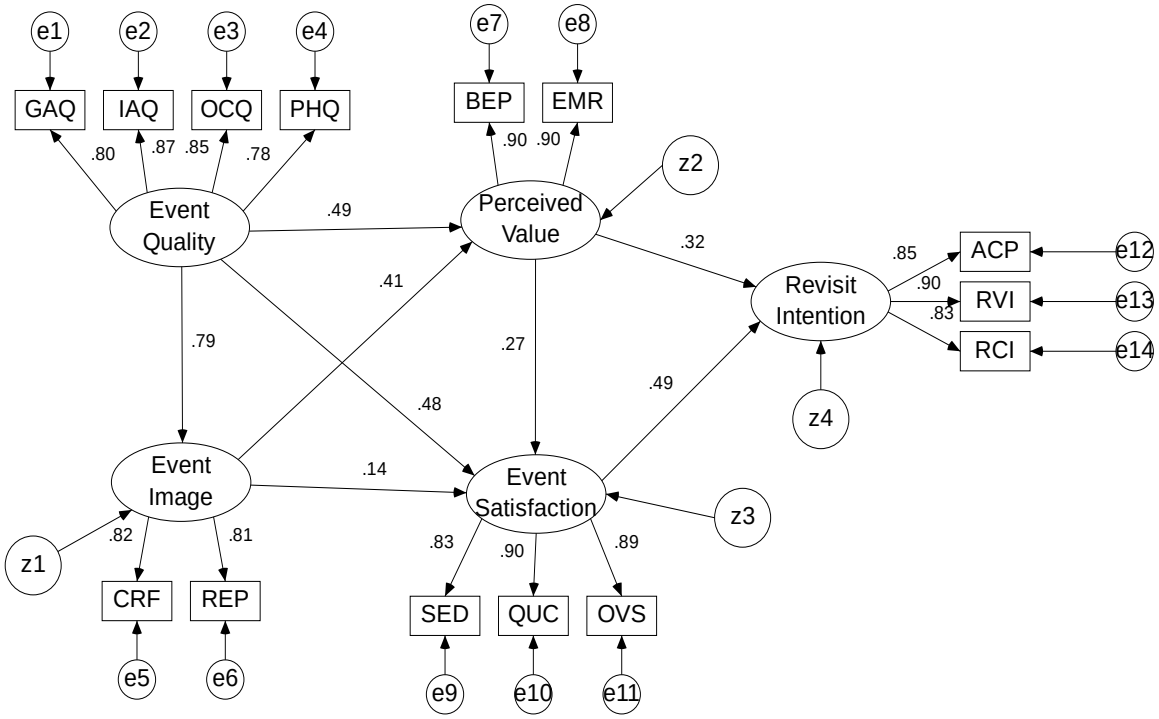
revealed significant relationships at the 0.05 level: event quality significantly influenced event image (t-value = 17.22∗∗∗), perceived value (t-value = 7.88∗∗∗), and event satisfaction (t-value = 7.36∗∗∗), confirming H1, H2, and H4; event image demonstrated significant positive effects on both perceived value (t-value = 6.37∗∗∗) and event satisfaction (t-value = 2.03∗), supporting H3 and H5; perceived value significantly impacted event satisfaction (t-value = 4.16∗∗∗) and revisit intention (t-value = 5.68∗∗∗), validating H6 and H7; and event satisfaction showed a significant influence on revisit intention (t-value = 8.59∗∗∗), confirming H8.

Table 4: The Results of the Hypothesis Tests

Path	Structural coefficients	S.E.	t-Value	Test result
H1: Event quality → Event image	.79	.06	17.22∗∗∗	Support
H2: Event quality → Perceived value	.49	.08	7.88 ∗∗∗	Support
H3: Event image → Perceived value	.41	.06	6.37 ∗∗∗	Support
H4: Event quality → Event satisfaction	.48	.08	7.36 ∗∗∗	Support
H5: Event image → Event satisfaction	.14	.06	2.03*	Support
H6: Perceived value → Event satisfaction	.27	.06	4.16 ∗∗∗	Support
H7: Perceived value → Revisit intention	.32	.06	5.68 ∗∗∗	Support
H8: Event satisfaction → Revisit intention	.49	.06	8.59 ∗∗∗	Support

(∗p< 0.05; ∗∗∗p < 0.001)

Figure 2: Estimated Results of the Model



The analysis of direct and indirect effects, detailed in Table 5, revealed several key relationships among the variables. Event quality demonstrated its strongest direct effect on event image (0.79), with comparatively lower direct effects on perceived value (0.49) and event satisfaction (0.48). Additionally, event quality exhibited indirect effects on both perceived value (0.32) and event satisfaction (0.33). Event image showed a stronger direct effect on perceived value (0.41) compared to its impact on event satisfaction (0.14), while also maintaining an indirect effect on event satisfaction (0.11). Perceived value's direct effect was more pronounced on revisit intention (0.32) than on event satisfaction (0.27), with an additional indirect effect on revisit intention (0.13). Event satisfaction demonstrated a substantial direct effect on revisit intention (0.49), completing the chain of relationships in the model.

Table 5: Direct, Indirect, and Total Effects of Relationships

Path	Direct effect	Indirect effect	Total effect
Event quality → Event image	.79	N. A	.79
Event quality → Perceived value	.49	.32	.81
Event image → Perceived value	.41	N. A	.41
Event quality → Event satisfaction	.48	.33	.81
Event image → Event satisfaction	.14	.11	.25
Perceived value → Event satisfaction	.27	N. A	.27
Perceived value → Revisit intention	.32	.13	.45
Event satisfaction → Revisit intention	.49	N. A	.49

Note: N.A.: It was not possible to determine the direct or indirect effects.

Discussion

The study findings provided strong support for multiple hypotheses concerning the relationships between key event variables. Event quality emerged as a significant predictor, demonstrating substantial influence on event image (H1, coefficient = .79), perceived value (H2, coefficient = .81), and event satisfaction (H4, coefficient = .81). These results align with previous research that identified event quality as the primary determinant of event image (Chen and Tsai, 2007; Lee et al., 2005), perceived value (Cronin et al., 2000; Jin et al., 2015; Zeithaml, 1988), and event satisfaction (Chen & Chen, 2010; Cronin et al., 2000) in road race events. The study also confirmed that event image significantly impacts participants' perceived value (H3, coefficient = .41) and event satisfaction (H5, coefficient = .25). These findings support existing literature highlighting event image's crucial role in shaping perceived value (Chen & Chen, 2010; Chen & Tsai, 2007; Lee, 2009; Kaplanidou & Vogt, 2007; Oshimi & Harada, 2016) and event satisfaction (Chen & Chen, 2010; Koo et al., 2014; Lee, 2009) in the road race context. However, contrary to some previous research (Jin et al., 2013; Shonk, 2012), this study did not find evidence for a direct positive relationship between event image and revisit intention.

The findings also supported the hypotheses regarding the influence of perceived value on both event satisfaction (H6, coefficient = .27) and revisit intention (H7, coefficient = .45). These results corroborate previous research identifying perceived value as a key determinant of event satisfaction (Chen & Chen, 2010; Lee, 2009) and revisit intention (Brady, Knight, Cronin, Hult & Keillor, 2005; Jin et al., 2013; Koo et al., 2014) in road race events. Additionally, the study confirmed that event satisfaction significantly influences participants' revisit intention (H8, coefficient = .49), consistent with existing literature that establishes event satisfaction as a crucial predictor of revisit intention in road race events (Kaplanidou & Vogt, 2007; Koo et al., 2014; Shonk, 2012).

5. Managerial Implications and Recommendations

The study's empirical findings highlight event quality as the dominant factor, demonstrating the strongest relationships with event image (coefficient = .79), perceived value (coefficient = .81), and event satisfaction (coefficient = .81), surpassing all other variables in influence strength. In the road race event context, the results identify two primary drivers: event quality and event image, with event image showing significant effects on perceived value (coefficient = .41) and event satisfaction (coefficient = .25). The analysis also revealed perceived value's notable indirect impacts on both event satisfaction (coefficient = .27) and revisit intention (coefficient = .45). Within the road race event framework, these findings establish event quality and event image as the most crucial determinants of participants' perceived value, satisfaction, and revisit intention. Specifically, multiple event components - including characteristics, atmosphere, game quality, interaction quality, outcome quality, and physical quality - emerge as significant factors influencing participants' perceived value, satisfaction, and intention to revisit. These findings provide valuable theoretical contributions to the understanding of sport and tourist event development.

The practical implications of this study emphasize that optimizing service strategy for event quality and image is the most effective approach to road race event organization. Event organizers and host cities should therefore focus on understanding and enhancing participants' emotional connections to these events. This includes strengthening destination-specific features to meet participant expectations and implementing targeted incentives and motivational elements to encourage event participation. For example, when hosting a road race event, organizers in the host city should prioritize managing participants' destination image

expectations through comprehensive service provision. This includes ensuring adequate and accessible local accommodation options, establishing efficient transportation networks, identifying suitable dining establishments, and highlighting nearby attractions. Additionally, the event's success depends on deploying well-trained staff and volunteers who can effectively meet participants' needs and expectations. These service elements collectively contribute to creating a positive overall event experience aligned with participants' anticipated destination image. Not only are high service quality standards maintained, but also is positive event image developed, perceived value enhanced, satisfaction increased, and ultimately runners' intentions to revisit road race events strengthened (Goh, 2015; Jin et al., 2013; Som et al., 2012).

Conclusion

This study employed a theoretical framework based on the Quality-Value-Behavior formation process model to examine the relationships between participants' experiences and behavioral intentions in road race events. The analysis revealed a complex network of causal relationships among key variables. Event quality emerged as the foundational element, demonstrating significant influence on three critical factors: event image, perceived value, and event satisfaction. The findings also established a clear chain of influence where event image affects both perceived value and event satisfaction, while perceived value impacts both event satisfaction and revisit intention. Event satisfaction, in turn, directly influences revisit intention. Within this framework, perceived value was identified as a crucial intermediate factor that shapes both event satisfaction and revisit intention. Most notably, event quality stood out as the predominant factor in determining participant behavior, as it initiates a cascade effect through perceived value and event satisfaction, ultimately influencing participants' intentions to revisit. This comprehensive understanding of the relationship dynamics provides valuable insights into how road race events can effectively manage and enhance participant experience and loyalty.

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