

Sportainment Participation in Muslim-Majority Context: Examining Motivation, Satisfaction and Continued Participation Intention

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Abstract: The growing integration of sport, entertainment, and community elements has increased the importance of understanding continued participation in run-sportainment events. This study examines the associations among experiential motivation, participant satisfaction, religious orientation, and continued participation intention. It also assesses whether religious orientation moderates the association between experiential motivation and participant satisfaction. A quantitative cross-sectional survey was conducted among 149 respondents who had participated in at least one run-sportainment event in Bandung during the preceding 12 months. Data were analyzed using partial least squares structural equation modeling with SmartPLS 4. Results showed that experiential motivation was significantly associated with participant satisfaction and participant satisfaction was positively associated with continuing participation intention. However, the interaction between experiential motivation and religious orientation was not statistically significant with participant satisfaction and hence the moderation hypothesis was not supported. These findings highlight the significance of immersive, focused, engaging, and memorable experiences in participant assessments, and illustrate the significance of pleasure in continued participation intention. Event organizers should concentrate on relevant experiential aspects and on good post event engagement.

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INTRODUCTION

The combination of sport and entertainment, commonly referred to as “sportainment”, has slowly transformed the way people experience and engage in sport-related activities from functional benefits to experiential value, brand experience, and emotional involvement (Richelieu, 2021). This transition corresponds with overarching trends in sport tourism and event markets, where participants pursue unforgettable experiences, and locations strive to distinguish events through unique experiential components rather than mere competitiveness (UN Tourism, 2026). In mass-participation sporting events, the experiential dimensions (sensory, affective, and relational) are important in participants’ evaluations of the events, implying that



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experience-oriented consumption is essential for event outcomes (Lianopoulos et al., 2024). Sportainment creates additional value through social and community dimensions that are more and more relevant in contemporary lifestyles (Biscaia et al., 2024).

Bandung is an appropriate site to study run-sportainment participation since the city has a growing array of recreational and thematic running activities. For instance, a fun run in Bandung is described by an official municipal information source as a combination of running, entertainment, visual themes and community participation, and publicly available event schedules show running events being regularly organized across the city (Humas Kota Bandung, 2025; schedules.run, 2026). However, the growing prevalence of these events has not been accompanied by corresponding empirical studies describing how participants' immersive and engaging event experiences are related to satisfaction and continuing intention to participate. Specifically, there is little evidence about whether the relationship between experience and satisfaction is moderated by religious orientation among participants in the Muslim majority social setting of Bandung. Furthermore, fun run events frequently depend on sponsorship and event promotion to improve appeal and sustainability, demonstrating the managerial importance of comprehending the factors that influence repeat participation and participant loyalty (Pujianto et al., 2024).

Previous research on mass-participation sporting events has shown that the participants' experiences at the event are important in shaping their satisfaction and future behavioral intentions. Satisfaction is often an important mechanism linking the quality of the event experience with the willingness of participants to return, recommend, or stay involved in similar events in the future (Lianopoulos et al., 2024). The significance of experiential processes in sustaining participation has been confirmed in research in recreational sports that shows that psychological states related to deep engagement (e.g., flow) are positively associated with intentions to re-participate and participate in the future (Bayram et al., 2025; Wu et al., 2026).

Despite these developments, two prominent gaps remain in the realm of run sportainment in Bandung. In many event studies, experience is often broadly defined, while fewer studies explicitly differentiate between experiential motivations such as immersion, engagement, and experience-value seeking as separate precursors to participant satisfaction and intentions for continued participation in city-level sportainment contexts (Lianopoulos et al., 2024; Stults-Kolehmainen et al., 2023). Second, sportainment participation models often neglect the heterogeneity of participants, especially in the context of Muslim-majority societies. The measurement of religiosity in Muslim consumer and behavioral research is known to be conceptually and operationally complex, suggesting the need for careful construct identification and measurement validation (Abdullah et al., 2024). This study utilizes the religious orientation perspective to address heterogeneity while preserving theoretical consistency and integrating intrinsic and extrinsic dimensions based on an established measurement record (Allport & Ross, 2019) and explores its role as a moderator in a PLS-SEM interaction model.

This study examines the participants of run-sportainment in Bandung who have attended at least one run-sportainment event in the previous 12 months, examining the effect of experiencing motivation on participant satisfaction and intention to continue participating. The study also takes into account religious orientation as a moderating variable that might amplify or reduce the motivation satisfaction correlations, thus accounting for the variability in participants' evaluations of sportainment experiences. Theoretically, this study contributes to the literature on sport event experience and participation sustainability by incorporating a variety of motivational pathways and a value-relevant moderator within a city-level sportainment context (Lianopoulos et al., 2024; Richelieu, 2021). Findings may help event organizers and sponsors in Bandung

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to create more attractive experience elements and targeting strategies to increase satisfaction and repeat participation, contributing to event sustainability and brand value creation (Pujianto et al., 2024; Richelieu, 2021).

LITERATURE REVIEW

Experiential Motivation

Experiential motivation refers to an experience-seeking orientation that directs individuals toward activities capable of providing immersion, focused attention, active engagement, and memorable impressions. In this study, experiential motivation is treated as an activated motivational orientation whose manifestations are reported during and after event participation. This conceptualization extends beyond anticipated pre-event motives by capturing how participants' desire for experiential stimulation is realized through immersion, concentration, engagement, and memorability during the event experience (An & Han, 2020). Although immersion, focus, engagement, and lasting impression may also be interpreted as experiential states, they are used in this study as reflective manifestations of a broader experience-seeking orientation. Participants who are strongly motivated by experiential value are expected to become more absorbed, focused, and engaged in the activity and to perceive the resulting experience as more memorable. Flow research supports the association of experiential engagement with absorption, concentration, and deep involvement, while sport-event research demonstrates that experiential dimensions are central to participants' evaluations of mass-participation events (Lianopoulos et al., 2024; Peifer et al., 2022).

The lasting-impression indicator captures the realized memorability component of experiential motivation. Experience-seeking participants do not merely seek involvement during an activity; they also value experiences that remain psychologically salient after participation. Therefore, memorability is treated as the retrospective manifestation of the experiential value sought through event participation. The experiential-motivation indicators were measured retrospectively and included manifestations of immersion, focus, engagement, and memorability. Consequently, the measure may partially overlap with participants experienced psychological states. Future research should distinguish anticipated experiential motivation before participation from realized event experience during and after the event using a longitudinal design. Consistent with the study's conceptual framework, this study proposes:

H1: Experiential motivation positively influences participant satisfaction.

Religious Orientation as a Moderator

The results indicate that religion is operationalized through intrinsic and extrinsic dimensions in Muslim consumer settings and that religiosity influences intentions-rewards. This suggests the suitability of religion as a moderating lens in satisfaction-oriented contexts. Thus, religious orientation may explain the differences in the translation of experiential motives into evaluative outcomes like satisfaction (Yaakop et al., 2021). Religious orientation is the motivational basis of religiosity, that is, how and why people relate to religion in their everyday lives. Modern scholarship has distinguished religious orientation as intrinsic versus extrinsic religious motivation. Intrinsic orientation is an internalized commitment in which religious values are the primary guiding principle in life, whereas extrinsic orientation is a more utilitarian approach whereby religion is used to achieve nonreligious benefits such as comfort, security, or social bonding (Park, 2021). The intrinsic-extrinsic dichotomy has been influential in the psychology of religion and continues to be used with well-established instruments that clearly distinguish between intrinsic and extrinsic aspects, thus helping to explain variations in the appraisal of individual experience and decision-making (Allport & Ross, 2019; Park, 2021). The intrinsic-extrinsic distinction provides a broad theoretical background for understanding religious motivation. However, the present

study operationalizes religious orientation as a parsimonious, value-guided construct reflecting the extent to which religious values inform everyday activity choices, are consistently applied, and provide personal reassurance.

Researchers in Muslim-majority contexts warn that concepts of religiosity may present conceptual and operational challenges if instruments are used without careful tailoring to local understandings and practices. A comprehensive review underscores the persistent gaps in Muslim consumer research, like construct misalignment and lack of adequate justification for the selection of religiosity-measuring methods, which could impair interpretability and validity (Abdullah et al., 2024). Methodological work comparing single-item proxies of religiosity to more comprehensive, validated multi-item measures suggests that the quality of inferences depends on the measurement choice and thus points to the importance of a well-specified, multidimensional operationalization of religiosity when it is incorporated into models predicting attitudes and intentions (Morgan et al., 2025). The recent evidence highlights the importance of careful scale development in Indonesia. The evidence shows that the assessment of Islamic religiosity among Indonesian Muslim youth requires explicit dimensional specification and validation of model fit, thus accentuating the significance of accurate construct modeling in local samples (Abdullah et al., 2023).

The conceptual relevance of religious orientation in sportainment lies in the fact that religious motives may influence the evaluative criteria of participants when judging the meaningfulness, appropriateness, and satisfaction of leisure or entertainment activities. Intrinsic and extrinsic orientations are differently related to psychological outcomes in Muslim situations. This suggests that religious motivation may influence evaluations differently than universally across individuals (Ali et al., 2026). In this study, religious orientation is operationalized as a single reflective construct representing the extent to which religious values guide participants' everyday activity choices and provide personal religious comfort. The construct is not modeled as separate intrinsic and extrinsic dimensions because the retained indicators predominantly capture value internalization, consistency in applying religious beliefs, activity-related judgment, and personal religious reassurance. This operationalization therefore reflects a value-guided religious orientation rather than the complete intrinsic extrinsic typology originally developed in the psychology of religion. Therefore, religious orientation may explain heterogeneity in how experiential motives translate into satisfaction: participants with different religious orientations may appraise satisfaction seeking and immersion/engagement differently, strengthening or weakening the motivation satisfaction relationship. Accordingly, consistent with the conceptual framework, this study proposes the following:

H2: Religious Orientation moderates the relationship

Participant Satisfaction

Participant satisfaction represents an overall evaluative judgment of the event based on participants' expectations and their actual experiences during participation. In sport-event and sport tourism research, satisfaction is consistently positioned as a core evaluative outcome because it consolidates multiple experience cues (e.g., sensory impressions, emotions, social atmosphere, perceived quality) into a single judgment that can explain subsequent behavioral responses (Lianopoulos et al., 2024; Škorić et al., 2021). In mass participation sport events specifically, empirical evidence indicates that event experience dimensions significantly explain variance in event satisfaction, highlighting satisfaction as a key mechanism translating "what participants live through" into an overall evaluation (Lianopoulos et al., 2024).

Recent evidence indicates that satisfaction is not only an experience outcome but also a strong predictor of future aspirations. Recent evidence indicates that satisfaction

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is not only an outcome of event experience but also a strong predictor of future behavioral intentions. Research in sport-event contexts shows that satisfaction is positively associated with revisit intention and can mediate the relationships between event-related antecedents and participants' future intentions (Jia et al., 2025; Liu et al., 2024). Moreover, satisfaction has been associated with the intention to revisit a destination in the context of major sports events, implying that satisfied visitors/participants are more likely to express intentions to return (Škorić et al., 2021).

In small-scale sport event contexts, satisfaction has been shown to function as a key evaluative mechanism and may mediate the effects of event-related antecedents on participants' future intentions (Vegara-Ferri et al., 2020). Related tourism evidence also supports that motivation and experience are structurally linked to satisfaction and loyalty outcomes, which underscores satisfaction's central role as a post-consumption evaluation (Agyeiwaah et al., 2019). Participant satisfaction is supported by theoretical considerations and empirical evidence as a direct determinant of the intention to continue participation in sportainment-oriented runs. Participants are satisfied when they have a positive evaluation of the total experience and will be more willing to participate in such events in the future (Jia et al., 2025; Liu et al., 2024). Therefore, consistent with the study's conceptual framework, this study proposes:

H3: Participant satisfaction positively influences continued participation intention.

Continued Participation Intention

The intention to participate continuously refers to the desire of individuals who have already experienced sports activities to continue participating in the future. In this context, intention reflects an individual's will to carry out a planned action in the future. If this will is strong, then the individual's beliefs and attitudes are likely to drive the realization of the intended behavior. Therefore, the intention to participate continuously differs from general participation. This intention is heavily influenced by the individual's intrinsic motivation, but it can also be influenced by external factors such as the social environment and surrounding conditions, which ultimately contribute to the sustainability of participation in sports activities (Choi, 2023).

In experiential consumption, emotional elements often overshadow cognitive judgments as people tend to repeat experiences that produce a high degree of affective gratification. In the sportainment field, the stronger the emotion evoked by an experience, the higher the enjoyment and the greater the desire to re-engage, which makes emotional involvement a key determinant of sustainable participation behavior. (Permana & Rohandi, 2026). Behavioral outcomes in small-sport events are often future-oriented and measured with "future intentions" Satisfaction is a key predictor and explanatory mechanism for intentions to re-participate. This supports the idea that participants' overall satisfaction with the event drives their intention to continue participating (Vegara-Ferri et al., 2020).

Theoretically, participants' post-experience evaluations strongly shape CPI. Service and tourism research informed by satisfaction perspectives suggests that positive evaluations after consumption increase the probability of continued use or repeat behavior. Empirical data in the sports event context provides support for this rationale. Event satisfaction is strongly correlated with behavioral intentions, and satisfaction often serves as a critical mechanism through which event experiences are transformed into future behavioral intentions (Lianopoulos et al., 2024). Research into sports apps and digital sport services has demonstrated that satisfaction and related evaluations are important predictors of continuance intention, supporting the more general proposition that this construct is a direct predictor of continued engagement (Pan et al., 2024; Perez-Aranda et al., 2023). Furthermore, findings from sport tourism suggest that satisfaction mediates the relationships between event-related antecedents and the intention to

revisit, implying that satisfaction-based judgments are critical to grasp sustained involvement.

Based on the preceding theoretical and empirical discussion, participants' immersive, focused, engaging, and memorable event experiences are expected to be positively associated with their satisfaction. Participant satisfaction, in turn, is expected to be positively associated with continued participation intention. Religious orientation is proposed as a boundary condition that may change the strength of the association between participant event experience and satisfaction. Figure 1 presents the proposed research framework:

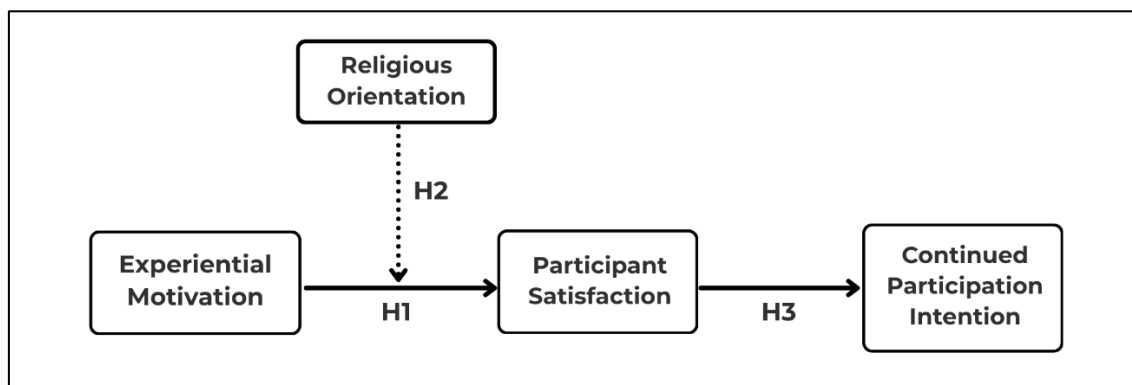


Figure 1. Research Framework

Source: Author (2026)

The following are the research hypotheses:

- H1: Experiential motivation positively influences participant satisfaction.
- H2: Religious Orientation moderates the relationship between experiential motivation and participant satisfaction.
- H3: Participant satisfaction positively influences continued participation intention.

METHODS

The present study employs a quantitative approach, utilizing a cross-sectional survey design, to explore the relationships between experiential motivation, participant satisfaction, religious orientation, and intention to continue participation in the context of run-sportainment events. The quantitative approach is considered suitable because the present study aims to empirically test the proposed theoretical model and estimate the relationships among different latent constructs through statistical analysis. Structural Equation Modeling (SEM) is considered a very suitable approach to test complex relationships, both direct and moderating, between constructs that are not directly observable and measured by multiple indicators (Hair et al., 2022).

This research aims to study the individual participation behavior in run-sportainment events. Run sportainment events are defined as running-based sportainment activities such as fun runs, marathons, trail runs, themed runs, and similar activities that combine elements of sports and entertainment. The subjects of this study are people who have participated in at least one run-sportainment event in Bandung, Indonesia. The minimum age for participants is 17, and they must have competed in a run-sportainment event in the past 12 months. The criteria were used to ensure that the respondents have relevant and recent experience about the phenomenon under study so that they can give valid assessments of their motivation, satisfaction, religious orientation, and intention of continuing to participate.

Data were collected between May 2026 until June 2026 through an online questionnaire distributed to running communities, run-sportainment organizers, and Sportainment Participation in Muslim-Majority Context: Examining Motivation, Satisfaction and Continued Participation Intention

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recreational-sport social-media groups in Bandung. Before accessing the questionnaire, prospective respondents received information about the study purpose, voluntary participation, the confidentiality of their responses, and their right to discontinue participation. Respondents provided electronic informed consent before proceeding to the screening section. An a priori power analysis indicated a minimum requirement of 119 observations based on three predictors, a medium effect size ($f^2 = 0.15$), a significance level of 0.05, and statistical power of 0.95. The final sample exceeded the minimum requirement.

Research data were collected through an online structured questionnaire distributed via running communities, sportainment event organizers, and various social media platforms related to recreational sports activities in Bandung. This approach was chosen to facilitate access to participants with relevant experience and to improve the time and cost efficiency of the research. The research instrument used a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to measure respondents' perceptions of all research constructs. In practice, Likert scales work best when researchers justify the number of categories, treat single items cautiously, and validate multi-item composites carefully (Dogan et al., 2023). Initially, respondents will respond to screening questions to confirm their eligibility for the research, which includes being a minimum of 17 years old and having participated in at least one sportainment running event in Bandung within the preceding 12 months. Participants failing to satisfy the screening requirements will be ineligible to advance to the primary section of the questionnaire.

Data analysis was performed using Structural Equation Modeling (SEM) by Partial Least Square (PLS) method using SmartPLS version 4 software. The PLS-SEM method was selected due to its ability to evaluate complex relationships among latent constructs simultaneously, considering measurement error and giving priority to predictive accuracy for the endogenous variables (Hair et al., 2022). The analytical procedure was performed in two main phases. The first step was to evaluate the measurement model (outer model) to test the reliability and validity of the constructs of the indicators used in the research. The second stage is to assess the structural model (inner model), which analyzes the hypothesized relationships among the variables. In this study, we are interested in the effect of experiential motivation on participant satisfaction, the effect of participant satisfaction on continued participation intention, and the moderating effect of religious orientation on the proposed relationships. First, the measurement model is tested, and then the structural model is assessed to ensure that each construct is measured reliably and validly, as instructed by PLS-SEM analysis protocols (Hair et al., 2022). The operational definitions of the variables in this research are delineated as follows in table 1.

Table 1. Operational Variables

No	Variable	Definition	Item	Sources
	Experiential motivation (EM)	Experiential motivation represents an activated experience-seeking orientation reflected in participants' immersion, focused attention, engagement, and perceived memorability during and after event participation.	I feel immersed in the activities of this event (EM1). I am highly focused during participation (EM2). I feel fully engaged in the event activities (EM3). Attending this event left a lasting impression on me (EM4).	Zhou et al. (2025); An & Han (2020); Lianopoulos et al. (2024); Peifer et al. (2022)
2	Participant Satisfaction	Participant satisfaction represents an overall	I am satisfied with the quality of this event (the	Vegara-Ferri et al. (2020);

No	Variable	Definition	Item	Sources
	(PS)	evaluative judgment of the route, facilities, and event based on participants' organization) (PS1) expectations and their actual experiences during participation.	This event meets my expectations (PS2) The experience in this event is very enjoyable (PS3)	Agyeiwaah et al. (2019)
3	Religious Orientation (RO)	Religious orientation refers to the extent to which religious values guide individuals' everyday activity choices, are consistently applied across daily activities, and provide personal religious reassurance.	Religious values are my main guide when choosing activities (RO1) My religious beliefs influence how I decide whether an activity or form of entertainment is worth it (RO2) I strive to consistently apply religious values in my daily activities (RO3) Religious activities give me a sense of peace that helps me get through my daily routine (RO4)	Yaakop et al. (2021)
4	Continued Participation Intention (CPI)	The intention to participate continuously refers to the desire of individuals who have already experienced sports activities to continue participating in the future	I intend to participate again in the future (CPI1) I will recommend this sport event to others (CPI2) I will choose this event again if available (CPI3) I will actively seek out information about similar events and participate in them in my area (CPI4)	Vegara-Ferri et al. (2020)

Source: Data that has been processed by the author (2026)

The measurement items were developed from earlier published studies and contextually suited for the run-sportainment participation. Original items in English were translated into Indonesian and independently back translated into English to assess semantic comparability. Differences between the original and back-translated version were discussed and resolved by the study team. These contextualized pieces were then scored for relevance, clarity, and content alignment. A pilot test was conducted on 35 eligible respondents to check the item comprehensibility and initial internal consistency. Minor wording changes were made to the main survey following pilot testing input.

RESULTS AND DISCUSSION

The study was conducted with 162 respondents, and they responded to the questions through an online questionnaire. During data screening, 3 responses were excluded because the respondents had not participated in a run-sportainment event in Bandung during the preceding 12 months, 2 responses were removed because of substantial missing data, 3 responses were identified as duplicate submissions, and 5 responses exhibited invariant or patterned responses across the measurement items, resulting in 149 valid observations for analysis. No values were imputed if listwise

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deletion was used. All methodological procedures and analyses are therefore reported in the past tense. Based on respondent characteristics, most participants were female (52%), aged 21–29 years (72%) and had participated in run-sportainment events 2–3 times in the past 12 months (51%). These characteristics indicate that most respondents were young participants with relatively good experience in running events and were therefore considered capable of providing relevant assessments of the variables under study. Next, an evaluation of the measurement model was conducted to ensure that each construct met the criteria for validity and reliability. The initial stage of the evaluation was carried out through outer model testing.

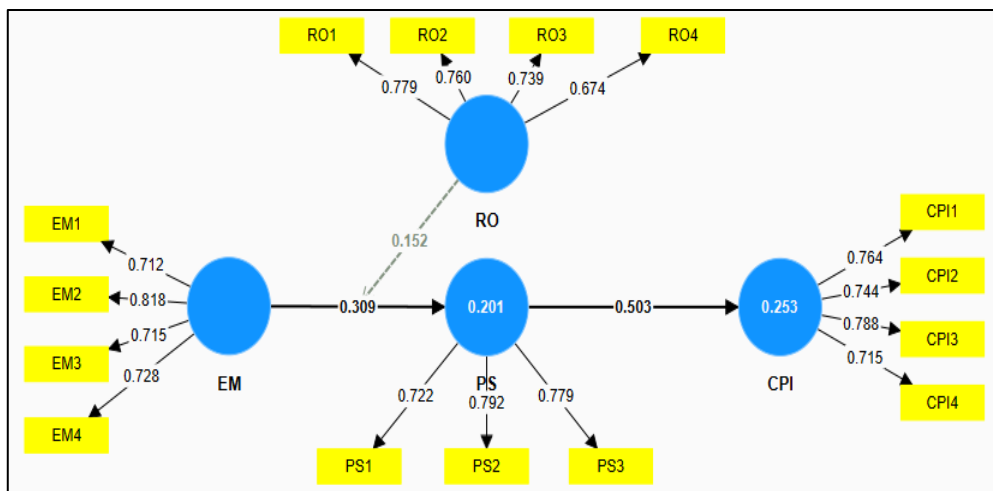


Figure 2. PLS Path Model with Indicator Loadings and Structural Path Coefficients
Source: Data that has been processed by the author (2026)

The Figure 2 showed most indicator loadings approached or exceeded the recommended value of .708. Indicators with loadings between .60 and .708 were retained because their removal did not materially improve composite reliability or AVE, both of which had already exceeded the recommended thresholds of .70 and .50, respectively. The indicators were also retained to preserve the content coverage of immersion, concentration, engagement, memorability, satisfaction, continued participation, and religious orientation. Therefore, indicator retention was based jointly on statistical performance and content validity rather than on loading values alone. The values met the criteria suggested by Hair et al. (2022) that indicated that indicators with outer loadings between 0.40 and 0.70 could be retained if removing them does not significantly improve either the internal consistency reliability or the convergent validity of the construct. In addition, construct reliability and validity were evaluated using Cronbach's alpha, composite reliability, and average variance extracted (AVE). The test results showed that most constructs met the recommended thresholds, so the measurement model can be considered to have an adequate level of reliability and validity for use in the structural equation modeling phase.

Table 2. Construct Reliability and Validity

Construct	Cronbach Alpha	rho_A	Composite Reliability	AVE
CPI	0.747	0.756	0.840	0.568
EM	0.741	0.761	0.832	0.554
PS	0.649	0.658	0.808	0.585
RO	0.725	0.720	0.828	0.546

Source: Data that has been processed by the author (2026)

From the table 2, it can be seen that all the constructs have a composite reliability value higher than 0.70 and an AVE value higher than 0.50. Thus, the reliability and convergent validity are fulfilled. The value of Cronbach's alpha for the PS construct is 0.649, which is acceptable, although it is below the recommended minimum threshold. The value is supported by a composite reliability of 0.808 that meets the recommended minimum threshold. Thus, the measurement model can be regarded as suitable for further analysis based on the guidelines of Hair et al. (2022) Discriminant validity was tested using the Heterotrait-monotrait ratio (HTMT) criterion. The test results show that each construct can be empirically distinguished from the other constructs, thus fulfilling the criteria for discriminant validity.

Table 3. Heterotrait-Monotrait Ratio (HTMT) Matrix

Construct	CPI	EM	PS	RO	RO x EM
CPI					
EM	0.536				
PS	0.706	0.491			
RO	0.411	0.462	0.427		
RO x EM	0.141	0.074	0.121	0.261	

Source: Data that has been processed by the author (2026)

The HTMT values, as shown in Table 3, ranged from 0.074 to 0.706 and were all below 0.90. The results show that the criteria for discriminant validity are met, which means that each construct is clearly different from the others.

Table 4. Path Coefficient – Matrix

Construct	PS	CPI
PS		0.503
EM	0.309	
RO	0.232	
CPI		
RO x EM	0.152	

Source: Data that has been processed by the author (2026)

As shown in Table 4, all of the path coefficient values are positive, indicating a favorable relationship among the constructs. The most significant effect is between PS and CPI of 0.503, then the effect of EM on PS of 0.309, RO on PS of 0.232, and RO x EM on Participant Satisfaction (PS) of 0.152. This indicates that an increase in each construct will be followed by an increase in the construct it influences.

Table 5. R-Square

Construct	R ²
Continued Participant Intention	0.253
Participant Satisfaction	0.201

Source: Data that has been processed by the author (2026)

The coefficient of determination (R^2) was used to assess the model's in-sample explanatory power. The Table 5 showed that experiential motivation, religious orientation, and their interaction term jointly explained 20.1% of the variance in participant satisfaction ($R^2 = .201$). Participant satisfaction explained 25.3% of the variance in continued participation intention ($R^2 = .253$). These values indicate that the model accounted for a meaningful, although relatively limited, proportion of the in-sample variance in the endogenous constructs. The remaining variance may be associated with

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factors not included in the proposed model. Because Q^2 or $PLSpredict$ was not assessed, the R^2 values are interpreted as measures of explanatory power within the analyzed sample rather than as evidence of out-of-sample predictive performance. Hypothesis testing was conducted using the bootstrapping procedure. The results of the direct effect tests are presented in Table 6.

Table 6. Direct Effects

Hypothesis	Relationship	Beta	t-Value	p-Value	95% BCa CI	f ²	Result
H1	EM -> PS	0.309	3.244	0.001	[.103, .480]	0.106	Supported
H3	PS -> CPI	0.503	6.245	< 0.001	[.329, .641]	0.339	Supported

Source: Data that has been processed by the author (2026)

The results of hypothesis testing shown in Table 6 that Experiential motivation was positively and statistically significantly associated with participant satisfaction ($\beta = 0.309$, $t = 3.244$, $p = 0.001$, 95% BCa CI [.103, .480]). The confidence interval did not include zero, therefore, H1 was supported. The effect size was small ($f^2 = 0.106$), indicating that experiential motivation made a meaningful but limited contribution to explaining participant satisfaction after religious orientation and the interaction term were considered. The result suggests that participants reporting stronger immersion, focus, engagement, and memorable impressions also tended to provide more favorable evaluations of their run-sportainment experience. These results corroborate the research of Lianopoulos et al. (2024), confirming that the experiences in sports events, especially the sensory, affective, and relational dimensions, positively influence the satisfaction of the event among the mass sports participants. Other studies in sport event tourism identify satisfaction as an important outcome of the quality of the event and experience as a basis for the subsequent behavior of the participants, including the tendency to return or engage again (Liu et al., 2024). Therefore, the results of this study confirm that experienced motivation is an important factor affecting the satisfaction of participants, especially in the field of participation sports events.

Participant satisfaction was positively and statistically significantly associated with continued participation intention ($\beta = 0.503$, $t = 6.245$, $p < .001$, 95% BCa CI [.329, .641]). Therefore, H3 was supported. The effect size was medium and approached the conventional threshold for a large effect ($f^2 = 0.339$), making participant satisfaction the strongest substantive predictor in the structural model. Participants who evaluated their overall event experience more favorably also reported stronger intentions to participate again, recommend the event, choose similar events, and seek information about future run-sportainment activities. This discovery corresponds with Ahn (2025), who determined that contentment exerts a positive and significant influence on the intention to re-participate, suggesting that elevated satisfaction levels promote continued engagement in recreational activities. Moreover, Wang et al. (2025) elucidate that tourist satisfaction is a pivotal determinant in enhancing the desire to revisit; consequently, those who have a gratifying experience are more inclined to return to partake in the same activity in the future. These findings align with Vegara-Ferri et al. (2020), who state that satisfaction is the main predictor of future intentions for small-scale sporting events. Hence, those who are satisfied are more likely to return to similar events. Furthermore, Škorić et al. (2021) found that visitors' satisfaction with the organization of a sports event increases their intention to return to the destination or to participate again in the same event in the future, which theoretically represents the behavior of repeated participation. Thus, the results of this study confirm that the satisfaction participants feel after participating in a run-sportainment event is a key factor in driving their intention to continue participating (continued participation intention) in similar events in the future.

Table 7. Moderating Effects

Hypothesis	Relationship	Beta	t-Value	p-Value	95% BCa CI	f ²	Result
H2	EM x RO -> PS	0.152	1.363	0.173	[-.039, .409]	0.028	Not Supported

Source: Data that has been processed by the author (2026)

The moderating effect was estimated using the two-stage approach in SmartPLS 4. Table 7 showed the interaction between experiential motivation and religious orientation was positive but not statistically significant ($\beta = 0.152$, $t = 1.363$, $p = 0.173$, 95% BCa CI [-.039, .409]). The confidence interval included zero; therefore, H2 was not supported. The interaction term produced a small incremental effect on participant satisfaction ($f^2 = .028$). Accordingly, the present data did not provide sufficient statistical evidence that religious orientation changed the strength of the association between experiential motivation and participant satisfaction. This result should not be interpreted as proof that moderation is absent in all participant populations or sportainment contexts.

Substantively, these results indicate that participant satisfaction is influenced more by direct experiences during the event such as recreational, social, and emotional experiences, interactions among participants, and the quality of event organization than by participants' religious orientation as a conditional factor. In the context of participatory sports events such as fun runs, participants tend to evaluate their satisfaction based on their experience of the activity, the event atmosphere, personal benefits, and their overall impression of the organization. This is in line with the research findings that the experiential aspects of sports events, particularly the sensory, affective, and relational experiences, are positively related to the participant satisfaction in the mass sports events (Lianopoulos et al., 2024). Thus, although religious orientation is a personal value inherent to participants, this variable may not necessarily be a strong enough factor to explain differences in participants' satisfaction levels when the event context is predominantly recreational, social, and experience-based.

The non-significance of the moderating effect of RO also highlights the contextual role of religious orientation as a moderator. Religion can play an important role in attitudes, satisfaction, and behavioral intentions in some contexts, particularly where religious tourism or spiritual sites are concerned. However, previous studies have shown that the moderating effect of religiosity is not always significantly present in the relationship between all variables. Religious orientation affects only some of the relationships in the model of revisit intention for spiritual destinations. It is, however, not significant for other relationships (Nguyen-Viet & Nguyen My, 2026). In addition, religiosity in the areas of sports and personal development was not always a significant moderating factor for all of the variables studied (Bounds et al., 2023). Thus, the rejection of H2 in this study supports the view that religious orientation does not always act as a strong differentiator in the relationship between experiential motivation and participant satisfaction, especially when the events are not directed towards religious experiences.

CONCLUSION

The findings indicate that experiential motivation is positively associated with participant satisfaction with run-sportainment events. Participants experiencing immersion, focused attention, engagement, and memorable impressions during the event are more likely to evaluate the event in a more positive way. Participant satisfaction is positively associated with continued participation intention, indicating that satisfied participants are more likely to participate again, choose similar events, recommend the event to others, and seek information about future sportainment activities. However, religious orientation was not shown to significantly strengthen or weaken the relationship

between experiential motivation and participant satisfaction. This finding suggests that religious orientation did not significantly condition the observed association between experiential motivation and satisfaction in this sample. The religious orientation measure primarily captured value-guided and personally internalized aspects of religiosity rather than the complete intrinsic extrinsic typology. Future research should employ a more comprehensive multidimensional scale to examine whether intrinsic and extrinsic orientations produce different moderating patterns. Religious orientation may play a more important role as a personal value background rather than as a determinant of sportainment experience evaluation. Hence, event organizers should prioritize immersive, engaging, and memorable event experiences and maintain post-event communication to support favorable evaluations and future participation. Organizers should also keep participants engaged after the event by posting content on social media, sharing event documentation, offering early-bird registration, implementing loyalty programs, or providing follow-up information about future events. Also, sponsor activation should be seamlessly integrated into the event experience so that commercial elements add to participants' enjoyment and satisfaction.

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