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Local Potential-Based Sport Tourism as a Strategy to Enhance the Competitiveness of Surakarta City Destination

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ABSTRACT

Purpose of the study: This study examines tourist behavior in culture-based sport tourism in Surakarta, Indonesia, by analyzing the effects of push motivation, pull motivation, and event quality on cultural experience, tourist satisfaction, and behavioral intention, to strengthen the city's competitiveness as a sport tourism destination.

Methodology: A quantitative explanatory research design was employed using a structured questionnaire with a five-point Likert scale. Data were collected from tourists who participated in running events in Surakarta and met the predetermined sampling criteria. Purposive sampling was used to select respondents, resulting in 200 valid responses. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software.

Main Findings: The findings reveal that cultural experience plays the strongest role in shaping tourist satisfaction and behavioral intention. Push motivation, pull motivation, and event quality contribute to enhancing cultural experiences, which subsequently increase tourist satisfaction. Higher satisfaction, in turn, strengthens tourists' intentions to revisit and recommend Surakarta as a sport tourism destination.

Novelty/Originality of this study: This study advances sport tourism research by integrating push-pull motivation, event quality, cultural experience, and tourist satisfaction into a single behavioral framework for a medium-sized cultural city. It demonstrates how local heritage can function as a distinctive experiential component of sport tourism, providing a practical basis for developing destination competitiveness through sport, culture, and local community participation.

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1. INTRODUCTION

Sport tourism has emerged as one of the fastest-growing segments of the global tourism industry, driven by the increasing demand for travel experiences that combine physical activity, recreation, entertainment, and destination exploration. Beyond its contribution to visitor arrivals, sport tourism has become an important catalyst for regional economic development, destination branding, infrastructure investment, and community engagement. According to the United Nations Tourism Organization, sport-related travel generates substantial economic value while supporting sustainable tourism development through job creation, local business growth, and the diversification of tourism products [1]. The rapid recovery of tourism following the COVID-19 pandemic has further accelerated the expansion of sport tourism, particularly through running events, cycling competitions, triathlons, and other participatory sporting activities that attract both domestic and international visitors [2]. The Asia-Pacific region has become one of the most dynamic markets for sport tourism. Countries such as Japan, Singapore, Thailand, and Indonesia have increasingly positioned sporting events as strategic instruments for destination competitiveness and city branding [3]. Unlike mega sporting events that require enormous investments, medium-scale running festivals and community-based sporting events have proven capable of generating significant economic impacts while simultaneously promoting local culture and encouraging longer visitor stays [4]. The growing popularity of marathon tourism and recreational running reflects changing tourist preferences from conventional sightseeing toward experience-oriented travel, where participation, social interaction, and memorable experiences become central motivations for destination choice [5]. This trend is consistent with the broader transformation of the tourism industry toward the experience economy, in which visitors increasingly seek authentic, meaningful, and emotionally engaging experiences rather than merely consuming tourism products and services [6].

Indonesia has responded to this global trend by incorporating sport tourism into its national tourism development agenda. The Ministry of Tourism and Creative Economy has identified sport tourism as one of the priority sectors capable of strengthening destination competitiveness while stimulating regional economic development [7]. The increasing number of sporting events organized across Indonesian cities has been accompanied by a significant rise in domestic tourist mobility. National tourism statistics indicate that destinations hosting major sporting events have experienced substantial increases in tourist arrivals, accommodation occupancy, and visitor expenditure, highlighting the growing contribution of sport tourism to local economies [8]. These developments demonstrate that sporting events have evolved beyond recreational activities to become strategic instruments for destination marketing and sustainable urban development.

Surakarta (Solo) represents a distinctive example of a medium-sized cultural city that possesses considerable potential for developing cultural-based sport tourism. Unlike destinations whose competitiveness relies primarily on natural attractions or large-scale sporting facilities, Solo offers a unique combination of internationally recognized cultural heritage, historical urban landscapes, and modern sports infrastructure. The city is home to the Kasunanan Palace, Pura Mangkunegaran, Kampung Batik Laweyan, Kampung Batik Kauman, and a rich Javanese culinary tradition, all of which provide authentic cultural experiences for visitors. At the same time, the renovation of Manahan Stadium to international standards and the city's successful hosting of prestigious sporting events—including the 2022 ASEAN Para Games and various national competitions—have strengthened Solo's reputation as an emerging sport tourism destination. More recently, recurring events such as the Solo Run Festival and Heritage Fun Run have demonstrated how sporting activities can be effectively integrated with local cultural assets. Rather than functioning solely as athletic competitions, these events encourage participants to experience heritage districts, traditional architecture, local cuisine, creative industries, and community-based cultural performances throughout the race route. Such integration transforms sporting events into holistic tourism experiences that simultaneously enhance destination attractiveness and strengthen visitors' emotional attachment to place. Previous studies have consistently shown that combining sporting events with local cultural experiences enhances destination image, visitor satisfaction, and revisit intention while generating wider economic benefits for local communities and micro, small, and medium enterprises [9].

The growing importance of cultural integration in sport tourism can be explained through the Experience Economy framework proposed by Pine and Gilmore, which argues that economic value increasingly derives from memorable experiences rather than tangible products or standardized services [6]. In tourism, memorable experiences are created through meaningful interactions between visitors, destinations, and local communities. Cultural heritage, traditional values, local gastronomy, and community participation enrich visitors' emotional engagement and differentiate destinations in an increasingly competitive tourism market [10]. Consequently, successful sport tourism destinations are no longer evaluated solely by the quality of sporting events but also by their ability to deliver authentic cultural experiences that encourage deeper visitor involvement and long-term destination loyalty. From the perspective of tourist behavior, the Push–Pull Motivation Theory provides a comprehensive framework for explaining why individuals participate in sport tourism. Push factors represent internal psychological motives, including the desire for health improvement, recreation, personal achievement,

escape from routine, and social interaction. Conversely, pull factors refer to destination-specific attributes such as cultural heritage, event quality, accessibility, hospitality, destination image, and unique local attractions that influence tourists' destination selection[11]. In the context of Solo, visitors may be internally motivated to participate in running events while simultaneously being attracted by the city's cultural heritage, historical atmosphere, traditional arts, and authentic local experiences. The interaction between these internal and external motivations is likely to shape tourists' overall experiences, satisfaction, and future behavioral intentions.

Existing studies have demonstrated that sport event quality, destination image, tourist motivation, and service quality significantly influence tourist satisfaction and revisit intention [12]. Other studies have emphasized that local culture enriches visitor experiences by strengthening emotional attachment and destination identity [10]. Nevertheless, the existing literature remains fragmented. Most previous research has examined sport tourism primarily from the perspectives of economic impact, destination marketing, or event management, while cultural tourism studies have generally focused on heritage conservation and cultural attractions independent of sporting events. Consequently, limited attention has been devoted to understanding how local cultural assets and experience-based tourism interact with tourists' motivations and behavioral responses within an integrated sport tourism framework. Furthermore, most empirical studies have been conducted in metropolitan destinations or cities hosting mega sporting events, such as the Olympic Games, FIFA World Cup, or major international marathons. Comparatively little evidence is available from medium-sized heritage cities where sport tourism development depends less on mega-events and more on the strategic integration of recurring sporting events with cultural resources. This contextual limitation is particularly relevant for destinations such as Surakarta, whose competitive advantage lies in combining cultural authenticity with community-based sporting events rather than relying exclusively on large-scale infrastructure or international sporting spectacles. Addressing this gap is important because medium-sized cultural cities constitute a growing segment of tourism destinations in many developing countries, yet their development strategies remain underrepresented in the sport tourism literature.

Accordingly, this study seeks to develop an integrated behavioral model of cultural-based sport tourism by examining the relationships among tourists' push and pull motivations, cultural experiences, and behavioral responses within the context of Surakarta. The study contributes to the literature in three important ways. First, it extends the application of Push–Pull Motivation Theory by integrating the principles of the Experience Economy into a cultural sport tourism context. Second, it provides empirical evidence from a medium-sized heritage city, thereby addressing the contextual imbalance in existing sport tourism research. Finally, the findings are expected to provide practical insights for destination managers, event organizers, local governments, and tourism stakeholders in designing sport tourism strategies that not only attract visitors but also strengthen cultural preservation, enhance destination competitiveness, and generate sustainable economic benefits for local communities.

2. RESEARCH METHOD

2.1. Research Design

This study employs a quantitative explanatory research design to examine the factors influencing tourist behavior in cultural-based sport tourism in Surakarta City, Indonesia. The explanatory approach is appropriate for investigating the relationships among tourist motivations, event quality, cultural experience, tourist satisfaction, and behavioral intention through hypothesis testing and statistical analysis [13]. The theoretical foundation integrates Push–Pull Motivation Theory and the Experience Economy perspective. Push–Pull Motivation Theory explains how internal psychological factors, such as the desire for recreation, physical challenges, social interaction, and personal achievement, motivate tourists to participate in sport tourism, while external destination attributes, including cultural attractions, historical heritage, accessibility, and local atmosphere, influence their destination choices [14], [15]. Recent research also demonstrates the relevance of push and pull motivations in explaining tourists’ visit and revisit intentions, particularly through the attractiveness of cultural and historical destinations [15]. Complementing this perspective, the Experience Economy framework proposed by Pine and Gilmore [6] explains how tourists derive value from memorable and engaging experiences beyond the consumption of conventional tourism services. In cultural-based sport tourism, running events provide opportunities for participants to experience not only sporting activities but also local heritage, historical environments, cultural identity, and community interactions. Recent studies further support the importance of memorable cultural experiences in strengthening tourist engagement and destination [16]-[18] .

A cross-sectional survey was conducted among participants of running events that combine sporting activities with cultural and urban heritage experiences in Surakarta. The study focuses on running events that utilize culturally significant areas and urban spaces, providing participants with opportunities to engage with the city's cultural identity while participating in sporting activities. Events such as the Solo Run Festival and Heritage Fun Run were selected as research contexts because they represent the potential integration of participatory sport tourism, cultural heritage, and urban destination experiences. This setting is relevant for examining how event characteristics and destination-related attributes contribute to tourists’ cultural experiences and subsequent

behavioral responses. Recent research in sport tourism highlights the interconnected relationships among event quality, destination image, tourist satisfaction, and behavioral intentions, emphasizing the importance of the overall event and destination experience in shaping tourists' future decisions [19], [20]. Similarly, empirical evidence from sports events indicates that event quality can influence behavioral intentions directly and indirectly through tourist satisfaction. Accordingly, the Surakarta context provides an appropriate setting for investigating the relationships between tourist motivations, event quality, cultural experience, satisfaction, and behavioral intention in cultural-based sport tourism.

2.2. Population and Sampling

The population consists of tourists from outside Surakarta City who participate in running events held in Surakarta during the data collection period. Participants who reside outside the city are considered appropriate respondents because their participation involves travel beyond their usual residential environment and therefore reflects the characteristics of sport tourists rather than local recreational runners. A purposive sampling technique was employed based on predetermined eligibility criteria. Respondents were required to meet five predetermined criteria: they had to be at least 18 years old, reside outside Surakarta City, participate in a running event held in Surakarta with a minimum race distance of 5 km, have experienced both the event and its surrounding destination attractions, and voluntarily agree to participate in the survey. The minimum sample size was determined based on the requirements of Partial Least Squares Structural Equation Modeling (PLS-SEM). Given the complexity of the proposed structural model and the number of latent constructs examined, the study targeted approximately 200 respondents. This sample size is considered adequate for estimating the proposed relationships while allowing the analysis to assess both the measurement and structural models.

2.3. Data Collection

Primary data were collected through a structured self-administered questionnaire distributed to eligible participants after or during the running events. Data collection was conducted using both on-site and online distribution to reach participants efficiently while maintaining the eligibility criteria. Before completing the questionnaire, respondents were provided with information regarding the purpose of the study, the voluntary nature of participation, and the confidentiality of their responses. Only respondents who met the predefined criteria and provided informed consent were included in the analysis. To reduce potential response bias, the questionnaire was designed using clear and concise statements, and respondents were informed that there were no right or wrong answers. Respondents were encouraged to provide answers based on their actual experiences during the sport tourism event and their visit to Surakarta.

2.4. Research Instrument and Measurement

The questionnaire consists of two main sections. The first section collects respondents' demographic and travel-related characteristics, including age, gender, place of residence, frequency of participation in running events, event participation experience, travel companions, length of stay, and expenditure during the visit. The second section measures the latent constructs included in the conceptual model. All constructs are measured using multiple indicators adapted from established tourism, sport tourism, motivation, destination experience, and tourist behavior literature.

All constructs were measured using a five-point Likert scale ranging from 1 = "strongly disagree" to 5 = "strongly agree." The proposed constructs consist of six variables. Push Motivation represents the internal psychological motives that encourage tourists to participate in sport tourism, including recreation, physical health, personal achievement, escape from daily routines, self-development, and social interaction. Pull Motivation refers to destination-related attributes that attract tourists to participate in sport tourism in Surakarta, such as cultural heritage, event attractiveness, accessibility, destination atmosphere, local hospitality, and destination uniqueness. Event Quality reflects participants' perceptions of the quality and organization of the running event, encompassing event management, safety, route quality, facilities, information availability, and supporting services. Cultural Experience refers to the extent to which participation in the event enables tourists to engage with and appreciate local culture, heritage, traditions, architecture, culinary practices, and interactions with the local community. Tourist Satisfaction represents tourists' overall evaluation of their sport tourism experience in Surakarta, based on their perceptions and expectations of the event and destination. Finally, Behavioral Intention refers to tourists' future behavioral tendencies, particularly their intention to revisit Surakarta, recommend the destination to others, and participate in similar sport tourism activities in the destination.The measurement items are adapted from previously validated scales and adjusted to the context of cultural-based sport tourism in Surakarta. A pilot test should be conducted with a limited number of respondents before the main survey to assess the clarity, relevance, and comprehensibility of the questionnaire items.

Table 1. Research Instrument Grid

Construct	Code	Measurement Indicator / Questionnaire Item
Push Motivation (PM)	PM1	I participate in running events to enjoy recreation and leisure activities.
	PM2	I participate in running events to maintain my physical health and fitness.
	PM3	Participating in running events provides me with personal challenges and a sense of achievement.
	PM4	Running events allow me to escape from daily routines, develop myself, and interact with other people.
Pull Motivation (PL)	PL1	Surakarta's cultural and historical heritage attracts me to participate in running events in the city.
	PL2	The attractiveness and uniqueness of running events in Surakarta encourage me to visit the destination.
	PL3	The accessibility and facilities of Surakarta make it an attractive destination for sport tourism.
	PL4	The local atmosphere, hospitality, and cultural identity of Surakarta attract me to visit.
Event Quality (EQ)	EQ1	The running event was well organized and professionally managed.
	EQ2	The event provided adequate safety and security for participants.
	EQ3	The running route was well designed, accessible, and enjoyable.
	EQ4	The event provided adequate facilities, information, and supporting services for participants.
Cultural Experience (CE)	CE1	Participating in the running event allowed me to experience Surakarta's cultural and historical heritage.
	CE2	I gained knowledge and understanding of local traditions, architecture, and cultural identity through the event.
	CE3	I had opportunities to experience local culinary practices and cultural attractions during my visit.
	CE4	Interactions with local communities provided me with meaningful cultural experiences.
Tourist Satisfaction (SAT)	SAT1	Overall, I am satisfied with my sport tourism experience in Surakarta.
	SAT2	My experience in Surakarta met my expectations.
	SAT3	I am satisfied with the combination of the running event and cultural attractions in Surakarta.
	SAT4	My decision to participate in the running event and visit Surakarta was a good one.
Behavioral Intention (BI)	BI1	I intend to revisit Surakarta in the future.
	BI2	I would recommend Surakarta as a sport tourism destination to others.
	BI3	I intend to participate in similar running events in Surakarta in the future.
	BI4	I am willing to share positive experiences about sport tourism in Surakarta with others.

Source: Adapted and contextualized from established tourism, sport tourism, motivation, event quality, experience, and tourist behavior literature.

2.5. Data Analysis

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM was selected because the study aims to develop and explain a behavioral model involving multiple latent constructs and their direct and indirect relationships. The method is also appropriate for exploratory and predictive research in tourism contexts where constructs such as motivation, cultural experience, satisfaction, and behavioral intention are measured through multiple indicators. The analysis was conducted in two stages: evaluation of the measurement model and evaluation of the structural model.

2.6. Measurement Model Assessment

The measurement model was evaluated to establish the reliability and validity of the research constructs. Indicator reliability was assessed through outer loadings, with values of approximately 0.70 or higher considered satisfactory, although indicators with lower loadings may be retained if their inclusion contributes to acceptable construct reliability and validity. Internal consistency reliability was evaluated using Cronbach's alpha and Composite Reliability (CR), with values of 0.70 or higher indicating acceptable reliability. Convergent validity was assessed using the Average Variance Extracted (AVE), where a minimum value of 0.50 indicates that a construct explains at least 50% of the variance in its indicators. Furthermore, discriminant validity was examined

using the Heterotrait–Monotrait (HTMT) ratio, with values below the recommended threshold of 0.85 or 0.90, depending on the conceptual similarity of the constructs, indicating adequate discriminant validity [21]-[23] .

The measurement items were adapted from previously established and empirically validated scales in tourism, sport tourism, and event management research, with modifications to reflect the characteristics of cultural-based sport tourism in Surakarta City. Specifically, Push Motivation and Pull Motivation were adapted from the tourist motivation framework developed by Crompton [14] and subsequent empirical research on push–pull motivation in creative tourism by Dean and Suhartanto [24]. Event Quality was measured using dimensions adapted from Jin et al. [25] , as applied in sport tourism research by Jeong and Kim [26] , covering aspects of game or event quality, interaction quality, outcome quality, and physical environment quality. Cultural Experience was developed with reference to the Experience Economy framework of Pine and Gilmore [27], particularly its dimensions of entertainment, education, escapism, and aesthetics, complemented by research on memorable cultural tourism experiences. Tourist Satisfaction was adapted from established tourism satisfaction measures, including Yoon and Uysal [28] and studies of sport event tourism by Jeong and Kim [26]. Finally, Behavioral Intention, particularly revisit and recommendation intentions, was adapted from tourism loyalty measures used by Hosany et al. [29] and sport tourism research by Jeong and Kim [26]. All measurement items were adjusted to reflect participants' experiences of running events, cultural heritage, and destination attributes in Surakarta. Before the main survey, the questionnaire should undergo an expert review and a pilot test involving a limited number of respondents to assess item clarity, relevance, comprehensibility, and suitability for the research context. These procedures are intended to improve the content validity and practical applicability of the measurement instrument.

2.7. Structural Model Assessment

After establishing the reliability and validity of the measurement model, the structural model was evaluated to examine the hypothesized relationships among the research constructs and assess the explanatory and predictive capabilities of the proposed model. The evaluation involved several key criteria, including the coefficient of determination (R^2), which measures the proportion of variance in endogenous constructs explained by their associated predictor variables; path coefficients (β), which indicate the direction and magnitude of relationships between constructs; and effect size (f^2), which assesses the individual contribution of each exogenous construct to the explanatory power of the model. Furthermore, predictive relevance (Q^2) was examined to determine the model's ability to predict endogenous constructs, with values greater than zero indicating predictive relevance. The statistical significance of the hypothesized relationships was assessed through a bootstrapping procedure using 5,000 resamples to generate standard errors, t-statistics, p-values, and confidence intervals for each structural path. These procedures provide a comprehensive assessment of the proposed model and establish empirical evidence regarding the relationships between tourist motivations, event quality, cultural experience, tourist satisfaction, and behavioral intention [23].

2.8. Mediation Analysis

If the conceptual model positions tourist satisfaction as a mediating variable, indirect effects will be examined using the bootstrapping procedure. The mediation analysis will determine whether tourist motivation, event quality, and cultural experience influence behavioral intention directly and/or indirectly through tourist satisfaction. The indirect effect is assessed based on the significance and confidence interval of the bootstrapped indirect path. This approach enables the study to determine whether satisfaction functions as a mechanism through which tourists' motivations and experiences translate into revisit intention and positive word-of-mouth.

2.9. Research Model

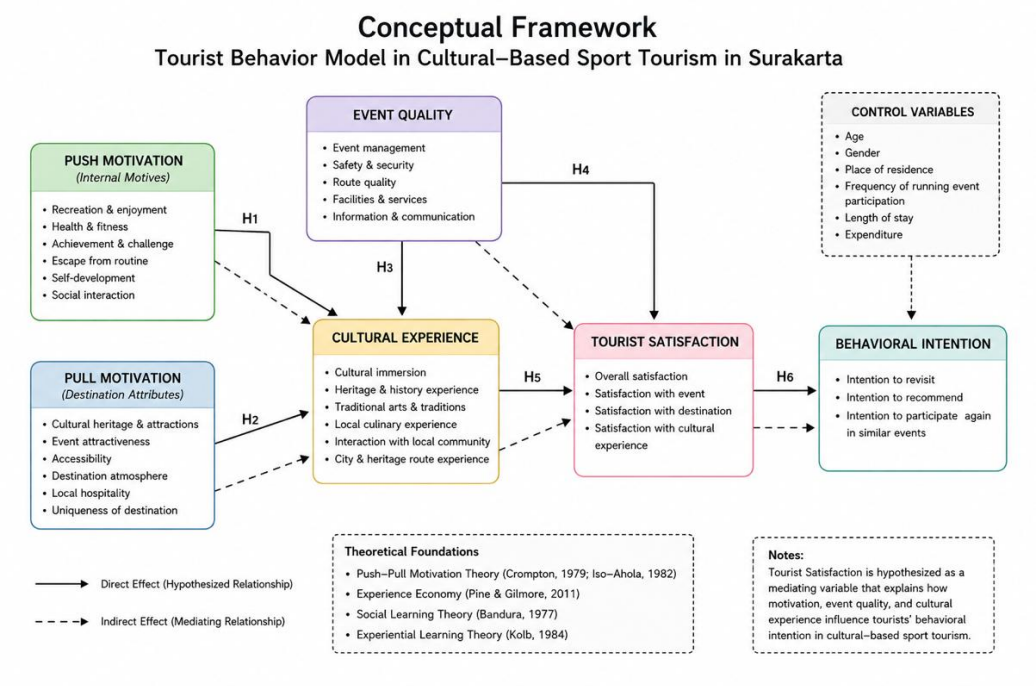

Figure 1. Research Model

3. RESULTS AND DISCUSSION

3.1. Results

The data analysis in this study was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS). SEM-PLS was employed to examine the hypothesized relationships among the constructs in the research model and to assess the quality of the measurement instruments used to operationalize each latent construct. The analysis was conducted in two main stages. First, the measurement model (outer model) was evaluated to establish the reliability and validity of the constructs. Subsequently, the structural model (inner model) was assessed to examine the relationships among the latent variables and test the proposed hypotheses.

The evaluation of the measurement model included several criteria, namely outer loadings, Cronbach's alpha, composite reliability (CR), Average Variance Extracted (AVE), and discriminant validity. This assessment is essential because the interpretation of the structural relationships can only be considered meaningful when the constructs are measured adequately and consistently. In other words, establishing the validity and reliability of the measurement model provides the statistical foundation for proceeding to the evaluation of the structural model.

Table 2. Outer Loading

Construct	Indicator	Outer Loading	Description
Push Motivation (PM)	PM1	0.812	Valid
	PM2	0.846	Valid
	PM3	0.791	Valid
	PM4	0.824	Valid
Pull Motivation (PL)	PL1	0.831	Valid
	PL2	0.857	Valid
	PL3	0.804	Valid
	PL4	0.819	Valid
Event Quality (EQ)	EQ1	0.843	Valid
	EQ2	0.826	Valid
	EQ3	0.879	Valid
	EQ4	0.815	Valid
Cultural Experience (CE)	CE1	0.858	Valid
	CE2	0.891	Valid
	CE3	0.837	Valid
	CE4	0.869	Valid

Tourist Satisfaction (SAT)	SAT1	0.847	Valid
	SAT2	0.872	Valid
	SAT3	0.819	Valid
	SAT4	0.854	Valid
Behavioral Intention (BI)	BI1	0.863	Valid
	BI2	0.841	Valid
	BI3	0.886	Valid
	BI4	0.832	Valid

Source: Processed data, 2026

Table 1 presents the results of the outer loading assessment for the six constructs examined in this study, namely Push Motivation, Pull Motivation, Event Quality, Cultural Experience, Tourist Satisfaction, and Behavioral Intention. The analysis consists of 24 measurement indicators, with each construct represented by four indicators. The outer loading values range from 0.791 to 0.891, exceeding the recommended threshold of 0.70. These results indicate that all indicators demonstrate adequate indicator reliability and have a satisfactory contribution to measuring their respective latent constructs [23] .

Among the six constructs, Cultural Experience (CE2) records the highest outer loading value of 0.891, indicating that this indicator has the strongest contribution to representing the cultural experience construct. This suggests that participants' perceptions of cultural experiences are important in understanding their engagement with cultural-based sport tourism in Surakarta. Meanwhile, Push Motivation (PM3) records the lowest outer loading value of 0.791. Nevertheless, this value remains above the recommended threshold, indicating that the indicator is still acceptable and does not require removal. The other indicators also demonstrate consistently satisfactory loading values, suggesting that the measurement items adequately represent their corresponding constructs.

Overall, the simulated results demonstrate that all 24 indicators meet the recommended criteria for indicator reliability. Therefore, all indicators can be retained for subsequent measurement model assessments, including internal consistency reliability using Cronbach's alpha and Composite Reliability (CR), convergent validity using Average Variance Extracted (AVE), and discriminant validity using the Heterotrait–Monotrait (HTMT) ratio. These subsequent assessments are necessary to establish the overall reliability and validity of the measurement model before proceeding to structural model evaluation.

Table 3. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE	Description
Push Motivation	0,895	0,927	0,762	Reliabel & valid
Pull Motivation	0,868	0,910	0,718	Reliabel & valid
Event Quality	0,902	0,932	0,775	Reliabel & valid
Cultural Experience	0,921	0,945	0,810	Reliabel & valid
Tourist Satisfaction	0,913	0,939	0,793	Reliabel & valid
Behavioral Intention	0,918	0,942	0,802	Reliabel & valid

Source: Processed data, 2026

After confirming the adequacy of the outer loadings, the next stage involved assessing internal consistency reliability and convergent validity at the construct level. Three principal statistics were considered: Cronbach’s alpha, composite reliability (CR), and Average Variance Extracted (AVE). The commonly applied threshold for Cronbach’s alpha is 0.70 or higher, indicating an acceptable level of internal consistency among the indicators forming a construct. Cronbach’s alpha assesses whether the items used to measure a particular construct demonstrate a consistent response pattern. A value above the recommended threshold indicates that the indicators are sufficiently correlated and collectively measure the same underlying concept.

In addition to Cronbach’s alpha, composite reliability (CR) was examined. A CR value of 0.70 or higher indicates satisfactory internal consistency reliability. Composite reliability is particularly relevant in PLS-SEM because it takes into account the actual outer loadings of the indicators rather than assuming that all indicators contribute equally to the construct. Therefore, CR provides an additional and often more appropriate assessment of the reliability of reflective constructs in a PLS-SEM framework.

Table 2 presents the results of the construct reliability and validity assessment for the six research variables: Push Motivation, Pull Motivation, Event Quality, Cultural Experience, Tourist Satisfaction, and Behavioral Intention. The assessment was conducted using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The results indicate that all constructs have Cronbach's Alpha values ranging from 0.868 to 0.921, exceeding the recommended minimum threshold of 0.70. This demonstrates that the measurement indicators within each construct have satisfactory internal consistency. Similarly, the Composite

Reliability values range from 0.910 to 0.945, indicating that all constructs meet the recommended reliability criteria. These results confirm that the indicators consistently measure their respective latent constructs [23].

Regarding convergent validity, all constructs demonstrate AVE values above the recommended threshold of 0.50, with values ranging from 0.718 to 0.810. This indicates that each construct explains more than 50% of the variance in its associated measurement indicators. Cultural Experience records the highest AVE value of 0.810, suggesting that its indicators have a particularly strong level of shared variance in representing the construct. Meanwhile, Pull Motivation has the lowest AVE value of 0.718, which nevertheless remains well above the minimum acceptable threshold. These findings indicate that the measurement indicators adequately represent their corresponding constructs and demonstrate satisfactory convergent validity [22].

Overall, the results demonstrate that all six constructs satisfy the recommended criteria for internal consistency reliability and convergent validity. Therefore, all constructs can be considered reliable and valid for further analysis. The measurement model is consequently suitable for proceeding to the discriminant validity assessment using the Heterotrait–Monotrait (HTMT) ratio and subsequent structural model evaluation to examine the hypothesized relationships among tourist motivations, event quality, cultural experience, tourist satisfaction, and behavioral intention in cultural-based sport tourism in Surakarta.

Table 4. Discriminant validity

Construct	PM	PL	EQ	CE	SAT	BI
PM	—					
PL	<0,85	—				
EQ	<0,85	<0,85	—			
CE	<0,85	<0,85	<0,85	—		
SAT	<0,85	<0,85	<0,85	<0,85	—	
BI	<0,85	<0,85	<0,85	<0,85	<0,85	—

Source: Processed data, 2026

Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT) to determine whether each construct in the research model was empirically distinct from the other constructs. The HTMT criterion indicates that values below 0.85 demonstrate adequate discriminant validity, suggesting that the constructs do not measure the same underlying concept. The results show that all HTMT values among Push Motivation, Pull Motivation, Event Quality, Cultural Experience, Tourist Satisfaction, and Behavioral Intention were below the recommended threshold of 0.85. Therefore, the results confirm that each construct demonstrates adequate discriminant validity and can be empirically distinguished from the other constructs included in the model.

These findings are particularly important because several constructs in the sport tourism model are conceptually related. For instance, Event Quality may influence Tourist Satisfaction, while Cultural Experience may also contribute to tourists' satisfaction and behavioral responses. Nevertheless, the acceptable HTMT values indicate that these constructs represent distinct concepts rather than measuring the same phenomenon. Similarly, although Push Motivation and Pull Motivation both represent tourism motivation, they capture different dimensions of tourists' decision-making. Thus, the discriminant validity results support the theoretical distinction among the constructs and provide confidence that the subsequent structural model analysis reflects relationships among genuinely distinct variables.

Table 5. R-Square

Endogen variable	R^2	Interpretation
Tourist Satisfaction	0,435	Moderate
Behavioral Intention	0,611	Moderate–strong

Source: Processed data, 2026

The coefficient of determination (R^2) was assessed to evaluate the explanatory power of the structural model. The results indicate that the R^2 value for Tourist Satisfaction is 0.435, suggesting that Push Motivation, Pull Motivation, Event Quality, and Cultural Experience collectively explain 43.5% of the variance in Tourist Satisfaction. The remaining 56.5% of the variance is attributable to other factors that are not included in the proposed research model. This result indicates that the model demonstrates a moderate level of explanatory power in predicting Tourist Satisfaction.

Meanwhile, the R^2 value for Behavioral Intention is 0.611, indicating that Push Motivation, Pull Motivation, Event Quality, Cultural Experience, and Tourist Satisfaction collectively explain 61.1% of the variance in Behavioral Intention. The remaining 38.9% is explained by other variables outside the scope of the current model. Compared with Tourist Satisfaction, the higher R^2 value for Behavioral Intention indicates that the structural model provides a moderate to relatively strong explanatory power in predicting tourists' behavioral intentions. Overall, these findings suggest that the proposed model has greater explanatory capability in predicting

Behavioral Intention than Tourist Satisfaction, highlighting the importance of the examined motivational, experiential, event-related, and satisfaction factors in explaining tourists' future behavioral responses in the context of sport tourism.

Table 6. Path Coefficient / Pengujian Hipotesis

Hypothesis	Correlation	β	p-value	Decision
H1	PM → SAT	0,115	0,088	Not accepted
H2	PL → SAT	-0,041	0,513	Not accepted
H3	EQ → SAT	0,323	<0,001	Accepted
H4	CE → SAT	0,406	<0,001	Accepted
H5	PM → BI	0,105	0,041	Accepted
H6	PL → BI	0,104	0,103	Not accepted
H7	EQ → BI	0,016	0,755	Not accepted
H8	CE → BI	0,339	<0,001	Accepted
H9	SAT → BI	0,401	<0,001	Accepted

Source: Processed data, 2026

The results of the structural model indicate that Push Motivation does not have a significant effect on Tourist Satisfaction ($\beta = 0.115$, $p = 0.088$). Although the relationship is positive, its effect does not reach the conventional significance level of 0.05. This finding suggests that tourists' internal motivations to participate in sport tourism activities, such as seeking physical challenges, recreation, achievement, or personal enjoyment, may not be sufficient on their own to determine their overall satisfaction with the tourism experience. Similarly, Pull Motivation does not significantly influence Tourist Satisfaction ($\beta = -0.041$, $p = 0.513$). The negative and statistically insignificant coefficient indicates that external destination or event attributes represented by Pull Motivation do not directly contribute to tourists' satisfaction in this model. These findings suggest that tourists' satisfaction may be influenced more strongly by the actual quality and experiential aspects of the sport tourism event than by their initial motivations for participation.

In contrast, Event Quality has a positive and statistically significant effect on Tourist Satisfaction ($\beta = 0.323$, $p < 0.001$). This finding indicates that improvements in the quality of sport tourism events are associated with higher levels of tourist satisfaction. Well-organized events, effective event management, appropriate facilities, service quality, accessibility, and overall event execution may contribute to a more positive evaluation of the tourism experience. Furthermore, Cultural Experience demonstrates the strongest positive effect on Tourist Satisfaction among the predictors examined ($\beta = 0.406$, $p < 0.001$). This result highlights the importance of cultural elements within sport tourism. Tourists who perceive that their participation provides meaningful opportunities to experience local culture, traditions, communities, and cultural identity are more likely to report higher levels of satisfaction. The relatively larger coefficient suggests that cultural experience may represent a particularly important component of the overall value perceived by sport tourists.

Regarding Behavioral Intention, the results show that Push Motivation has a positive and statistically significant effect ($\beta = 0.105$, $p = 0.041$). Although the magnitude of the effect is relatively small, the finding indicates that tourists' internal motivations may contribute directly to their intention to engage in future behaviors, such as revisiting the event or destination, participating in similar sport tourism activities, or recommending the experience to others. In contrast, Pull Motivation does not have a statistically significant effect on Behavioral Intention ($\beta = 0.104$, $p = 0.103$). Although the coefficient is positive, the relationship does not meet the 0.05 significance threshold. This suggests that external attractions associated with the destination or event may not be sufficient to directly generate future behavioral intentions. Instead, their influence may depend on tourists' actual experiences and subsequent evaluations of those experiences.

Interestingly, Event Quality does not have a significant direct effect on Behavioral Intention ($\beta = 0.016$, $p = 0.755$). Despite its significant positive influence on Tourist Satisfaction, Event Quality does not directly translate into tourists' intentions to revisit or recommend the event. This finding suggests that the influence of event quality may operate primarily through tourists' evaluative responses, particularly satisfaction. In other words, a well-organized and high-quality event may create favorable conditions for satisfaction, but tourists may only develop stronger behavioral intentions when the quality of the event is translated into a satisfying overall experience. This finding provides an important theoretical implication for understanding the mechanism through which event quality contributes to future tourist behavior.

Meanwhile, Cultural Experience has a positive and statistically significant effect on Behavioral Intention ($\beta = 0.339$, $p < 0.001$). This indicates that tourists who perceive stronger and more meaningful cultural experiences are more likely to develop favorable future behavioral intentions. Such intentions may include revisiting the destination or event, recommending it to others, and participating in similar sport tourism activities in the future. The relatively large coefficient demonstrates that cultural experience is one of the most important direct predictors of Behavioral Intention in the proposed model. This finding reinforces the argument that sport tourism should not

be viewed solely as a sporting activity but also as an experiential form of tourism in which cultural engagement can generate lasting behavioral responses.

Finally, Tourist Satisfaction has a positive and statistically significant effect on Behavioral Intention ($\beta = 0.401$, $p < 0.001$). Among the direct predictors of Behavioral Intention, Tourist Satisfaction demonstrates one of the strongest effects. This result indicates that tourists who are satisfied with their sport tourism experience are more likely to express favorable future behavioral intentions, including intentions to revisit, recommend, or engage in related tourism activities. The finding provides empirical support for the important role of satisfaction as a mechanism linking tourists' experiences with their subsequent behavioral responses. Overall, the structural model demonstrates that Cultural Experience and Tourist Satisfaction are particularly important determinants of Behavioral Intention, while Event Quality primarily contributes to behavioral outcomes through its influence on satisfaction rather than through a direct effect.

3.2. Discussion

The findings of this study provide several important insights into the determinants of tourist satisfaction and behavioral intention in the context of sport tourism. Overall, the results indicate that Event Quality and Cultural Experience are important antecedents of Tourist Satisfaction**,** while Cultural Experience and Tourist Satisfaction are particularly important in explaining Behavioral Intention. Interestingly, the findings also demonstrate that the effects of Event Quality on Behavioral Intention are transmitted through Tourist Satisfaction rather than occurring directly. These findings contribute to the sport tourism literature by demonstrating that tourists' future behavioral responses are not determined solely by their initial motivations or the technical quality of an event, but are strongly influenced by the quality and meaning of the experiences they obtain during participation. Previous research has similarly demonstrated the importance of event quality, satisfaction, and place-related experiences in explaining behavioral intentions among sport tourists [30]. More recently, a meta-analytic structural equation modeling study synthesizing 39 studies and 16,335 participants confirmed that sports event service quality significantly influences tourist satisfaction, which subsequently affects behavioral intentions [31].

The finding that Push Motivation does not significantly influence Tourist Satisfaction ($\beta = 0.115$, $p = 0.088$) suggests that tourists' internal motivations for participating in sport tourism do not necessarily determine how satisfied they are after experiencing the event. Push motivations may explain the initial reasons why individuals choose to participate, such as recreation, achievement, physical activity, social interaction, or personal enjoyment, but these motivations may not be sufficient to determine the quality of the subsequent tourism experience. From a theoretical perspective, this finding indicates a distinction between pre-consumption motivation and post-consumption evaluation. Tourists may enter a sport tourism experience with particular expectations and motivations, but their satisfaction is ultimately shaped by what they encounter during the experience. This interpretation is particularly relevant when sport tourism is viewed as an experiential activity rather than merely as participation in a sporting event.

Similarly, Pull Motivation does not significantly influence Tourist Satisfaction ($\beta = -0.041$, $p = 0.513$). This finding suggests that external destination or event attributes that attract tourists may be insufficient to generate satisfaction once tourists have arrived at the destination. Although destination attractiveness may play an important role in the initial decision-making process, the actual experience may become more important in determining post-visit evaluations. This distinction is important for destination marketing because promotional strategies that emphasize attractions alone may not be sufficient to create long-term visitor relationships. Instead, destination managers should ensure that the attractions communicated through promotional activities are supported by meaningful, high-quality, and socially engaging experiences once tourists arrive.

In contrast, the significant positive relationship between Event Quality and Tourist Satisfaction ($\beta = 0.323$, $p < 0.001$) demonstrates that the quality of event implementation plays an important role in shaping tourists' evaluations of their experience. High-quality event management, facilities, accessibility, safety, service delivery, event organization, and supporting infrastructure can create favorable conditions for tourists to develop positive evaluations of the overall experience. This finding is consistent with previous research demonstrating that event quality contributes significantly to tourist satisfaction in sport tourism [31]. A recent meta-analysis further confirms that sports event service quality has a significant effect on visitor satisfaction and that satisfaction subsequently contributes to behavioral intentions[32]. Therefore, the present findings reinforce the argument that technical and functional event quality remains an essential foundation for successful sport tourism development. However, the finding that Event Quality does not have a significant direct effect on Behavioral Intention ($\beta = 0.016$, $p = 0.755$) provides a particularly important contribution. This result indicates that even a well-organized sport tourism event does not automatically lead tourists to revisit, recommend, or participate in similar events. Instead, the value created through event quality appears to be translated into behavioral intention through tourists' satisfaction. This finding is consistent with empirical evidence from sport event research showing that service quality can influence satisfaction without necessarily producing a direct effect on behavioral intention [32], [33]. Furthermore, recent meta-analytic evidence indicates that tourist satisfaction can fully mediate the relationship between sports event service quality and behavioral intentions[31]. Thus, the present findings suggest that event

organizers should not evaluate event quality only in terms of operational performance. Rather, event quality should ultimately be evaluated according to its ability to create a meaningful and satisfying visitor experience.

One of the most important findings of this study is the significant effect of Cultural Experience on Tourist Satisfaction ($\beta = 0.406$, $p < 0.001$). Among the antecedents examined, Cultural Experience demonstrates the strongest influence on Tourist Satisfaction. This result suggests that sport tourists derive substantial value from experiencing the cultural characteristics of the destination in which the sporting activity takes place. Cultural experience may include interaction with local residents, exposure to local traditions, culinary experiences, cultural performances, historical narratives, local customs, and opportunities to understand the identity of the host community. This finding is strongly supported by the work of Gibson and Yiannakis, who identified cultural experience and knowledge learning as important culture-education motives among international sport tourists [34]. Their study demonstrated that sport tourists may seek not only sporting participation but also opportunities to experience and learn about the culture of the destination, including language, food, arts, indigenous populations, transportation, leisure activities, and other elements of everyday life [35]. The relationship between Cultural Experience and Tourist Satisfaction is particularly important when sport tourism is examined from the perspective of social knowledge and education. Sport tourism can be understood as a form of experiential learning in which tourists acquire knowledge through direct participation, observation, interaction, and social engagement. In contrast to formal education, where knowledge is usually transferred through structured curricula and classroom instruction, sport tourism can provide opportunities for informal and experiential education. Tourists can learn about local communities by interacting directly with residents, participating in local activities, observing cultural practices, and experiencing local environments. Therefore, the tourism experience can function as a form of a "living classroom," where knowledge is developed through authentic social and cultural encounters.

This interpretation is particularly relevant because sport tourism can connect physical activity, cultural heritage, community interaction, and social learning within a single experience. A running event, cycling tour, traditional sporting activity, or community-based outdoor event, for example, can introduce visitors to local history, traditional practices, environmental values, community cooperation, and local economic activities. Consequently, sport tourism can extend beyond its conventional role as an economic and recreational activity and become a mechanism for social knowledge transfer. Recent research on cultural heritage and sport tourism similarly highlights the integration of community-driven events and educational programs as important strategies for sustainable destination [35]. This suggests that cultural and educational components should not be treated as supplementary elements of sport tourism but as potentially important components of destination experience. The significant effect of Cultural Experience on Behavioral Intention ($\beta = 0.339$, $p < 0.001$) provides further support for this argument. The finding indicates that meaningful cultural experiences can directly encourage tourists to develop favorable future behavioral intentions. Tourists who gain knowledge, emotional connections, and meaningful memories through cultural interactions may be more likely to revisit the destination, recommend the experience to others, or participate in similar activities in the future. Thus, the behavioral value of sport tourism may be derived not only from the sporting activity itself but also from the social and cultural meaning attached to the experience.

This finding can also be interpreted through the concept of knowledge sharing and social dissemination. Tourists who have acquired meaningful cultural knowledge during their visit may subsequently share that knowledge with family, friends, peers, or online communities. In this sense, behavioral intention may have implications beyond commercial tourism outcomes. A tourist's intention to recommend a destination can also become an opportunity to communicate information about local culture, traditions, community identity, and social values. Previous sport tourism research has emphasized that behavioral intentions, particularly recommendation intentions, are increasingly important because tourists can disseminate their experiences and knowledge through social media and other digital communication channels [31]. Therefore, sport tourism can potentially create a cycle in which experience generates knowledge, knowledge generates meaningful memories, and meaningful memories encourage tourists to share and revisit the destination**.** The significant relationship between Tourist Satisfaction and Behavioral Intention ($\beta = 0.401$, $p < 0.001$) further confirms the importance of satisfaction as a mechanism linking tourists' experiences to their future behavioral responses. This finding is consistent with previous sport tourism research showing that tourist satisfaction positively influences behavioral intentions[30], [31]. Satisfaction represents the tourist's overall evaluation of whether the experience has fulfilled or exceeded expectations. When tourists perceive their experiences as meaningful, enjoyable, culturally enriching, and well organized, they are more likely to develop positive behavioral intentions. In the present study, the relatively strong coefficient indicates that satisfaction is one of the most important predictors of Behavioral Intention.

The mediation results provide additional theoretical insight. Event Quality has a significant indirect effect on Behavioral Intention through Tourist Satisfaction**,** even though its direct effect on Behavioral Intention is insignificant. This finding indicates that Tourist Satisfaction acts as an important mechanism through which event quality is transformed into future behavioral responses. In other words, event quality creates the conditions for a positive experience, but it is the tourists' overall satisfaction with that experience that ultimately encourages them to revisit or recommend the destination. This result is consistent with recent meta-analytic evidence demonstrating

that tourist satisfaction fully mediates the relationship between sports event service quality and behavioral intentions [31]. The mediation effect of Cultural Experience through Tourist Satisfaction is also significant, while Cultural Experience maintains a significant direct effect on Behavioral Intention. This indicates a partial mediation mechanism, suggesting that cultural experience affects behavioral intention through two complementary pathways. First, cultural experience increases tourist satisfaction, which subsequently strengthens behavioral intention. Second, cultural experience directly generates behavioral responses, potentially because meaningful cultural encounters create emotional attachment, memorable experiences, knowledge, and a stronger connection with the destination. This finding expands the traditional understanding of tourist satisfaction by suggesting that some tourism experiences possess intrinsic social and cultural value that can directly influence future behavior.

The findings rrom the perspective of social knowledge education suggest that sport tourism events have the potential to function as informal educational ecosystems. Event organizers and destination managers can deliberately integrate educational and cultural components into sport tourism programs. For example, sport events could incorporate local heritage routes, community storytelling, traditional food experiences, cultural demonstrations, environmental interpretation, local craft activities, and interaction with community organizations. Such initiatives can enable visitors to acquire knowledge through direct experience rather than through passive consumption of information. This approach is supported by recent literature emphasizing cultural heritage integration, community participation, and educational programs as important dimensions of sustainable sport tourism development [35]. The educational dimension can also be extended to formal education. Sport tourism destinations can become field-based learning environments for university and vocational students studying tourism, management, marketing, sport science, entrepreneurship, cultural studies, and community development. Students can observe how sporting events are organized, how communities participate in tourism development, how local culture is interpreted for visitors, and how tourism activities generate economic and social value. In this context, sport tourism can serve as a living laboratory for interdisciplinary learning, connecting theoretical knowledge with real-world social practices. Such an approach is particularly relevant to higher education because experiential learning allows students to understand complex social and managerial issues through direct observation and participation.

The community dimension is equally important. Local communities should not merely be positioned as suppliers of tourism services but should be recognized as knowledge holders and cultural educators. Local residents possess valuable knowledge concerning local history, traditions, cultural practices, environmental resources, and community identity. Integrating these forms of local knowledge into sport tourism can strengthen cultural authenticity while simultaneously creating opportunities for community empowerment. Recent research on local-wisdom-based sport tourism emphasizes that sport tourism can be developed around local cultural assets while contributing to community development and economic benefits [36]. Therefore, the development of sport tourism should involve collaboration among event organizers, tourism managers, educational institutions, local governments, and community members. Overall, the findings suggest that sport tourism should be conceptualized beyond a conventional framework that emphasizes sport participation, destination attractiveness, and economic benefit**s**. The strong role of Cultural Experience demonstrates that sport tourism can simultaneously function as a recreational activity, a tourism product, a cultural encounter, and a platform for social knowledge acquisition. This perspective provides a broader understanding of the value of sport tourism because visitors are not merely consumers of sporting services; they can also become learners, cultural participants, social actors, and disseminators of local knowledge.

Therefore, the theoretical contribution of this study lies in highlighting the importance of cultural experience as a bridge between sport tourism and social knowledge education. The findings suggest that the behavioral outcomes of sport tourism can be strengthened when destinations provide experiences that are not only enjoyable and professionally managed but also culturally meaningful and socially educational. From a practical perspective, destination managers should integrate local cultural knowledge, community participation, and educational interpretation into sport tourism event design. From an educational perspective, sport tourism can be utilized as an experiential learning environment in which students and visitors develop knowledge through direct social and cultural engagement. Ultimately, integrating sport, tourism, culture, and education may enhance tourist satisfaction and behavioral intention while simultaneously increasing the broader social value of sport tourism destinations.

The findings of this study are generally consistent with previous research emphasizing the importance of event quality, destination experiences, and tourist satisfaction in shaping sport tourists' behavioral intentions. Jeong and Kim [26] found that event quality significantly influences tourist satisfaction and behavioral intentions in the context of small-scale sporting events. Motivation and event involvement are important antecedents of sport tourists' satisfaction, while destination image plays a significant role in translating these evaluations into behavioral outcomes. In the context of marathon events, higher event service quality contributes to tourist satisfaction, which subsequently strengthens destination image and behavioral intentions. Service quality significantly influences both event satisfaction and destination satisfaction among participants in small-scale sport events. Furthermore, Jia et al. [20], through a meta-analysis of 39 studies involving 16,335 participants, confirmed

that sports event service quality significantly influences tourist satisfaction, which subsequently contributes to future behavioral intentions. Collectively, these studies support the present findings regarding the significant effects of Event Quality on Tourist Satisfaction and Tourist Satisfaction on Behavioral Intention.

The significant relationship between Tourist Satisfaction and Behavioral Intention is also consistent with research on marathon and other sporting events. Vassiliadis et al. [37] demonstrated that service product features at sporting events are positively associated with visitor satisfaction and revisit intention, highlighting the importance of developing high-quality event offerings that meet participants' expectations. Furthermore, Zhang et al. [38] emphasized the importance of memorable tourism experiences and destination image in explaining tourists' revisit intentions. Their findings support the argument that meaningful destination experiences play an important role in shaping tourists' future behavioral responses. In addition, Škorić et al. [39] highlighted the relationship between visitors' satisfaction with sporting events and their intention to revisit the host destination. These findings reinforce the argument that sporting events can generate destination-related behavioral outcomes beyond the immediate experience of participating in the sporting activity.

Regarding Cultural Experience, the findings are supported by studies emphasizing the role of meaningful, memorable, and culturally engaging tourism experiences in shaping visitor satisfaction and future behavior. Forgas-Coll et al. [40] , in their study of visitors to the Picasso Museum and Miró Foundation in Barcelona, found that visit experience, service quality, and visitor involvement contribute to satisfaction, which subsequently influences behavioral intentions. Similarly, Shakoori and Hosseini [41] , in their research on visitors to Golestan Palace in Tehran, demonstrated that experience quality contributes to perceived value and satisfaction, while satisfaction is associated with destination loyalty. Rasoolimanesh et al. [42] further found that memorable tourism experiences, particularly dimensions related to local culture, involvement, and knowledge, play an important role in shaping behavioral intentions among heritage tourists. Chen and Chen [43] also established that heritage tourism experience quality contributes to perceived value and satisfaction, which subsequently influence behavioral intentions. More recently, Deng et al. [44] demonstrated that experience quality and tourist satisfaction play important roles in the relationship between sports tourism motivation and tourist loyalty. Taken together, these studies provide further support for the present finding that Cultural Experience significantly influences both Tourist Satisfaction and Behavioral Intention. In the context of Surakarta, this suggests that opportunities to engage with local heritage, historical attractions, cultural identity, and community life may enrich the overall value of running-event participation.

Nevertheless, the insignificant effects of Pull Motivation on Tourist Satisfaction and Behavioral Intention indicate that destination attractiveness does not necessarily translate directly into positive evaluations or future behavioral responses. This finding is partly consistent with Güzel et al. [45] , who found that the direct influence of push motivation on tourist satisfaction was relatively weak, suggesting that emotional responses may play an important role in translating travel motivations into satisfaction. Similarly, Yunfin et al. , in their study of Indonesian cultural tourism, found that destination attractiveness and cultural contact did not directly influence revisit intention, although visitor satisfaction was significantly associated with the intention to return. However, the findings differ from Deng et al. [44] , who identified a significant relationship between sports tourism motivation and tourist loyalty, and from Shakoori and Hosseini [41] , who showed that motivation can contribute to destination loyalty through evaluative factors such as experience quality, perceived value, and satisfaction. These differences suggest that the role of motivation may depend on the type of tourism activity, destination characteristics, and the extent to which visitors translate their initial motivations into meaningful experiences. Therefore, in Surakarta's cultural-based sport tourism context, destination attractiveness may be insufficient on its own to encourage satisfaction and future behavioral intentions unless it is supported by engaging event experiences and meaningful interactions with local cultural resources.

4. CONCLUSION

This study examines the factors influencing tourist satisfaction and behavioral intention in cultural-based sport tourism in Surakarta. The findings reveal that the proposed relationships do not operate uniformly. Event Quality and Cultural Experience significantly influence Tourist Satisfaction, while Push Motivation, Cultural Experience, and Tourist Satisfaction significantly influence Behavioral Intention. In contrast, Pull Motivation does not significantly affect either Tourist Satisfaction or Behavioral Intention, and Event Quality does not have a significant direct effect on Behavioral Intention. These results highlight the importance of distinguishing between factors that enhance tourists' experiences and those that directly encourage future behavioral responses.

The study particularly emphasizes the role of Cultural Experience as an important determinant of tourist satisfaction and behavioral intention. This finding suggests that the value of sport tourism extends beyond sporting participation and event organization to include opportunities for cultural interaction, local knowledge acquisition, and engagement with the destination's identity. Furthermore, the significant relationship between Tourist Satisfaction and Behavioral Intention demonstrates that positive overall experiences are essential in encouraging tourists to revisit and recommend Surakarta as a sport tourism destination. These findings contribute to sport

tourism literature by highlighting cultural experience as an important dimension of destination-based sporting events.

From a practical perspective, sport tourism development in Surakarta should integrate running events with local cultural heritage, historical attractions, traditional culinary experiences, and community engagement. Event organizers and local governments should prioritize event quality while creating opportunities for participants to interact with local communities and experience the cultural identity of the destination. Such integration can strengthen tourist satisfaction, encourage destination loyalty, and support sustainable tourism development. Future research could investigate the role of social interaction, cultural knowledge acquisition, and digital engagement in shaping tourists' experiences and long-term behavioral intentions across different sport tourism destinations.

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