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The Effect of Archery Tournament Event Promotion and Perceived Benefits on the Intention to Join the FAST Archery Surabaya Club

Yurike Nina Bonita Pereira [1], Sengguruh Nilowardono [2]

Management Program, Faculty of Economics and Business, Narotama University, 60117, Indonesia
Email: bonita8pereira@gmail.com [1], sengguruh@narotama.ac.id [2]
* Correspondence: bonita8pereira@gmail.com

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Abstract: This study examines the effect of archery tournament event promotion and perceived benefits on the intention to join FAST Archery Club Surabaya. A quantitative survey approach was employed with 103 respondents selected through purposive sampling from individuals who knew about or had participated in FAST Archery Surabaya activities. Data were collected using a Likert-scale questionnaire and analyzed with IBM SPSS Statistics 27 through validity and reliability tests, classical assumption tests, multiple linear regression, t-test, F-test, coefficient of determination, and dominant-variable analysis. The results show that event promotion has a positive and significant effect on intention to join, whereas perceived benefits do not have a significant partial effect. Simultaneously, event promotion and perceived benefits significantly affect intention to join ($F = 12.785$; $p < 0.001$). The model explains 20.4% of the variance in intention to join. Event promotion is the dominant variable, with a standardized beta of 0.349 compared with 0.170 for perceived benefits. These findings indicate that attractive, informative, and experience-oriented event promotion plays a stronger role in encouraging public interest in joining the archery club than perceived benefits alone.

Keywords: Archery; Event Promotion; Intention to Join; Perceived Benefits; Sport Marketing

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1. Introduction

Sport participation in Indonesia has developed alongside the growing role of sport as a healthy lifestyle, recreational activity, and medium for social interaction. Archery is one of the sports attracting increasing public attention because it combines physical ability, concentration, emotional control, and psychological focus. The growth of archery tournaments and clubs also creates opportunities for sport organizations to use events as a communication and promotional medium.

Marketing communication is important for sport clubs because public awareness does not automatically translate into membership intention (Kopanidis, 2023). Event promotion can provide direct exposure to a club through tournaments, open activities, information dissemination, and participant experiences. Kotler and Keller (2016) explain that promotion is part of marketing communication used to inform, persuade, and remind target audiences. In the event context, Close et al. (2006) and Drengner et al. (2008) show that event marketing can strengthen engagement, attitudes, and responses toward an organization or brand.

In addition to promotion, perceived benefits may influence participation decisions. Individuals may evaluate archery in terms of physical health, psychological benefits, social interaction, and self-development. The concept of perceived usefulness emphasizes an individual's belief that an activity can provide valuable outcomes (Davis, 1989). However, knowing that a sport is beneficial does not necessarily mean that an individual will join a specific club. Previous studies have also produced different findings across contexts, creating a need for further empirical testing.

FAST Archery Surabaya actively conducts archery activities and tournament-related promotion, yet increased exposure to archery events does not necessarily result in a proportional increase in club membership interest. This study therefore analyzes: (1) the partial effect of Event Promotion on Intention to Join; (2) the partial effect of Perceived Benefits on Intention to Join; (3) the simultaneous effect of both independent variables; and (4) the most dominant variable influencing the intention to join FAST Archery Club Surabaya.

2. Materials and Methods

This research used a quantitative method with a survey approach. The research object was FAST Archery Surabaya, and data collection was conducted in Surabaya from March to June 2026. The population consisted of members of the public who knew about or had participated in FAST Archery Surabaya activities. Because the population size was not known with certainty, the sample was determined using the Lemeshow approach and 103 valid respondents were obtained. Respondents were selected using purposive sampling.

2.1. Variables and Measurement

The study consisted of two independent variables and one dependent variable. Event Promotion (X1) measured event attractiveness, ease of obtaining event information, quality of event organization, and effectiveness of event promotion, consistent with the promotional communication perspective of Kotler and Keller (2016) and Belch and Belch (2018). Perceived Benefits (X2) covered physical/health, psychological, social, and self-development benefits of archery, drawing on the perceived usefulness concept of Davis (1989). Intention to Join (Y) reflected interest in the club, information-seeking, intention to try, willingness to participate in activities, and willingness to become a member, consistent with the behavioral-intention perspective of Ajzen (1991). All questionnaire items were measured using a five-point Likert scale.

2.2. Data Analysis

Data were analyzed using IBM SPSS Statistics version 27. The analysis included descriptive statistics, validity testing using Corrected Item-Total Correlation, reliability testing using Cronbach's Alpha, classical assumption testing (normality, multicollinearity, and heteroskedasticity), multiple linear regression, partial t-tests, simultaneous F-test, coefficient of determination (R^2), and dominant-variable analysis based on standardized beta coefficients. The classical assumption criteria followed Ghozali (2021). Multiple linear regression was selected because the model examines two independent variables in relation to one dependent variable.

3. Results and Discussion

3.1. Instrument and Classical Assumption Tests

All questionnaire items met the validity criterion (Corrected Item-Total Correlation > 0.30). The validity ranges were 0.498-0.734 for Event Promotion, 0.549-0.736 for Perceived Benefits, and 0.720-0.877 for Intention to Join. Reliability was also satisfactory, with Cronbach's Alpha values of 0.887, 0.903, and 0.960, respectively. The model met the classical assumptions: the residual distribution was considered normal based on the histogram and Normal P-P Plot; both independent variables had Tolerance = 0.796 and VIF = 1.256; and the Glejser significance values were 0.066 for Event Promotion and 0.329 for Perceived Benefits. These results indicate that the regression model was suitable for further hypothesis testing.

3.2. Multiple Linear Regression

The estimated multiple linear regression equation was $Y = 5.475 + 0.491X_1 + 0.258X_2$. Both regression coefficients are positive, indicating that increases in Event Promotion and Perceived Benefits are associated with an increase in Intention to Join when the other variable is held constant.

Table 1. Multiple Linear Regression Results

Variable	B	Interpretation
Constant	5.475	Baseline value of Intention to Join
Event Promotion (X1)	0.491	Positive direction
Perceived Benefits (X2)	0.258	Positive direction

3.3. Hypothesis Testing

Table 2. Summary of Hypothesis Testing

Hypothesis	Statistical Result	Decision
H1: Event Promotion → Intention to Join	$t = 3.741$; $p < 0.001$	Accepted
H2: Perceived Benefits → Intention to Join	$t = 1.694$; $p = 0.093$	Rejected
H3: X1 and X2 simultaneously → Y	$F = 12.785$; $p < 0.001$	Accepted
H4: Event Promotion is dominant	β X1 = 0.349; β X2 = 0.170	Accepted

The partial test indicates that Event Promotion has a positive and significant effect on Intention to Join. This means that better event promotion—through attractive event presentation, accessible information, professional organization, and effective exposure—can increase public interest in becoming involved with FAST Archery Surabaya. The finding is consistent with the marketing perspective of Kotler and Keller (2016) and supports event-related findings reported by Close et al. (2006) and Drengner et al. (2008).

Perceived Benefits, although showing a positive regression direction, do not have a statistically significant partial effect on Intention to Join at the 5% significance level. This suggests that respondents may recognize the health, psychological, social, and developmental benefits of archery without necessarily deciding to join a club. Membership decisions may also depend on other considerations such as cost, time availability, training location, facilities, and prior event experience. This result differs from studies that found perceived benefits to be associated with sport participation, indicating that the role of perceived benefits may vary by context.

The simultaneous test shows that Event Promotion and Perceived Benefits jointly have a significant effect on Intention to Join ($F = 12.785$; $p < 0.001$). The model produced $R = 0.451$, R Square = 0.204, and Adjusted R Square = 0.188. Thus, the two variables explain 20.4% of the variation in Intention to Join, while 79.6% is explained by factors outside the model. The standardized beta coefficient for Event Promotion (0.349) is greater than that for Perceived Benefits (0.170), confirming Event Promotion as the dominant variable.

4. Conclusions

This study extends sport marketing literature by showing that event-based communication may play a stronger role than perceived functional benefits in early-stage sport community recruitment. With that, it concludes that Event Promotion has a positive and significant effect on the intention to join the FAST Archery Surabaya Club, while Perceived Benefits do not have a significant partial effect. Event Promotion and Perceived Benefits simultaneously have a significant effect on Intention to Join, and Event Promotion is the most dominant independent variable. FAST Archery Surabaya is therefore advised to strengthen attractive and informative event promotion, improve the quality of event implementation, optimize social-media communication, and provide introductory programs such as beginner classes or equipment-loan opportunities. Future research may include other factors such as service quality, club image, cost, facilities, motivation, social-media influence, and word of mouth, and may use broader samples or other archery clubs.

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