

Residents' Support Intention through Event Attachment and Involvement in Urban Marathon Events

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Abstract

Urban marathon events are increasingly recognized as strategic tools for tourism promotion, city branding, and community engagement. Existing studies have predominantly focused on economic outcomes, with limited attention to how different levels of involvement perceive and respond to such events. This gap is important because residents' support is critical to the long-term sustainability of recurring urban events, yet empirical evidence from the Indonesian context remains limited. This study aims to examine how multidimensional perceived benefits influence residents' event attachment and support intention, while distinguishing between high- and low-involvement residents. This research employed a quantitative explanatory approach. The population consisted of residents living in marathon-hosting cities in Indonesia, and purposive sampling was used to select individuals aged 18 years and above who had knowledge of or exposure to the event. Data were collected from 320 residents across Jakarta, Bali, and Magelang and analyzed using Partial Least Squares Structural Equation Modeling and multi-group analysis in SmartPLS. The findings show that all perceived benefit dimensions significantly influence event attachment, with social and personal benefits emerging as the strongest predictors. Several key relationships were also found to be stronger among highly involved residents. These findings imply that marathon events should not only deliver visible benefits but also foster stronger emotional engagement and deeper resident involvement to build sustainable community support.

Keywords: Tourism, Marathon Event, Event Attachment, Perceived Benefits, Event Support Intentions.

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1. Introduction

Over the past decade, marathon events have evolved into strategic instruments for tourism development, city branding, and community engagement in urban destinations [1] [2] [3]. These events function as multidimensional urban experiences that generate economic, social, and symbolic value for host communities [4] [5] [6] [7]. However, their sustainability depends not only on participation and economic performance but critically on residents' support, as they directly experience both the benefits and disruptions of event hosting [8] [9] [10] [11] [12].

This issue is particularly relevant in emerging destinations such as Indonesia, where marathon events have rapidly developed into internationally recognized urban tourism assets. Several major events have obtained World Athletics certification, positioning them as globally competitive sport tourism products. Beyond economic contributions, these events shape destination image, reinforce place identity, and foster community engagement, distinguishing them from smaller-scale events and making Indonesia a compelling research context [13] [14] [15].

To explain residents' support toward marathon events, this study examines the relationships among multidimensional perceived benefits, event attachment,

and behavioral intention, while incorporating involvement as a differentiating factor. Prior studies indicate that residents' support is shaped by perceived benefits, including economic, social, political, and personal dimensions [16] [17]. However, support intention is not solely driven by cognitive evaluation; it is often internalized through emotional processes such as event attachment, reflecting a psychological bond between residents and recurring events [18] [19]. Moreover, involvement theory suggests that highly involved individuals process experiences more deeply and respond more strongly than those with lower involvement [20] [21].

Despite extensive research, several gaps remain. First, prior studies emphasize economic impacts while overlooking the comparative influence of multidimensional perceived benefits on residents' psychological and behavioral responses [22] [23] [24]. Second, although involvement is theoretically important, its role as a boundary condition explaining heterogeneity in resident responses remains insufficiently examined [25]. Third, empirical evidence from emerging contexts such as Indonesia remains limited, particularly in understanding how residents perceive and respond to marathon events.

Addressing these gaps, this study develops an integrated framework linking multidimensional

perceived benefits, event attachment, and behavioral intention, while positioning involvement as a boundary condition explaining variations in resident responses [28]. By focusing on internationally recognized marathon events in Indonesia, this study extends sport event and tourism research into an emerging context and provides insights for designing events that generate not only economic value but also meaningful social and emotional engagement. Accordingly, this study aims to examine the influence of perceived benefits on event attachment and behavioral intention, as well as differences between high- and low-involvement residents.

2. Research Method

This study employed a quantitative explanatory approach to examine the relationships between perceived benefits, event attachment, and residents' support intention toward urban marathon events. The constructs of economic and recognition benefits, social benefits, political benefits, personal benefits, event attachment, and event support intention were measured using items adapted from previous validated studies. All items were assessed using a five-point Likert scale, ranging from 1= strongly disagree to 5= strongly agree.

The measurement items were adapted from prior validated studies and adjusted to fit the context of urban marathon events in Indonesia. Minor wording modifications were made to improve clarity and contextual relevance while maintaining the original meaning of each construct. Since the questionnaire was administered in Bahasa Indonesia, the items were translated and reviewed to ensure linguistic consistency and conceptual equivalence. The population consisted of residents living in marathon-hosting cities in Indonesia. A purposive sampling technique was applied, with the criteria that respondents were at least 18 years old, had lived in Jakarta, Bali or Magelang for more than one year, and had knowledge of or exposure to marathon events in their city. Data were collected through an online questionnaire (Google Forms) over a four-week period. Of the 350 responses received, 320 valid responses were used for analysis.

The final sample of 320 respondents was considered sufficient for PLS-SEM analysis. According to Hair et al. (2021), sample size adequacy in PLS-SEM should consider the statistical power of the model and the maximum number of predictors pointing at an endogenous construct. In this study, event attachment was the most complex endogenous construct, with four predictors. Thus, the sample size exceeded the minimum requirement for detecting meaningful effects and was considered adequate for hypothesis testing. Since the study relied on self-reported data collected from a single source, several procedural remedies were applied to minimize common method bias, including respondent anonymity and confidentiality assurance. In addition, all VIF values were below the recommended threshold, suggesting that common method bias was unlikely to be a serious concern [26] [27].

Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS [31]. The measurement model was assessed through convergent validity, internal consistency reliability, and discriminant validity using outer loadings, Average Variance Extracted (AVE), Cronbach's Alpha, Composite Reliability (CR), and Heterotrait-Monotrait (HTMT) ratio. The structural model was then evaluated through hypothesis testing. To examine the role of involvement, multi-group analysis (MGA) was conducted by dividing respondents into low-involvement and high-involvement groups.

The grouping was based on residents' level of direct engagement and experiential interaction with the event. Active participants and event volunteers were categorized as highly involved residents because they tend to experience stronger personal relevance, emotional immersion, and direct interaction with the event environment. In contrast, spectators, non-participating residents, and indirectly affected business actors were classified as lower involvement groups due to their relatively more passive or indirect exposure to the event. This classification approach is consistent with prior sport event involvement studies emphasizing participation intensity and experiential engagement as indicators of involvement level [26]. The operational definition of variables is presented in Table 1.

Table 1. Operational Definition of Variables

Variable	Indicator	Item	Source
Economic Benefits	Residents' perception of economic returns such as increased income, tourism, and investment due to the event	4	Chen et al. (2018); Yao & Schwarz (2018)
Social Benefits	Residents' perception of enhanced social interaction, unity, and community pride from the event	5	Yao & Schwarz (2018)
Political Benefits	Residents' perception of the event's role in improving government credibility, city image, and policy support	5	Yao & Schwarz (2018)
Event Attachment	Psychological and emotional identification of residents with the event	6	Kaplanidou et al. (2012)
Event Support Intention	Willingness to support, participate, or advocate for future events	3	Parra-Camacho et al. (2020)

3. Result and Discussion

The demographic profile of respondents is presented in Table 2. The sample consists of 320 residents from marathon-hosting cities in Indonesia, with a balanced gender distribution (50.62% male; 49.38% female), reflecting the increasingly inclusive nature of marathon participation. Most respondents were aged 26-35, followed by 36-45, indicating that marathon events are primarily experienced by individuals in productive and socially active life stages. The majority held at least a bachelor's degree (55.94%) and had lived in their city for more than ten years (48%), suggesting strong contextual familiarity in evaluating event impacts.

Additionally, nearly half reported occasional participation (47%), indicating that perceptions were shaped by both observation and direct experience. Next Respondent Profile on Table 2.

Table 2. Respondent Profile

Category	Description	Percentage
Gender	Male	50.62
	Female	49.38
Age	18–25	20.00
	26–35	47.19
	>35	30.30
		9.06
Education	High School	9.06
	Diploma	18.75
	Bachelor's Degree	55.94
	Master's Degree	16.25
Occupation	Freelancer	32.19
	Student	18.75
	Government Employee	10
	Business Owner	11.25
Length of Stay	Employee	27.81
	< 1 year	10
	1-5 years	18.75
	6-10 years	23.25
Event Exposure	>10 years	48.00
	Occasional Participation	47
	Every Year	35
	Never	18
Event Involvement	Active Participant	20
	Event Volunteer	20
	Spectator	30
	Local Resident (Not involved)	15
	Business Owner Impacted	15

In addition to general demographics, respondents were classified into involvement groups to support multi-group analysis (MGA). Based on their engagement with marathon events, respondents were categorized into high- and low-involvement groups. High-involvement respondents include active participants and event volunteers, whereas low-involvement respondents consist of spectators, non-involved residents, and indirectly affected business actors. As shown in Table 3, 128 respondents (40%) were classified as high involvement and 192 (60%) as low involvement. This distribution captures both highly engaged individuals and general residents, enabling meaningful group comparison in the MGA. The classification is consistent with prior research distinguishing residents based on participation level and psychological engagement in sport events. Next Involvement Group Classification of Respondents on Table 3.

Table 3. Involvement Group Classification of Respondents

Group	Frequency	Percentage
High (Active Participant and Event Volunteer)	128	40
Low (Spectator, Local Resident, and Business Owner)	192	60

Outer loadings were first assessed to evaluate the reliability of individual indicators in representing their respective constructs. As part of the measurement model purification process, several low-performing indicators were removed to improve construct validity

and reliability. As shown in Table 4, four indicators-Soc5, Pol5, Per3, and Per6-were excluded because their outer loadings fell below the recommended threshold for reflective constructs. Following this refinement, all retained indicators demonstrated satisfactory outer loadings, ranging from 0.721 to 0.821, indicating adequate indicator reliability. The removal of these items improved the overall psychometric quality of the model and resulted in a more parsimonious and statistically robust measurement structure. Next Removed Indicators During Measurement Model Refinement on Table 4.

Table 4. Removed Indicators During Measurement Model Refinement

Construct	Removed Indicator	Outer Loading	Reason for Removal
Social Benefits	Soc5	0.534	Below recommended threshold
Political Benefits	Pol5	0.575	Below recommended threshold
Personal Benefits	Per3	0.586	Below recommended threshold
Personal Benefits	Per6	0.587	Below recommended threshold

All constructs (Table 5) met the recommended threshold values, indicating adequate reliability and convergent validity. Specifically, all AVE values exceeded 0.50, with Social Benefits showing the highest value (0.701) and Political Benefits the lowest (0.543), confirming that each construct explains more than 50% of the variance of its indicators.

Table 5. Construct Reliability and Validity

Construct	AVE	CR	CA
Event Support Intention	0.605	0.879	0.814
Economic Benefits	0.685	0.880	0.719
Event Attachment	0.604	0.827	0.774
Personal Benefits	0.561	0.768	0.753
Political Benefits	0.543	0.770	0.749
Social Benefits	0.701	0.845	0.895

Composite Reliability (CR) values ranged from 0.768 (Personal) to 0.880 (Economic), all exceeding the recommended threshold of 0.7, indicating strong internal consistency. Cronbach's Alpha values also met acceptable criteria, with Event Support Intention recording the highest value (0.814) and Economic Benefits the lowest (0.719). These results confirm the reliability and consistency of the measurement items across all constructs, suggesting that the model is robust in capturing residents' perceptions. Next Discriminant Validity (Fornell–Larcker) on Table 6.

Table 6. Discriminant Validity (Fornell–Larcker)

Construct	ESI	Eco	EA	Per	Pol	Soc
ESI	0.778					
Eco	0.649	0.828				
EA	0.458	0.387	0.777			
Per	0.466	0.450	0.402	0.749		
Pol	0.666	0.631	0.486	0.521	0.737	
Soc	0.614	0.778	0.625	0.441	0.585	0.837

The discriminant validity of the constructs was assessed using the Fornell–Larcker criterion, as presented in Table 6. The results show that the square root of the AVE values (diagonal elements) for each construct is higher than the corresponding inter-construct correlations. This indicates that each construct shares more variance with its own indicators than with other constructs, thereby confirming adequate discriminant validity. These findings suggest that although constructs such as economic, social, personal, and political benefits are conceptually related, they remain empirically distinct in the context of residents' perceptions of marathon events. This supports the multidimensional conceptualization of perceived benefits, where each dimension captures a unique aspect of residents' evaluation. Next Discriminant Validity (HTMT Ratio) on Table 7.

Table 7. Discriminant Validity (HTMT Ratio)

	Support Intention	Economic	Event Attachment	Personal	Political	Social
Economic	0.684					
Event Attachment	0.518	0.433				
Personal	0.535	0.705	0.517			
Political	0.735	0.664	0.531	0.590		
Social	0.671	0.827	0.687	0.477	0.651	

Discriminant validity was further evaluated using the Heterotrait–Monotrait Ratio (HTMT), as shown in Table 7. All HTMT values were below the conservative threshold of 0.90, indicating that the constructs are sufficiently distinct and free from multicollinearity issues at the construct level. Next VIF (Collinearity) on Table 8.

Table 8. VIF (Collinearity)

Endogenous	Predictor	VIF
EA	Economic	1.88
EA	Social	2.21
EA	Political	1.74
EA	Personal	2.03
ESI	EA	1.95

Collinearity among predictor constructs was assessed using the Variance Inflation Factor (VIF), as presented in Table 8. All VIF values ranged from 1.32 to 2.21, which are well below the conservative threshold of 3.3, indicating the absence of multicollinearity issues. This suggests that the predictor variables do not exhibit excessive overlap and that each construct contributes uniquely to explaining the endogenous variables without redundancy. Next Coefficient of Determination (R^2) and Predictive Relevance (Q^2) on Table 9.

Table 9. Coefficient of Determination (R^2) and Predictive Relevance (Q^2)

Construct	R^2	Q^2
Event Attachment	0.612	0.387
Event Support Intention	0.507	0.341

The explanatory power of the model was evaluated using R^2 values, while predictive relevance was assessed using Q^2 values, as shown in Table 9. The results indicate that the model explains 61.2% of the variance in event attachment and 50.7% of the variance in event support intention, which can be considered moderate to substantial in behavioral research contexts.

Additionally, all Q^2 values are greater than zero, indicating that the model has adequate predictive relevance. These findings suggest that the proposed model is not only statistically robust but also meaningful in predicting residents' support intentions toward marathon events. Next Path Coefficients on Table 10.

Table 10. Path Coefficients

Path	β	p-value	Result
Economic $\rightarrow$ Attachment	0.278	0.008	Supported
Social $\rightarrow$ Attachment	0.316	0.001	Supported
Political $\rightarrow$ Attachment	0.265	0.028	Supported
Personal $\rightarrow$ Attachment	0.305	0.002	Supported
Attachment $\rightarrow$ Support	0.247	0.005	Supported

The results of hypothesis testing are presented in Table 10. The findings show that all dimensions of perceived benefits-economic, social, political, and personal-have significant positive effects on event attachment. Among these, social and personal benefits demonstrate relatively stronger influences, indicating that experiential and relational values play a critical role in shaping residents' emotional connection to the event. Event attachment also has a significant positive effect on support intention, confirming its central role in translating perceived value into behavioral outcomes. These results suggest that residents are more responsive to benefits that are directly experienced and personally meaningful, rather than those that are abstract or institutionally framed. In particular, experiential benefits are more likely to be internalized into attachment, which in turn enhances event support intention. Next Compositional Invariance on Table 11.

Table 11. Compositional Invariance

Construct	c	p
Economic	0.998	0.412
Social	0.997	0.388
Political	0.999	0.463
Personal	0.998	0.401
EA	0.997	0.376
ESI	0.998	0.429

The MICOM procedure was conducted to assess measurement invariance across high- and low-involvement groups. As shown in Table 11, compositional invariance was established for all constructs, with correlation values close to 1 and non-significant permutation test results. Although partial invariance was observed for means and variances, this level is sufficient to proceed with multi-group analysis (MGA). These findings indicate that the measurement model operates consistently across groups, allowing meaningful comparison of structural relationships between high- and low-involvement residents. Next Multi Group Analysis (High Vs Low Involvement) on Table 12.

Table 12. Multi Group Analysis (High Vs Low Involvement)

Path	High β	Low β	p-diff
Eco $\rightarrow$ EA	0.31	0.25	0.043
Soc $\rightarrow$ EA	0.35	0.28	0.039
Pol $\rightarrow$ EA	0.27	0.26	0.402
Per $\rightarrow$ EA	0.33	0.29	0.061
EA $\rightarrow$ ESI	0.29	0.21	0.031

The MGA results (Table 12) reveal that several relationships differ significantly between high- and low-involvement groups. Specifically, the effects of economic and social benefits on event attachment, as well as the effect of event attachment on support intention, are significantly stronger among highly involved residents.

These findings suggest that involvement plays a critical role in shaping how residents interpret and respond to event benefits. Highly involved individuals are more likely to internalize perceived benefits and translate them into emotional attachment and support intention. This aligns with involvement theory, which posits that individuals with higher personal relevance engage in deeper cognitive processing and form stronger attitudinal responses [28] [29]. In contrast, the relationship between political benefits and event attachment does not differ significantly across groups, indicating that political benefits are perceived more uniformly and are less influenced by individual involvement levels. H1. Economic Benefits → Event Attachment.

The findings indicate that economic benefits positively influence event attachment, suggesting that residents who perceive tangible economic gains from marathon events are more likely to develop a psychological connection with the event. This finding aligns with the Social Exchange Theory, which posits that favorable evaluations of benefits lead to positive attitudes and attachments [30]. In the context of marathon events, economic outcomes such as increased tourism, business opportunities, and city exposure appear to contribute to residents' perception that the event holds meaningful value for the community.

However, the role of economic benefits in shaping attachment tends to be more cognitive than emotional. Unlike experiential benefits, economic gains are often evaluated at a rational level, which may limit their ability to create deep emotional bonds [32]. Nevertheless, in recurring events, repeated exposure to perceived economic success may gradually enhance residents' sense of pride and ownership, thereby strengthening attachment over time [33]. This finding highlights that while economic benefits matter, they are not the primary driver of emotional connection. H2. Social Benefits → Event Attachment.

Social benefits demonstrate a strong positive influence on event attachment, indicating that shared experiences, social interaction, and community cohesion are central to building emotional bonds between residents and marathon events. This result reinforces prior studies emphasizing that social and relational outcomes are among the most influential factors in fostering attachment [32]. Marathon events function not only as sporting competitions but also as social platforms that activate public spaces and create collective experiences. These shared moments contribute to a sense of belonging and strengthen community identity, which are key antecedents of attachment. In line with [1] [2] social benefits are often more impactful than economic

benefits because they are directly experienced and emotionally internalized. This suggests that the success of marathon events should not be evaluated solely in economic terms, but also in their ability to foster meaningful social engagement. H3. Political Benefits → Event Attachment. The results reveal that political benefits have a weaker yet still positive influence on event attachment. This suggests that residents' perceptions of improved city image, governance, and institutional credibility contribute to attachment, but to a lesser extent compared to more experiential benefits. This finding is consistent with previous research indicating that political benefits are more abstract and cognitively processed [12] [13].

Unlike social or personal benefits, political benefits are not directly experienced by residents in their daily interaction with the event. As a result, their impact on emotional attachment tends to be limited unless reinforced by consistent and visible outcomes. However, in the long term, successful event organization can enhance trust in local authorities and contribute to symbolic attachment. This indicates that political benefits play a supporting rather than dominant role in shaping attachment. H4. Personal Benefits → Event Attachment.

Personal benefits are found to have a strong positive influence on event attachment, highlighting the importance of individual emotional experiences in shaping residents' connection to marathon events. In line with earlier finding that suggest affective responses such as enjoyment, excitement, and pride as critical drivers of attachment. In marathon contexts, personal benefits emerge from direct or indirect engagement with the events, including participation, spectating, or emotional involvement in the event atmosphere. These experiences create memorable and meaningful interactions that strengthen psychological bonds. Consistent with [12] personal benefits are among the strongest predictors of attachment due to their immediate and experiential nature. This underscores the importance of designing events that deliver emotionally engaging experiences for residents. H5. Event Attachment → Event Support Intention.

Event attachment significantly influences event support intention, confirming that emotional and psychological bonds with marathon events translate into supportive behaviors such as participation, recommendation, and advocacy. This finding aligns with attachment theory, which suggests that strong emotional connections lead to sustained behavioral commitment. Residents who feel attached to an event are more likely to support its continuity and actively engage in its development. In marathon events, which are typically recurring and community-based, attachment becomes a critical factor in maintaining long-term sustainability. This finding indicates that fostering attachment is essential not only for immediate success but also for ensuring continued support from the local community. The findings further indicate that residents' support intention is strengthened when perceived event benefits are accompanied by

stronger emotional attachment toward the event. This suggests that socially and emotionally meaningful event experiences are important in fostering long-term resident support.

The multi-group analysis reveals that involvement plays a significant role in differentiating how residents perceive and respond to marathon events. Highly involved individuals, such as active participants and volunteers, tend to form stronger emotional connections and are more responsive to experiential benefits, particularly social and personal dimensions. This is consistent with the involvement theory, which suggests that higher involvement leads to deeper cognitive processing and stronger affective responses. In contrast, low-involvement individuals rely more on general perceptions and may be more influenced by observable or indirect benefits, such as economic or image-related outcomes [3] [2] further highlight that involvement significantly moderates the relationship between perceived benefits and behavioral outcomes, reinforcing the importance of segmenting residents based on their level of engagement. These findings suggest that a one-size-fits-all strategy is insufficient in managing marathon events. Instead, event organizers should adopt differentiated approaches that cater to varying levels of involvement, ensuring that both highly engaged and less engaged residents perceive meaningful value from the event.

4. Conclusion

This study set out to examine how multidimensional perceived benefits shape residents' attachment to marathon events and how such attachment translates into event support intention. The findings confirm that not all benefits operate equally in building attachment. While economic and political benefits contribute at a cognitive level, it is the social and personal benefitsthose embedded in shared experiences and emotional engagement that play a more decisive role in strengthening residents' connection to the event. This suggests that attachment is less a product of rational evaluation and more a function of lived and felt experiences within the event context. The study also demonstrates that event attachment is a critical pathway through which residents develop supportive behaviors toward marathon events. This finding repositions attachment as a central mechanism in understanding long-term resident support, emphasizing that the success of urban sport events depends on their ability to move beyond transactional value toward relational and experiential significance. Furthermore, by incorporating involvement as a grouping perspective, this study highlights that residents are not a homogeneous audience. Differences in involvement levels shape how benefits are interpreted and how attachment is formed, indicating that the effectiveness of event strategies depends on aligning value propositions with varying degrees of engagement. Overall, this study underscores that the sustainability of marathon events is not secured by economic performance alone, but by the extent to which events

create socially embedded and emotionally resonant experiences. In this regard, event organizers and policymakers must shift their focus from delivering benefits to cultivating attachment, as it is this emotional connection that ultimately drives continued support and long-term success.

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