

INVESTIGATION OF BUNDLE EVENT AND VISITOR SATISFACTION

A CASE OF BUNDLE EVENT

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ABSTRACT

This study aims to explore the comprehensive impact of visitors' event experiences through the lens of Pine and Gillmore's (1998) experience economy realm, encompassing entertainment, educational, esthetic, and escapist dimensions. In order to achieve this, 234 questionnaires were distributed to attendees of the Mek Awe bundle event in Kelantan. The collected data was then meticulously analyzed using the Statistical Packages for the Social Sciences (SPSS). The findings from the analysis revealed a significant positive correlation between visitor satisfaction and the elements of entertainment, educational, esthetic, and escapist experiences. This study holds great significance for event organizers as it provides valuable insights into evaluating the success of their events, devising novel experiential programs, and placing a greater emphasis on the personal experiences of event attendees.

Keywords: Pine and Gilmore's; Event experience; Bundle event, Satisfaction

INTRODUCTION

Established on October 27th, 2022, Mek Awe Market in Dataran Mara, Kota Bahru, Kelantan is managed by Puan Anis, the owner of Rumah Bundle Store. Inspired by her participation in various bundle events across Malaysia, Puan Anis created Mek Awe Market to attract bundle shirt enthusiasts. Through strategic use of social media platforms like TikTok and Instagram, the market quickly gained visibility and offers a diverse range of items, including bundle shirts from Indonesia, Cambodia, Thailand, Vietnam, and the Philippines. These shirts, neatly packed in sacks, provide affordable access to renowned

foreign brands, cultural styles, and fashionable garments, with some items even receiving appraisals and higher price tags (Adam Hayes, 2022)

While Pasar Mek Awe and other bundle events have their unique appeal, they also face challenges such as uninteresting themes, confusion among attendees, and inadequate facilities. Moreover, the inconsistent supply of quality merchandise due to reliance on donated or second-hand items introduces fluctuations in availability and quality (Nguyen et al. 2019) Additionally, bundle events encounter difficulties in promoting themselves and attracting a diverse audience, often being perceived as limited to specific demographics or lacking mainstream appeal.

To overcome these obstacles, event organizers must adopt a comprehensive promotional strategy for Pasar Mek Awe, actively encouraging attendees to share their experiences through customized social media filters. By curating user-generated content on social walls and digital displays, the overall event experience can be enhanced, leading to increased visitor engagement (Daniella Turcanu, 2021). It is crucial to focus on improving event management skills, attracting repeat exhibitors, and delivering a unique and memorable experience to visitors, thus enabling Pasar Mek Awe to overcome its challenges and flourish (Cvent,2021)

Despite these hurdles, the continued support from visitors demonstrates the special place Pasar Mek Awe holds in their hearts. The market offers an exclusive experience to attendees. However, research on event experiences in the context of bundle events remains limited, with most studies focusing on hotel events, general events, and mega bundles (Getz, 2007). Consequently, this study aims to delve into the event experience and visitor satisfaction specifically within the realm of Pasar Mek Awe, filling a crucial research gap in the field. There are four objectives of this research:

1. To examine relationship between escapism experience in bundle events towards visitorsatisfaction

2. To examine relationship between aesthetic experience in bundle events towards visitorsatisfaction
3. To examine the relationship between entertainment experience in bundle events towardsvisitor satisfaction.
4. To examine the relationship between education experience in bundle events towards visitor satisfaction.

SIGNIFICANT OF THE STUDY

Academic perspective

This study holds academic significance in several ways. Firstly, it helps us better understand the experience economy by applying Pine and Gillmore's framework to bundle events, giving us insights into how different aspects of the event experience impact visitor satisfaction. Secondly, it fills a gap in our knowledge by focusing specifically on the Mek Awe bundle event, allowing us to gain a deeper understanding of what makes visitors happy in this particular context. Thirdly, the study's use of questionnaires and statistical analysis provides a solid foundation for future research methods. Lastly, the findings have practical implications for event organizers, helping them evaluate their events and create more tailored and engaging experiences for attendees. Overall, this study enriches our knowledge, addresses specific questions, contributes to research methods, and offers practical guidance for event organizers.

Practical Perspective

The practical significance of this study lies in its potential to benefit event organizers and enhance the overall success of events. By examining the impact of entertainment, educational, esthetic, and escapist experiences on visitor satisfaction, the study provides valuable insights that can be applied in real-world scenarios. Event organizers can use this knowledge to evaluate their events and make improvements that cater to the preferences and expectations of attendees, ultimately creating more enjoyable experiences. The findings also underscore the importance of creating engaging and meaningful experiences for event participants, which can lead to higher levels of satisfaction and even attract more visitors in the future. In essence, this study offers practical guidance that can empower

event organizers to design and implement truly memorable and impactful events that leave a lasting impression on attendees.

LITERATURE REVIEW

Escapism Experience

Psychological dependence on solely imagined activity or amusement as an escape from reality or habit (Anon, 2019). Escapism in the form of self-suppression is motivated by the desire to avoid painful ideas, self-perceptions, and feelings, while self-expansion is motivated by the desire to obtain good experiences and discover new sides of oneself (Anon, 2022). Often, escape tendencies are a sign of procrastination, although they are not identical.

Entertainment Experience

A number of studies have shown that entertainment is an important determinant of visitors' satisfaction attraction across various contexts, including the influence of physical environment on emotion (Ali & Amin, 2014). Entertainment is activities that are distracting, enjoyable, or fun and appropriate for the time and attention of the audience (Vogel, 2014). Based on Pine and Gilmore's theory, entertainment experience happens when people are passively observing other people's activities or performances through the senses as it portrayed pleasure and enjoyment such as concerts and theatre performances (Radder & Han, 2015). Nostalgia is described as a fondness for goods that were more common when the individual was younger, or a wish to dwell in a bygone era of history (Cervellon et al., 2012).

Esthetic Experience

According to Cupchik and Winston (1996), aesthetic experience is a psychological process in which the attention is focused on the object while all other objects, events, and everyday concerns are suppressed. Aesthetic things are objects that are appreciated for their beauty. These include art, architecture, design, crafts and other elements of human creative expression. Aesthetics are cultural and personal such that what is appealing to one person may not be to another (John Spacey, 2022).

Education Experiences

Experiences are "events that engage the individual in a personal way," according to Pine and Gilmore (1999). An experience "arises in a relation or in a dialectical link between subject and object, both of which will have an influence on what is experienced," according to a Danish report (ODA, 2006:30). Education is often identified as a motivator to use the products and services of visitors who purchase, including tourist attractions. Forhan (2020) mentions that to achieve the event's goals, careful advance planning and strong leadership are still needed for success. Here shows the experience in education is very important in creating a good experience in bundle events and visitor satisfaction.

Research Hypothesis

From the conceptual study in Figure 1 below, the independent variable education, entertainment, aesthetics, and escapism was determined and one dependent variable, namely satisfaction as a mediator for this study, based on the variable cited above, these hypotheses are defining:

H1: Escapism experience positively affects visitor's satisfaction attraction in bundle event.

H2: Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.

H3; Entertainment experience positively affects visitor's satisfaction attraction in bundle event.

H4: Expectations positively affect confirmation attraction in bundle event.

Research Framework

A study framework was established based on the literature evaluation to explore the link between visitor's satisfaction and the investigation of bundle event experience. Figure 2.1 depicts the suggested conceptual framework, which includes the independent variables of escapism, esthetics, entertainment, and education. The dependent variable is visitor's satisfaction.

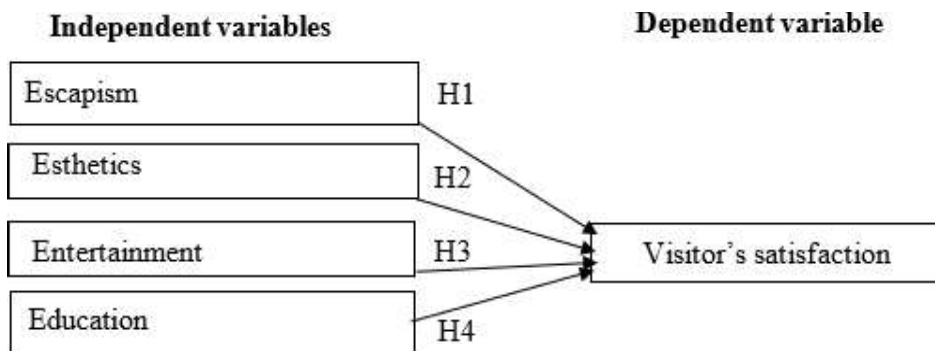


Figure 2.1: Proposed Conceptual Framework adopted from Boo & Busser (2018)

METHODOLOGY

The study employs a quantitative research design to investigate the impact of variables such as escapism, esthetics, entertainment, and education on visitor satisfaction. The population consists of visitors who have visited Mek Awe bundle event, with a target population 600 visitors weekly. The sample size was determined using a table based on Roscoe's (1975) guidelines. Data collection is conducted through an online survey created using Google Forms, with a total of 234 participants. Purposive sampling is employed, selecting respondents based on the researcher's judgment and expertise. The research instrument consists of items adapted from previous studies in the field of tourism consumer behavior adopted from Boo & Busser (2018). Data analysis involves using the Statistical Package for the Social Sciences (SPSS) version 29.0, utilizing descriptive statistics, reliability analysis, Pearson's correlation, and regression to analyze the collected data.

FINDINGS

Descriptive Analysis

According to Will Kenton (2019), the descriptive statistic is a short descriptive coefficient that summarizes a given data set, which can represent a population or a sample population. As a result of descriptive analysis, the segment research explains the mean score obtained. Overall mean score and standard deviation of variables and sub-variables were designed based on 7 points likert scale (1 =

strongly disagree, 2 = disagree, 3 = moderately disagree, 4 = neutral, 5 = moderately agree, 6 = agree, 7 = strongly agree). The overall mean (M) and standard deviation (SD) for each variable and measurement are shown in the table below.

According to the research, it showed that independent variables verified a moderate mean score (M=5.2938, SD=0.96642). Altogether the dimension variables also scored a moderate mean score where escapism M=5.2938, (SD=0.96642), aesthetics M=5.5395, (SD=0.95552), entertainment M=5.7201, (SD=0.97730). Besides, the dependent variable verified middle mean score (M=5.8034, SD=0.98068) where the sub variable named a education.

Reliability Test

The test's reliability denotes how non-biased (error-free) it is and thus guarantees accuracy in calculation over time and across different sections of the instrument (Kumar, 2013). The reliability analysis was conducted in this analysis to determine Cronbach's Alpha values for all variables. The values are as follows: escapism (0.728), aesthetic (0.850), entertainment (0.840), education (0.862) and visitor satisfaction (0.825). All the reliability was above the 0.86 average, usually considered very good (Matkar, 2012).

Demographic Profile

The online platform had assigned a total of 234 sets of questionnaires. Table 1 shows the summarized demographic results of the respondent's profile. About (26.9%) of the respondent were male, and another (73.1%) were female. According to the data, Malay respondents had the greatest value of 197 respondents, or (84.2%) percent, while Chinese had the second highest value of 11 respondents (4.7%). While Indian had the third highest number with a total 6 respondents (2.6%), While Siamese had the fourth highest number with a total 5 respondent (2.1%) and also Dusun 4 respondent (1.7%). The lowest with only 3 respondent (1.3%) which is Bumiputera Sabah and Sarawak. While Bajau had the second lowest value of 2 respondents (0.9%). While Negro had the third lowest which is 1 respondent (0.4%).

Based on the above data, it can be concluded that Muslim respondents have recorded the highest number, with a respondent value of 209 people, or equivalent to 89.3%. while Hindu and Buddha has 6 and 7 respondents recorded the lowest number, with only respondents (2.6%) and Buddha respondent (3.0%). In addition, this data has also shown that Christian respondents recorded the second-highest value with 12 respondents (5.1%).

According to the data acquired using a Google Form survey for the Marital Status area, singles have the biggest number with 182 respondents, corresponding to (77.8%) , while married have 52, (22.2%) respondent respectively.

Based on table 1, it shows the average age for the group 21 years old to 30 years old recorded the highest number of respondents with a record of 146 people (62.4%). 31 years old to 40 years old was ranked second with 41 respondents or (17.5%) followed by the age group below 20 with 38 people (16.2%). While 41 years old to 50 years old was in fourth place with 6 respondents or with a percentage value of (2.6%). and the lowest was 51 and above with only 3 respondents (1.3%).

The findings of table 1 show that the majority of respondents in this study have a degree, with a total of 101 people, or 43.2%. In addition, SPM recorded the second-highest value with 45 respondents (19.2%), followed by diploma in third place with 35 respondents, leading to a value of 15.8%, while SPM recorded the fourth-highest value with a reading of 24 respondents 10.3%, While Master recorded the fifth-highest value with 6 respondent and 2.6%. PHD the lowest position with only 4 respondents, or equivalent to 1.7%. The second - lowest position with only 2 respondents (0.9%).

Based on table 1, it shows the average monthly income for the group Below RM 1000 recorded the highest number of respondents with a record of 126 people (53.8%). RM1001- RM2000 was ranked second with 49 respondents or (20.9%), followed by the income group of RM2001-RM3000 with 35 people (15%), while RM3001-RM4000 was in fourth place with 20 respondents or with a percentage value of (8.5%), and the lowest was RM4001 and above with only 4 respondents (1.7%).

Table 1: Respondent Demographics profile

Respondent profile	Classification	Frequency	Percentage (%)
N=234			

Gender	Male	63	26.9%
	Female	171	73.1%
Age	Less than 20 years old	38	16.2%
	21-30 years old	146	62.4%
	31-40 years old	41	17.5%
	41-50 years old	6	2.6%
	51 years old and above	3	1.3%
Race	Malay	197	84.2%
	Chinese	11	4.7%
	Indian	6	2.6%
	Buddha	1	0.4%
	British	1	0.4%
	Siamese	5	2.1%
	Bumiputera Sabah	3	1.3%
	Bumiputera Sarawak	3	1.3%
	Dusun	4	1.7%
	Bajau	2	0.9%
	Negro	1	0.4%
	Marital Status	Single	182
Married		52	22.2%
Respondent's Religion	Islam	209	89.3%
	Christian	12	5.1%

	Hindu	6	2.6%
	Buddhist	7	3.0%
Education	SPM	45	19.2%
	Diploma	37	15.8%
	Bachelor of Degree	101	43.2%
	Postgraduates	15	6.4%
	Master of Degree	6	2.6%
	PHD	4	1.7%
	STPM	24	10.3%
	Malaysian Skills Certificate 3	2	0.9%
Income (RM)	Less than RM1000	126	53.8%
	RM1001-RM2000	49	20.9%
	RM2001-RM3000	35	15%
	RM3001-RM4000	20	8.5%
	RM4001 and above	4	1.7%

Hypothesis Testing

There are four (4) possibilities were provided. The first hypothesis establishes an escapism experiences between visitor's satisfaction attraction in bundle event. The second hypothesis establishes aesthetic experiences link between visitor's satisfaction attraction in bundle event. The third hypothesis establishes entertainment experiences link between visitor's satisfaction attraction in bundle event. Finally, the fourth hypothesis investigates the link between education experience and visitor's satisfaction attraction in bundle event.

Table 2: Hypothesis Testing

Hypothesis	Result	Findings of Data Analysis
H1: Escapism experience positively affects visitor's satisfaction attraction in bundle event.	r = 0.512, p = 0.00 Positive	H1: Accepted
H2: Aesthetic experience positively affects visitor's satisfaction attraction in bundle event.	r = 0.616, p = 0.00 Positive	H2: Accepted
H3: Entertainment experience positively affects visitor's satisfaction attraction in bundle event.	r = 0.610, p = 0.00 Positive	H3: Accepted
H4: Education experience positively affects visitor's satisfaction attraction in bundle event.	r = 0.612, p = 0.00 Positive	H4: Accepted

The above table serves to summarise the findings of this study. Hypotheses that have been tested for this study will be further elaborated as follow:

The first hypothesis (H1) claimed that escapism experience has a positive correlation with visitor's satisfaction attraction in bundle event. The escapism recorded value of Spearman Correlation Coefficient, which is $r = 0.512$, $p = 0.00$, according to the findings provided in Table 2. As a result, the finding supports hypothesis 1 (H1), which states that escapism experiences positively affect related to visitor's satisfaction attraction.

Hypothesis 2 (H2) also argued that aesthetics has a positive association towards visitor's satisfaction attraction in bundle event. The aesthetics recorded a Spearman Correlation Coefficient of $r = 0.616$, $p = 0.00$, according to the findings provided in Table 2. As a result, the data supports hypothesis 2 (H2), which states that aesthetic experience positively affects visitor's satisfaction attraction in bundle event.

As for entertainment, according to Hypothesis 3 (H3), has a positive association with visitor's satisfaction attraction in bundle event. The data revealed that entertainment is documented in the Spearman Correlation Coefficient, $r = 0.610$, $p = 0.00$, as shown in table 2. As a result, the data supports hypothesis 3 (H3), which states that entertainment is positively related to visitor's satisfaction attraction in bundle event.

Education, according to Hypothesis 4 (H4), has a positive link with satisfaction attraction. The findings revealed that education is recorded in Spearman Correlation Coefficient, $r = 0.612$, $p = 0.00$, as shown in table 2. As a result, the finding supports hypothesis 4 (H4), which states that education is positively related to visitor's satisfaction attraction in bundle event.

DISCUSSION AND RECOMMENDATION

This study was conducted to investigate the bundle event experience and visitor satisfaction. Result revealed that there is a positive relationship between escapism, aesthetics, entertainment and education towards Mek Awe Bundle Event. The study also revealed that aesthetic variable has more significant relationship with visitor satisfaction. The result indicated that all visitor satisfied visiting Mek Awe Bundle Event. They felt bundle event's venue provide pleasure to their senses, allow them to felt excited to be in the bundle event and learned a lot from the event particularly on how to 'selam bundle'.

This study focus on Mek Awe Bundle Event only. Future researchers can expand the study area from one state to another state around Malaysia or cover different region of Kelantan who have die-hard bundle fans to get a higher number of respondents based on the bundle event. By studying multiple states or regions, researchers can conduct comparative analyses. They can compare different variables, factors, or phenomena across various areas to identify similarities, or trends. This comparative approach can provide valuable insights towards the current study.

A whole amount of 353 questionnaires was distributed online. From 353 questionnaires collected from the targeted respondents, only 234 refunded questionnaires that were useable. The response rate can be considered quite low, hence future researcher should increase number of participants to increases the generalizability of the findings.

Finally, the current researc used only for variables such as escapism, aesthetics, entertainment and education. Future researchers need to include other possibles variables affecting the satisfaction of visitors coming to Mak Awe Pasar bundle such as product variety quality, pricing and value for money. Including these additional variables in future research can provide a more comprehensive

understanding of visitor satisfaction at Mak Awe Pasar Bundle and help identify areas for improvement or enhancement.