

ANALISA MOTIVASI DAN PERSEPSI PESERTA DOMESTIK DAN ASING DALAM MENGIKUTI *SPORT TOURISM EVENT* BOROBUDUR MARATHON 2017

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Abstrak: Tujuan penelitian ini adalah untuk menganalisa motivasi dan persepsi yang dimiliki oleh peserta domestik dan asing dalam mengikuti *sport tourism event* Borobudur Marathon 2017. Jenis penelitian yang dilakukan adalah kualitatif deskriptif dengan menggunakan analisa *loading factor*, analisa deskriptif dan kemudian analisa komparatif dengan uji-T independen. Skala pengukuran yang digunakan untuk menganalisa motivasi adalah *Motivation of Marathon Scale* oleh Zach *et al.* (2015). Sedangkan untuk pengukuran persepsi menggunakan skala *sport event evaluation scale* oleh Kaplanidou dan Vogt (2010). Lebih lanjut, ditemukan bahwa faktor pembentuk motivasi yang paling dominan adalah *psychological coping*. Sedangkan untuk hasil dari uji beda ditemukan bahwa untuk ternyata tidak terdapat perbedaan yang signifikan antara motivasi peserta domestik dan asing. Namun untuk persepsi, ternyata terdapat terbukti beda secara signifikan antara peserta domestik dan asing dalam mengikuti Borobudur Maraton 2017.

Kata kunci : Motivasi, Persepsi, Borobudur Marathon, Magelang, Lomba Maraton

ABSTRACT

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Thesis

Analyzing The Motivation and Perception of Domestic and Foreign Participants in Participating the Sport Tourism Event Borobudur Marathon 2017

The objective of this research is to analyze the motivation and perception of domestic and foreign participants in participating the sport tourism event Borobudur Marathon 2017. This is a quantitative descriptive research using the outer model loading factor analysis, comparative independent t-test and also descriptive statistics. The measurement scale being used to measure the motivation is The Marathon Motivation Scale (MOMS) by Zach *et al.* (2015). While the perception is being measured using The Sport Event Evaluation Scale by Kaplanidou and Vogt (2010). The finding of this research is that the most dominant factor of motivation is the *psychological coping*. Moreover, there are no significant differences founded between the motivation of domestic and foreign participants. Whereas with perception, findings showed that there are indeed significant differences between the domestic and foreign participants.

Keywords: Motivation, Perception, Borobudur Marathon, Marathon, Magelang

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