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After the Kanjuruhan Disaster: The influence of loyalty, sport involvement, and perceived risk by football fans to return to the stadium

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ABSTRACT

Background: The sustainability of football tourism is greatly influenced by supporters' visits. After the Kanjuruhan stadium disaster, in terms of their loyalty to the club, the risks they perceived as a result of the disaster, and involvement of fans to the sport there was a question about whether football fans (Aremania) wanted to visit the stadium again. **Research Objectives:** This study explores sports fans' intention to revisit stadiums, a topic rarely studied compared to the more common focus on tourism destinations. **This study aims to determine the effect of** loyalty, sports involvement **and** risk perception on revisit intentions. **Methods:** Quantitative explanatory research has been carried to test the influence of loyalty, sport involvement and perceived risk on revisit intention. The respondents in this study were 533 Aremania in Malang, Indonesia. then the data obtained was analyzed using WARP-PLS 7.0. **Findings and Results:** The results of this research show that loyalty and sports involvement influence revisit intention, meanwhile perceived risk does not influence revisit intention. **Conclusion:** Aremania still shows the intention to watch the match live at the Kanjuruhan stadium and this desire is influenced by their loyalty to the club. Apart from that, Aremania tends to dare to take risks by watching matches at the Kanjuruhan Stadium. Research on revisit intention at sports stadiums has rarely been conducted before. This research has benefits as a basis for government consideration to create a safe system so as to revive the sports tourism sector such as improving management and security measures at the stadium. This research has a scientific contribution as a source of reference in further research, especially from the aspect of sport tourism regarding consumer behaviour to make revisit intention.

Keywords: Sport tourism; revisit intention; fans loyalty; sport involvement; perceived risk




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INTRODUCTION

On October 1, 2022, a football match between Arema FC and Persebaya FC that took place at Kanjuruhan Stadium in Malang Regency led to an incident referred to as the Kanjuruhan Tragedy, this occurrence had to

be one of the worst tragedies of football world (Sokoy et al., 2023). Chaos ensued after the match after the hosts Arema FC lost to their opponents resulting in more than a hundred deaths, making it the world's second deadliest football match in history (Martinadhia et al., 2022). This tragedy can potentially reduce the level of revisit intention in the future and can hamper the economic turnover of people who are involved in the football sport tourism industry. Fan engagement is a key construct for customer relationship management of professional sports teams (Huettermann et al., 2022). Spectator attendance at stadiums was shown to be significantly influenced by factors including general atmosphere of comfort, spectator satisfaction, spectator safety and also team effects (Nazarudin et al., 2023). Meanwhile, the factors that generally influence supporter absenteeism are negative ergonomic environment and unethical situations (Soyguden et al., 2019), as happened in the Kanjuruhan Tragedy.

The dissatisfaction of the fans can also affect the development of football sports in Malang city, how can it be seen that the satisfaction of tourists or fans also depends on their perceptions and experiences of the destination (Al-Haj Mohammad, 2014). On the other hand, a good or positive image will increase the likelihood of fans to return to the same destination or place (Rindrasih, 2018). Meanwhile, a decrease in supporter visits or a decrease in supporter interest in coming to the stadium can result in losses to several parties. Whereas the football industry and football-related businesses play an important role in trade and the economy (Batmunkh, 2021), because football clubs have several sources of income to meet club needs such as ticket sales, TV revenue (broadcasting rights), marketing, sponsorship, licensing, product sales, and fan programs (Kim, M., & James, 2016).

Research by Samra and Wos (2014), explains that fans or fans have the characteristics of strong and intense emotional attachment to the objects or objects they consume. In addition, the dimensions of loyalty are a framework consisting of behavioural, attitudinal, and combined concepts. Fan loyalty also consists of elements and their attitudes towards the sport they love (Stevens & Rosenberger, 2012). Although measures of behavioral loyalty are readily available for most team sports (i.e. match attendance, TV ratings, club membership, licensed merchandise sales etc.), it is only in the last 8 years that statistically proven measures of sports fans' behavioral loyalty have become available (Fouvy et al., 2011).

Perceived risk is the risks that can be perceived by consumers which are divided into physical risk, social risk, financial risk, performance risk and psychological risk (Uslu & Karabulut, 2018). Travelers' perceptions of risk with tourist destinations are one of the key determinants in their decision making to revisit a destination (Hasan et al., 2017). Violent behaviour among sports fans is a global social problem that has caused extensive trauma, injury, and death (Ostrowsky, 2018), and also fans when they hear about accidents (tragedies), their first thoughts are about preventing them in their facilities so fans should be more aware of their surroundings and possible dangers associated with the sport or event being played (Ward, 2012). There are several studies regarding perceived risk, one of which is research from (Kang et al., 2024), which is the relationship between perceived risk and purchasing tickets to enter the stadium.

Revisit intention in the tourism sector is considered an important factor for business growth and survival, so that the business industry can grow and develop, revisit intention by tourists is considered very important (Ngoc & Trinh, 2015). Basically, revisit intention is the desire to return to a place. This is related to tourists' satisfaction with the services provided to them (Rahayu et al., 2024). The stadium is one of the tourist destinations but the visitors of the stadium are football supporters. According to File and Worledge (2023) sports supporters are football fans have long been stereotypically understood through notions of hooliganism, with violent and aggressive behaviour often identified as a marker of this social group. And this behaviour is different from tourist tourism in general so that the measurement of stadium revisit intention is different from revisit intention in general tourist destinations.

Sport involvement is conceptualised as a multifaceted construct that reflects the degree to which participation in sporting activities becomes a central aspect of an individual's life, providing both hedonic enjoyment and symbolic value (Beaton et al., 2011). Sport involvement is often linked to general sport participation, which includes health benefits, happiness, and a wide range of factors affecting individuals, as well as sociological and psychological aspects (Grima et al., 2017). However, it has a special meaning when it comes to football fans. For instance, in Indonesia, particularly among Arema FC supporters (known as

Aremania), sport involvement transcends mere club loyalty; it embodies a deep passion for football as a whole. This intense engagement has been shown to make people want to go back (Setyaningtyas et al., 2021), and to make people feel attached to the venue, which makes them want to visit again (Brown et al., 2016). However, existing studies, such as those by Wicaksono and Graham, have primarily focused on marathon events and the London Olympics, leaving a significant gap in understanding how sport involvement operates within the context of football fandom, especially in the aftermath of traumatic events.

The relationship between tourist satisfaction and loyalty is well-documented, with both factors significantly influencing the likelihood of return visits (Mohanachandran et al., 2020). In the case of Arema FC, fan loyalty is exceptionally high, with Aremania often displaying their allegiance through symbolic attributes that uphold generational traditions. These attributes not only serve as a foundation for effective team branding strategies (Bauer et al., 2008), but also enhance fan satisfaction and revisit intentions (Ryani & Soesanto, 2021). However, the recent tragedy at Kanjuruhan Stadium has introduced a critical variable: risk perception. While the stadium is undergoing renovations to improve safety, design, and technological measures—factors that are crucial for enhancing security and fan confidence (Faraji et al., 2018), the lingering memory of the tragedy may cast doubt on Aremania's willingness to return. This duality—where loyalty and satisfaction may conflict with perceived risk—creates a complex dynamic that has yet to be fully explored in the literature. Artuğer (2015) highlights the significant impact of risk perception on revisit intentions, but their research was conducted in general tourist destinations, not within the specific context of sports or post-tragedy scenarios.

This study addresses notable gaps in the existing literature by focusing on the sports sector, specifically football fandom. Unlike (Artuğer, 2015), who examined risk perception in general tourism settings, our research zeroes in on the unique dynamics within sports. Furthermore, Silveira et al. (2019) looked into loyalty, perceived risk, and sports participation, but their study was about purchase intentions rather than revisit intentions, and it was carried out normally, without any traumatic events in the background. In contrast, our study is set one year after the Kanjuruhan Stadium tragedy, introducing a distinct layer of emotional complexity and subjectivity among respondents. By analysing the interplay between supporter loyalty, risk perception, and revisit intentions in this critical context, our research offers fresh insights into how traumatic events reshape fan behavior and decision-making. Ultimately, our findings aim to equip local governments and stakeholders with the knowledge to prioritise safety, comfort, and security measures, thereby preventing future tragedies and restoring fans' confidence.

Therefore, a big question arises: do Aremania supporters have the same level of desire to make a return visit to Kanjuruhan Stadium after the tragedy? Based on previous research, the novelty of this research is to analyse the impact of the post-Kanjuruhan Tragedy in terms of fan loyalty, perceived risk, and sport involvement on Aremania's interest in revisiting Kanjuruhan Stadium as a sports tourism destination after the stadium has been renovated and reopened to the public. This study aims to determine whether football fan loyalty and perceived risk have an influence on stadium revisit intentions by answering the questions mentioned below:

1. Does football fan loyalty have an influence on stadium revisit intentions?
2. Does the perceived risk of football fans have an influence on stadium revisit intentions?
3. Does sport involvement have an influence on stadium revisit intentions?

METHOD

Type of Research

This study employed a quantitative explanatory research approach, aiming to identify causes and reasons while providing evidence to support or refute explanations or predictions (Sugiyono, 2013). The research seeks to examine relationships between various aspects of the phenomenon under study (Boru, 2018). Specifically, it investigates the relationship between Football Fan Loyalty, Sport Involvement, and Perceived Risk in relation to Stadium Revisit Intention.

Research Procedure

The research begins by defining the problem, formulating research questions, reviewing past studies, and developing hypotheses. Data collection follows, including sampling, designing a Likert-scale questionnaire, and ensuring data reliability. Next, data was prepared by checking for missing values, validating accuracy, and converting it into a WarpPLS 7-compatible format. Results are then interpreted by summarising findings, analysing relationships, and discussing implications.

Participants

The study sample consisted of 533 Aremania (supporters of Arema FC) distributed across 33 sub-districts in Malang Regency and 5 sub-districts in Malang City. Respondents were selected based on two criteria: they must be at least 17 years old and must have attended at least two live matches at Kanjuruhan Stadium per season before the tragedy.

Instrument

Data were collected through a structured questionnaire using a 5-point Likert scale, which allows respondents to express their opinions across five levels: 1 (Strongly Disagree), 2 (Disagree), 3 (Neutral), 4 (Agree), and 5 (Strongly Agree) (Joshi et al., 2015). The measurement scales for variables are adapted from previous studies: Football Fan Loyalty from (Kościołek, 2019), Perceived Risk from (Gunawan et al., 2024), Sport Involvement from (Shank & Beasley, 1998), and Stadium Revisit Intention from (Mat Som et al., 2012).

Data Analysis

Structural Equation Modeling-Partial Least Squares (SEM-PLS) was employed using WARP-PLS 7.0 software. If the loading factor value is above 0.7, it is stated as an ideal or valid measure as an indicator in measuring the construct. However, in the research development stage, the loading scale of 0.50 to 0.60 is still acceptable, while below 0.5 must be removed from the model. Validity criteria can also be determined if each item has a probability value of less than 0.05 (Solihin & Ratmono, 2021). Reliability was measured using Composite Reliability (CR) and Cronbach's Alpha, both of which had to be above 0.70 for the instrument to be deemed reliable (Solihin & Ratmono, 2021). The significance of the hypothesis is determined by the p-value. If the p-value is ≤ 0.05 , H_0 is rejected (significant effect); if it is > 0.05 , H_0 is accepted (insignificant effect). The path coefficient (β) is used to measure the strength and clarity of the relationship between variables.

RESULTS AND DISCUSSION

Respondent Characteristics

The characteristics of the 533 Aremania respondents who completed the questionnaire have been classified into three categories as follows:

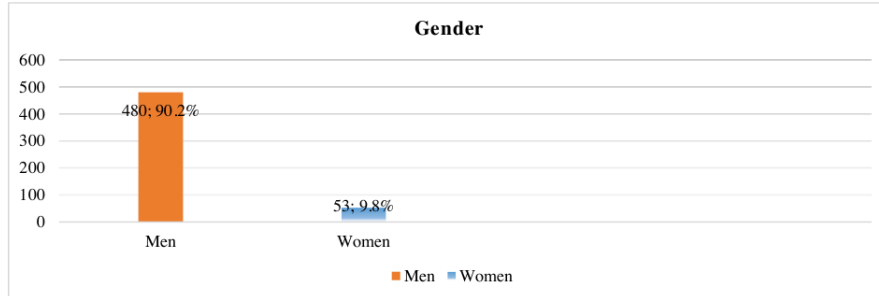


Figure 1. Characteristics of Respondents by Gender

Figure 1. Illustrates the gender distribution of respondents, with men dominating the sample. A total of 480 respondents (90.2%) are male, while 53 respondents (9.8%) are female.

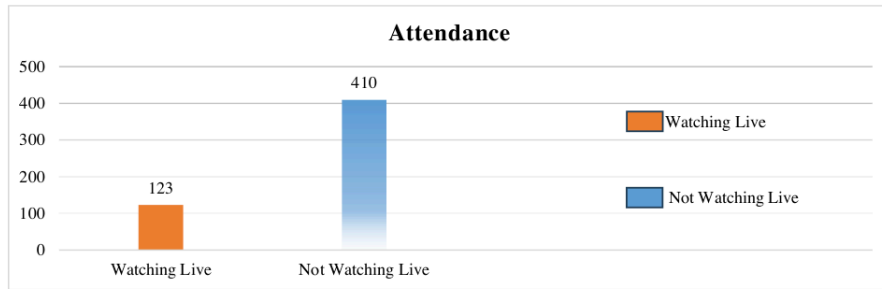


Figure 2. Watching Live during the Tragedy at Kanjuruhan Stadium

Figure 2 presents a comparison between Aremania who watched the match live at the stadium during the tragedy and those who did not. Out of 533 respondents, 123 (23%) attended the match in person, while 410 (77%) did not watch it live at the stadium when the tragedy occurred. This study aims to assess the level of return visits by Aremania to Kanjuruhan Stadium. Since Aremania is a large supporter group and not all members attended the match during the tragedy, the respondents who completed the questionnaire serve as a representative sample of Aremania as a whole.

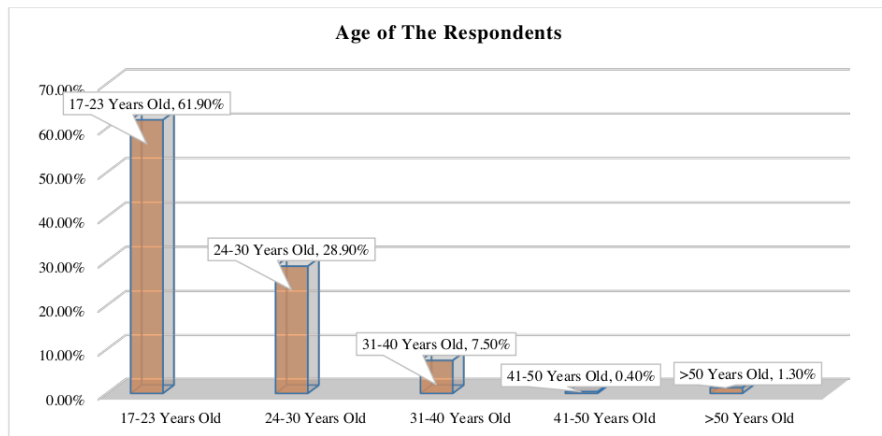


Figure 3. Age of Respondents

Figure 3 shows the age distribution of the 533 respondents, who were divided into five age groups. The majority of respondents fall within the 17 to 23-year-old age group, dominating all criteria. This indicates a high level of enthusiasm among young Aremania for matters related to Arema FC.

Validity and Reliability Test

Table 1. Validity Test

Variables	Items	Loading Factor	P-Value	Note
Football Fans Loyalty (X1)	I often talk about topics related to Arema with other people.	0.687	<0.001	VALID
	I always follow the latest information about Arema through the media.	0.640	<0.001	VALID
	I am interested in buying Arema accessories of any kind.	0.794	<0.001	VALID
	I always tell others that I am Aremania.	0.900	<0.001	VALID
Perceived Risk (X2)	I am happier when I watch the Arema match live.	0.796	<0.001	VALID
	I am worried that watching Arema matches might endanger my safety.	0.812	<0.001	VALID
	I feel that if I watch Arema again, I will be traumatised.	0.928	<0.001	VALID
	I feel that the satisfaction of watching Arema will decrease at Kanjuruhan.	0.842	<0.001	VALID
Involvement (X3)	I am considered lacking in empathy for the victims if I watch the Arema game.	0.831	<0.001	VALID
	I feel happy playing football.	0.840	<0.001	VALID
	I think football is an interesting activity.	0.838	<0.001	VALID
	Playing football provide life lessons.	0.815	<0.001	VALID
Stadium Revisit Intention (Y)	Playing football is very beneficial for my health.	0.837	<0.001	VALID
	Playing football is a necessity of my life.	0.852	<0.001	VALID
	Playing football is very important in my life.	0.828	<0.001	VALID
	I want to watch the Arema game again in the near future.	0.828	<0.001	VALID
Stadium Revisit Intention (Y)	My interest in watching Arema matches remains the same as before.	0.820	<0.001	VALID
	Attending an Arema game at Kanjuruhan Stadium is a recreational activity.	0.848	<0.001	VALID
	I will invite my friends or relatives to watch Arema again.	0.961	<0.001	VALID

Source : Processed Data, 2024

Table 1. shows the results of the loading factor measurement model; all results have met the requirements > 0.60 and probability value < 0.05 so that the question items on the questionnaire can be declared valid.

Table 2. Realibilty Test

Variables	Cronbach's Alpha (CA)	Composite Realibilty (CR)	Note
Footbal Fans Loyalty (X1)	0.982	0.863	Reliable
Perceived Risk (X2)	0.985	0.915	Reliable
Sport Involvement (X3)	0.983	0.916	Reliable
Stadium Revisit Intention (Y)	0.983	0.942	Reliable

Source : Processed Data, 2024

Table 2. shows adequate Composite Reliability and Cronbach Alpha, with all CR values higher than 0.7 and CA values higher than 0.7. So that the question items on the questionnaire are reliable.

Variabel Relationship

Figure 4 shows that the Loyalty of Football Supporters as a whole affects the Intention to Visit the Stadium Again with a p value < 0.01 and = 0.73. From the research results, it is known that the loyalty of football supporters has a positive and significant effect on the intention to visit the stadium again. This means that the higher the loyalty, the higher the intention to visit the Kanjuruhan stadium. One of the reasons for Aremania to return to Kanjuruhan Stadium is because Aremania maintains its loyalty and devotion (Ahmad & Yahmun, 2017). This result shows that the Kanjuruhan tragedy has not diminished their loyalty to the club and has no negative impact on their visit to Kanjuruhan stadium. Several studies that have been conducted previously regarding fan loyalty and revisit intention have results that are in line with this study. Cabral de Melo Neto et al. (2022) shows that high supporter satisfaction will increase fans' intention to visit the stadium again. Kościółek (2019) revealed that the higher the loyalty of supporters, the higher the level of return visits and purchases of club merchandise. Sports consumption behaviour can be associated with purchasing tickets to

the stadium, Kural and Özbek (2023) revealed that loyalty to sports teams has a significant effect on the intention of sports consumption behaviour. Measurement of loyalty from this study shows dedication and knowledge of the Arema FC club, Smart et al. (2015) found that the identity of “true” fans is obtained through strong dedication and knowledge of the team. Moreover, Aremania are always proud of everything related to Arema and it describes emotional evidence, cognitive elements, and behaviour, as well as symbolic components that become its fans attributes (Abosag et al., 2012).

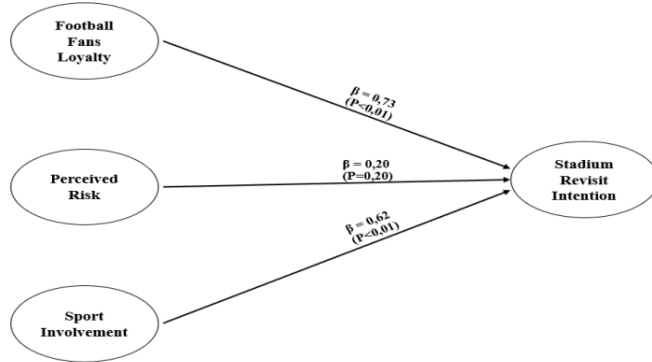


Figure 4. Variable Relationship

From Figure 4, it is known that Perceived Risk has a p value = 0.20 and $\beta = 0.20$ which indicates that the value of Perceived Risk has no effect on Stage Revisit Intention. From the research results, it is known that perceived risk has no influence on stage revisit intention. This means that the higher the perceived risk, the Aremania has no impact on their intention to visit the Kanjuruhan stadium. Aremania, who are known to be militant towards the Arema FC club, tend to ignore the risk of watching the Arema FC match again at Kanjuruhan stadium. The results of this study are also in line with research Gunawan et al. (2024) which states that although there are several risks in a destination, they do not affect the intention to revisit tourists. The results of this study are not in line with research Zang et al. (2022) where the results showed that the perceived risk value of consumers has a significant effect on community interaction and repurchase intention. The results of this study are also not in line with research Jeong et al. (2021) where the level of visitation of sports fans is influenced by the level of danger of SARS-CoV-2.

According to Harasta (2021) die-hard fans are sports fans who get emotional satisfaction in supporting certain teams or athletes because these teams and athletes provide a psychological component in their lives. In research, it is known that reduced satisfaction is one of the measurements of risk perception so that it can be said that Aremania is a die-hard supporter. Die-hard fans in Smart et al. (2015) will do anything to be able to watch their favourite team's matches and this relates to their behaviour in responding to risk. Based on study of Andres et al. (2023), it was found that football supporter violence in Germany is committed by supporters aged 18-29 years and will increase by 70% during big matches. This age range is similar to the respondents in this study, the majority of whom are 17-23 years old. In this study, it shows that Aremania tend to ignore risks and this is related to Ajisukmo (2021) which states that adolescents have a tendency to take dangerous risks. In addition, the tendency to ignore risk is also explained by Werdiyanti et al. (2021) where sports fans have strong solidarity and dare to take risks to protect fellow fans.

It is known that Sport Involvement has value $\beta = 0.62$ and a P value < 0.01 which indicates that sport involvement affects Stadium Revisit Intention. From the results of the study, it is known that sport involvement has a significant effect on stadium revisit intention, this is also in line with research that sport involvement

affects the purchase of repeat tickets to the stadium (Silveira et al., 2019). The results of the study are also supported by research Setyaningtyas et al. (2021) where their research has the result that sports involvement has a positive and significant effect on revisit intention. The results of this variable are also supported by research Brown et al. (2016) where the structural model indicates that sports involvement and attachment to place affect revisit intention, but not event satisfaction. This research is also in line with a survey from Takata and Hallmann (2022) where the characteristics of survey participants imply that sports fans with higher engagement may have returned to professional sports events. Previous research on sport involvement is in line with this study. Research from Brown et al. (2016), explains that the structural model indicates that sport involvement and place attachment affect revisit intentions, but not event satisfaction. Research from Setyaningtyas et al. (2021) has the result that sports involvement has a positive and significant effect on revisit intention. From these 2 studies, it shows that sport involvement has an influence on revisit intention, as well as the results of this study explain that sport involvement has a high influence on revisit intention, but the difference from previous and current research is in the place of research, both studies were conducted in tourist destinations while this research was conducted in the field of sport tourism.

CONCLUSION

The conclusion of this study states that football fan loyalty has a significant positive impact on the intention to revisit Kanjuruhan Stadium ($p < 0.01$, coefficient 0.73). The higher Aremania's loyalty, the greater their desire to return, despite the tragedy. On the other hand, risk perception did not have a significant effect ($p = 0.20$), indicating that their love for the club was able to override concerns about potential danger. Furthermore, involvement in the sport also proved significant in increasing repeat visit intentions ($\beta = 0.62$, $p < 0.01$). These findings underline that Aremania's love for Arema FC remains strong amidst risks and reflect the deep solidarity between fans. The study also highlights the importance of improving management and security measures at the stadium to prevent similar tragedies in the future. The limitations of this study lie in the uneven distribution of respondents between sub-districts and only 23.1% of respondents who witnessed the tragedy directly. For future research, it is recommended that the sample be more representative, consider fanaticism variables that characterise Aremania, and test this model in other sports.

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CONFLICT OF INTEREST

All authors declare no conflict of interest.

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