



How Event Quality Shapes Behavioural Intention: Perceived Value as an Evaluative Mechanism among Female Attendees

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ABSTRACT

Tourism events contribute to cultural promotion and destination development, however, the process through which visitors convert event experiences into future behavioural intention remains insufficiently examined. This study investigates perceived value as an evaluative mechanism linking event quality to behavioural intention among female attendees in cultural tourism events. Using the Visit Melaka 2025 events as the research context, the study examines how four event quality dimensions namely event time, ambience, event entertainment and organiser interaction influence perceived value and subsequent behavioural intention. The study adopts a quantitative design, with survey data collected from 154 female attendees and analysed using SPSS through correlation, regression and mediation analyses. The results indicate that all event quality dimensions significantly affect perceived value, which in turn exerts a strong positive influence on behavioural intention. The findings further confirm that perceived value mediates the relationship between event quality dimensions and intentions to revisit or recommend the event. This study contributes to event tourism research by positioning perceived value as a central evaluative mechanism in the formation of loyalty among female attendees and provides practical insights for designing tourism events that enhance perceived value.

Keywords: Event Quality, Behavioural Intention, Female Attendees, Cultural Tourism Events, Perceived Value

JEL Classifications: Z33, Z310, Z320

1. INTRODUCTION

Tourism events play an increasingly significant role in destination development by enhancing visitor experiences, reinforcing destination image, and supporting local economic activity. Cultural and special events, in particular, function as strategic instruments for attracting visitors, encouraging repeat visitation, and generating positive word-of-mouth (Armbrecht, 2021; Kusumah and Wahyudin, 2023). As destinations rely more heavily on events within competitive tourism markets, identifying the mechanisms through which event experiences shape post-event behavioural intention has become a central issue in tourism and event research. Recent tourism studies have extensively examined the relationship between event quality and behavioural intention,

commonly defining event quality through attributes such as event organisation, ambience, entertainment, and interaction quality (Armbrecht, 2021; Jeong and Kim, 2020; Meeprom and Silanoi, 2020). Much of this research adopts a direct-effects approach, which assumes that improvements in specific quality dimensions lead directly to stronger intentions to revisit and recommend events. This perspective continues to dominate both academic research and event management practice, positioning event quality as the primary mechanism for influencing visitor loyalty outcomes.

However, recent evidence suggests that this assumption may oversimplify how visitors evaluate event experiences, particularly in increasingly standardised tourism event environments. As destinations replicate similar event formats and quality benchmarks

become expected rather than exceptional, individual quality attributes may no longer function as direct drivers of behavioural intention (Polyakova et al., 2024). Instead, visitors are more likely to form holistic evaluations that integrate multiple event attributes into an overall judgement of whether the experience was worthwhile, which subsequently guides post-event behaviour (Armbrecht, 2021; Hernandez-Mogollon et al., 2021). This shift calls into question the adequacy of direct-effect models of event quality and highlights the need to examine underlying evaluative mechanisms. Within this evaluative process, perceived value has emerged as a particularly influential construct in tourism and event research. Perceived value reflects visitors' overall assessment of the benefits received relative to the time, effort and cost invested in the experience (Zeithaml, 1988, as cited in Armbrecht, 2021). Empirical studies consistently demonstrate that perceived value exerts a strong influence on behavioural intention, including revisit intention and positive word-of-mouth (Bajs, 2015; Pivac et al., 2019). Despite this, perceived value is frequently positioned as a secondary or supplementary construct, rather than as a central explanatory mechanism linking event quality to behavioural outcomes. As a result, existing models often under-theorise how and why event quality translates into behavioural intention, particularly in contexts where quality attributes alone may be insufficient to drive loyalty.

Another limitation in event tourism research lies in the limited theorisation of visitor heterogeneity, particularly in relation to gender. Recent tourism studies show that female tourists place greater importance on emotional comfort, relational interaction, and value-for-effort considerations when evaluating tourism experiences (Huang and van der Veen, 2019; Tang and Goh, 2021; Williams and Soutar, 2021). In event settings, female attendees tend to engage in more holistic evaluative processes that combine emotional, social, and experiential elements in their overall value assessments (Darvishmotevali et al., 2022; Jeong and Kim, 2020). Despite this evidence, event tourism research often treats gender as a descriptive or control variable rather than as a theoretically relevant condition shaping evaluative processes within event quality models.

These limitations are especially evident in emerging tourism destinations, where events are commonly used to attract large visitor numbers and where baseline event quality is often viewed as a basic expectation rather than a differentiating factor. In such contexts, behavioural intention is less likely to result from isolated evaluations of individual event attributes and more likely to depend on whether visitors perceive the overall experience as worth their investment of time, effort, and resources (Hernández-Mogollón et al., 2021; Yulianto et al., 2023). Nevertheless, empirical research examining how event quality influences behavioural intention through perceived value among female attendees in emerging destination settings remains limited.

Against this backdrop, the present study examines the relationships between event quality dimensions, perceived value, and behavioural intention among female attendees at Visit Melaka 2025, a large-scale cultural tourism initiative in Malaysia. Drawing on an adapted version of the model of event quality for

spectator sports (MEQSS), the study focuses on four event quality dimensions—event timing, ambience, entertainment, and organiser interaction—and assesses whether their effects on behavioural intention are primarily mediated by perceived value (Bakshi and Manhas, 2017; Jeong and Kim, 2020).

By focusing exclusively on female attendees, this study treats gender as a contextual condition that shapes evaluative processes rather than as a demographic control. This approach allows a more precise examination of how event quality models function when emotional, relational, and value-based evaluations are particularly salient (Huang and van der Veen, 2019; Williams and Soutar, 2021). In doing so, the study advances understanding of perceived value as a central mechanism linking event quality to behavioural intention in cultural tourism events within emerging destinations.

1.1. Literature Review

1.1.1. *Event quality in tourism and event studies*

Event quality is widely recognised as a key determinant of visitor satisfaction and post-event behavioural responses in tourism and event research. Unlike conventional service settings, tourism events involve evaluations that combine functional performance, emotional engagement, and social interaction, which makes event quality a multidimensional construct. Recent studies define event quality through both tangible and intangible components, including event organisation, atmosphere, entertainment, and interactions with event staff (Armbrecht, 2021; Jeong and Kim, 2020; Meeprom and Silanoi, 2020).

Much of the current event tourism literature continues to assume a direct relationship between perceived event quality and behavioural intention, such as revisit intention and positive word-of-mouth. Empirical research across cultural festivals, sporting events, and special events consistently shows that higher perceived event quality strengthens visitor satisfaction and loyalty-related outcomes (Armbrecht, 2021; Pivac et al., 2019; Lee et al., 2021). This direct-effect perspective has shaped both academic models and destination event management practice, where improving specific quality attributes is often treated as a primary strategy for encouraging repeat visitation.

Recent research, however, questions whether event quality attributes alone adequately explain behavioural intention in contemporary tourism contexts. As event formats become more standardised and visitor expectations align, quality attributes may remain essential but lose their ability to differentiate events and directly drive loyalty behaviour (Polyakova et al., 2024; Zhang et al., 2022). As a result, scholars increasingly call for analytical approaches that move beyond direct-effect models and examine the evaluative processes through which event quality influences behavioural intention, particularly in cultural and non-sport event settings.

1.1.2. *Behavioural intention in event tourism*

Behavioural intention refers to a visitor's perceived likelihood of engaging in future actions, such as revisiting an event, recommending it to others, or generating positive word-of-mouth. In contemporary tourism research, scholars commonly

conceptualise behavioural intention as an indicator of conative loyalty that reflects the combined influence of cognitive evaluations and affective responses formed through prior experiences (Rather et al., 2020; Williams and Soutar, 2021).

Extensive empirical research identifies satisfaction and perceived quality as key antecedents of behavioural intention across tourism settings (Ali et al., 2018; Rather et al., 2020; Qu and Ping, 2022). In festival and event contexts, recent studies show that perceived performance quality and overall satisfaction significantly affect intentions to revisit and recommend events (Armbrecht, 2021; Lee et al., 2021). However, visitors do not develop behavioural intentions solely through direct evaluations of service or event performance. Instead, behavioural intention emerges from a broader evaluative process that integrates cognitive judgements, emotional engagement, and perceived experiential benefits.

Recent event tourism research places increasing emphasis on emotional involvement, experiential depth, and perceived meaning as important drivers of behavioural intention (Pratminingsih et al., 2025; Xu and Dai, 2025). These findings indicate that behavioural intention reflects an integrated evaluative outcome rather than a direct response to isolated event attributes, highlighting the limitations of purely performance-based explanatory models.

1.1.3. Perceived value as an evaluative mechanism

Perceived value refers to visitors' overall evaluation of an experience based on a comparison between the benefits received and the monetary and non-monetary sacrifices involved, including time, effort, and cost (Williams and Soutar, 2021). Contemporary tourism research consistently identifies perceived value as a strong predictor of satisfaction, revisit intention, and positive word-of-mouth behaviour (Jeong and Kim, 2020; Pivac et al., 2019; Williams and Soutar, 2021).

In event tourism research, scholars increasingly conceptualise perceived value as a key mediating mechanism linking event quality to behavioural intention. Empirical evidence shows that higher perceived event quality enhances perceived value, which in turn strengthens loyalty-related outcomes such as revisit and recommendation intentions (Armbrecht, 2021; Hernández-Mogollón et al., 2021; Meeprom and Silanoi, 2020). This mediating role reflects the view that visitors do not respond directly to individual quality attributes but instead evaluate whether the overall experience justifies their personal investment.

Despite this recognition, many studies continue to treat perceived value as a secondary or supportive construct rather than as a central explanatory mechanism. Research has given limited attention to contexts in which perceived value may provide stronger explanatory power than direct assessments of event quality, particularly in cultural tourism settings where experiential offerings have become increasingly standardised and quality is often viewed as a baseline expectation (Armbrecht, 2021; Yulianto et al., 2023). This limitation highlights the need to position perceived value as a primary evaluative lens through which event experiences shape behavioural intention.

1.1.4. Gendered evaluative processes in event tourism

Tourism research increasingly recognises that visitor evaluations vary across demographic groups. Studies of female tourists show that women tend to place greater emphasis on emotional comfort, relational interaction and social engagement when assessing tourism experiences (Mair and Frew, 2018; Tang and Goh, 2021). These priorities shape how experiences are interpreted and how loyalty intentions develop.

In event tourism settings, female attendees are more likely to incorporate emotional and social elements into their value assessments than to rely solely on functional performance criteria (Meeprom and Silanoi, 2020; Darvishmotevali et al., 2022). This pattern suggests that event quality attributes, such as entertainment, ambience, and interaction with organisers, do not independently influence behavioural intention unless they contribute to a positive overall perception of value.

Tourism evaluation does not occur as a neutral or uniform cognitive process. Instead, visitors form judgements by integrating functional, emotional and relational cues into an overall assessment of experience. Prior research indicates that this evaluative processing varies systematically across visitor groups, particularly in the relative emphasis placed on emotional and relational elements in post-consumption judgement.

Research on gendered evaluative behaviour shows that female tourists tend to adopt holistic and integrative evaluation approaches. They commonly combine emotional comfort, interpersonal interaction and experiential meaning when forming overall assessments of tourism experiences (Mair and Frew, 2018; Tang and Goh, 2021). Rather than responding directly to isolated service attributes, female visitors are more likely to translate experiential cues into a global judgement of whether an experience is worthwhile. This process aligns conceptually with the formation of perceived value.

In event tourism contexts, this evaluative orientation suggests that event quality attributes, such as ambience, entertainment, timing and organiser interaction, may not independently influence behavioural intention. Instead, these attributes are more likely to affect behavioural outcomes through an overall value judgement that integrates emotional, functional and social benefits (Meeprom and Silanoi, 2020; Darvishmotevali et al., 2022). This perspective contrasts with performance-oriented evaluation models that assume direct cognitive appraisal of individual quality attributes.

Despite this distinction, many existing event-quality models originate in sport or performance settings, where evaluative processing tends to be more attribute-specific and outcome-driven. Applying such models without adaptation to cultural tourism events risks neglecting the evaluative mechanisms through which female attendees form behavioural intentions.

Accordingly, a focus on female attendees represents a theoretically grounded strategy rather than a demographic preference. This focus allows examination of perceived value as a dominant evaluative mechanism linking event quality to behavioural

intention and supports a more accurate understanding of loyalty formation in cultural tourism events, where emotional engagement and relational experience play central roles.

Despite this evidence, event tourism research often treats gender as a descriptive variable rather than as a theoretical condition. Many existing event quality models which originate largely from sport or performance-focused contexts, may therefore fail to capture the evaluative processes through which female attendees form behavioural intentions in cultural tourism events.

1.1.5. Event quality dimensions in cultural tourism contexts

Tourism research commonly conceptualises event quality as a multidimensional construct that captures both experiential and organisational characteristics. In cultural tourism settings, scholars identify event time, ambience, entertainment and organiser interaction as particularly influential dimensions (Bakshi and Manhas, 2017; Meeprom and Silanoi, 2020).

Event time relates to scheduling, duration and the sequencing of activities. Effective time management improves convenience and emotional involvement which supports positive value evaluations (Liu et al., 2024). Ambience refers to the physical and sensory environment of an event and plays a significant role in shaping emotional responses and revisit intention (Ismi and Nugrahani, 2025).

Entertainment includes programme elements intended to engage attendees emotionally and socially. Previous research shows that well-designed entertainment enhances emotional and social value, thereby strengthening behavioural intention (Meeprom and Silanoi, 2020; Darvishmotevali et al., 2022). Organiser interaction captures the quality of interpersonal contact between event staff and participants. Positive interactions build trust, emotional attachment, and loyalty-related behaviour (Tabaeeian et al., 2022). Rather than producing independent direct effects, these dimensions appear to influence behavioural intention primarily through their combined contribution to perceived value.

1.1.6. Adaptation of event quality models in tourism

The model of event quality for spectator sports (MEQSS) has been used in sport tourism research to explain satisfaction and behavioural outcomes (Jin et al., 2013; Ko et al., 2019). Although the model was originally developed for spectator sport settings, researchers have adapted selected components for use in cultural and tourism event contexts (Bakshi and Manhas, 2017).

Adapting event quality models to cultural tourism events requires attention to differences in visitor motivation and evaluative processes. Attendees of cultural tourism events, unlike sports spectators, often place greater importance on emotional engagement, social interaction and experiential enrichment than on performance-based assessment (Polyakova et al., 2024). This distinction raises the issue of whether traditional event quality dimensions maintain direct explanatory strength or whether perceived value primarily mediates their influence.

Applying an adapted event quality framework to female attendees in a cultural tourism context enables an assessment of the applicability and limits of existing models and supports a reassessment of how loyalty develops within event tourism.

1.1.7. Research gap and conceptual direction

The literature points to three interconnected gaps. First, event tourism research continues to rely largely on direct-effect models that link event quality attributes to behavioural intention. Second, although scholars acknowledge perceived value as a mediator, research has not sufficiently developed its role as a primary evaluative mechanism. Third, existing models rarely integrate gendered evaluative processes, particularly those relevant to female attendees.

Addressing these gaps requires examining how event quality influences behavioural intention in contexts where perceived value plays a central role. By focusing on female attendees at Visit Melaka 2025 and applying an adapted event quality framework, this study positions perceived value as the principal mechanism through which event experiences shape behavioural intention.

1.1.8. Conceptual framework

This study develops its conceptual framework from the model of event quality for spectator sports (MEQSS), adapted from Bakshi and Manhas (2017). The original MEQSS model emerged from a comprehensive review of service quality and event management literature within spectator sport contexts and was refined through focus group discussions to ensure contextual relevance. Although the model was initially designed for performance-oriented sport events, subsequent research has applied and adapted its multidimensional structure to tourism and cultural event settings, where experiential evaluation is central.

In adapting the MEQSS framework to the context of Visit Melaka 2025, this study acknowledges that tourism event attendees evaluate experiences differently from sports spectators. Visitors to cultural tourism events tend to assess experiences holistically by integrating functional delivery, emotional engagement and interpersonal interaction into an overall judgement. Accordingly, this study adopts four event quality dimensions that are particularly relevant to tourism events, which are event time, ambience, event entertainment and organiser interaction.

Event time relates to scheduling accuracy, appropriateness of event duration and the smooth flow of programme activities (Alnuaimi et al., 2019). Ambience refers to the physical and sensory characteristics of the event environment, including aesthetics, comfort and atmosphere (Ali et al., 2021). Event entertainment captures supporting performances and activities intended to engage attendees emotionally and socially (Yolal et al., 2020). Organiser interaction reflects the professionalism, responsiveness and interpersonal conduct of event staff when engaging with attendees. Together, these dimensions represent key components of perceived event quality consistently identified in tourism and event research.

The framework positions perceived value as a mediating variable linking event quality dimensions to behavioural intention. This

position reflects the view that visitors form intentions, such as revisiting or recommending an event, not through direct assessment of individual attributes alone, but through an overall judgement of whether the experience justifies the time, effort and financial cost invested. Tourism and service research widely recognises perceived value as a central evaluative mechanism through which experiential inputs translate into satisfaction and loyalty-related outcomes (Rasoolimanesh et al., 2021).

Consistent with the adaptive approach proposed by Bakshi and Manhas (2017), the framework integrates theoretical foundations with empirical insights drawn from visitor experiences to ensure contextual relevance. The resulting model specifies hypothesised relationships among event quality dimensions, perceived value and behavioural intention. This framework provides a foundation for empirical testing and offers practical guidance for event organisers seeking to enhance visitor engagement, perceived value and behavioural outcomes in the context of Visit Melaka 2025.

1.1.9. Hypothesis development

This study develops hypotheses to examine the effects of four event quality dimensions including event time, ambience, event entertainment and organiser interaction on perceived value and the subsequent influence of perceived value on behavioural intention. Prior tourism and event studies indicate that these quality dimensions shape visitors' emotional responses, experiential assessments, and perceived benefits, which together inform overall value judgements.

Event time is expected to influence perceived value by affecting convenience, comfort and emotional engagement. Clear scheduling and appropriate event duration reduce uncertainty and fatigue, leading to more positive evaluations of the experience.

- H_1 : Event time has a significant effect on perceived value.

Ambience is expected to enhance perceived value by shaping emotional comfort and experiential enjoyment. A well-designed physical and sensory environment supports positive emotional responses and strengthens visitors' overall evaluation of the event.

- H_2 : Ambience has a significant effect on perceived value.

Event entertainment represents a core experiential element of tourism events. Engaging and meaningful entertainment increases enjoyment, emotional involvement and memorability, thereby enhancing the perceived benefits of participation.

- H_3 : Event entertainment has a significant effect on perceived value.

Organiser interaction reflects the quality of interpersonal engagement between event staff and attendees. Professional, responsive, and friendly interaction fosters trust and emotional comfort, which are central components of perceived value in tourism settings.

- H_4 : Organiser interaction has a significant effect on perceived value.

Perceived value is hypothesised to directly influence behavioural intention. When visitors judge that an event provides benefits that

justify the time, effort, and cost invested, they are more likely to express intentions to revisit, recommend, or support similar events in the future.

- H_5 : Perceived value has a significant effect on behavioural intention.

2. METHODOLOGY

This study adopted an empirical approach consistent with established practices in event and tourism research to examine the relationships among event quality, perceived value, and behavioural intention. The methodological choices reflect the time-bound nature of tourism events and the need to capture visitors' evaluative judgements immediately following participation.

2.1. Research Design

This study employed a quantitative, cross-sectional survey design to examine the relationships between event quality dimensions, perceived value, and behavioural intention among female attendees of a cultural tourism event. A survey-based approach is well established in event and tourism research for capturing visitors' post-event evaluations within time- and access-constrained settings (Jin et al., 2013; Meeprom and Silanoi, 2020). Given the temporally bounded nature of event experiences, a cross-sectional design is appropriate for assessing evaluative judgements formed immediately following participation (Pivac et al., 2019; Hernandez-Mogollon et al., 2021).

The unit of analysis was the individual event attendee. The study focused exclusively on female participants to examine event-quality mechanisms under conditions in which emotional, relational, and value-based evaluations are expected to be particularly salient (Mair and Frew, 2018; Tang and Goh, 2021).

2.2. Study Context and Sampling

The empirical setting was Visit Melaka 2025, a large-scale cultural tourism initiative comprising multiple public events and performances. Melaka represents an emerging cultural tourism destination where events are strategically employed to stimulate visitation and encourage repeat engagement. The target population consisted of female attendees aged 18 years and above who participated in selected Visit Melaka 2025 events. A non-probability convenience sampling strategy was adopted, which is common in event tourism research due to visitor mobility, limited event duration, and the absence of a comprehensive sampling frame (Jin et al., 2013; Meeprom and Silanoi, 2020).

Although an initial target sample size of 385 respondents was calculated based on general sampling guidelines, the final usable sample comprised 156 female respondents. This sample size is adequate for regression and mediation analyses, given the study's focused scope and the relative homogeneity of the target group. Comparable sample sizes have been reported in prior event tourism studies examining perceived value and behavioural intention (Meeprom and Silanoi, 2020; Yulianto et al., 2023). The exclusive focus on female attendees was, in theory, intentional rather than incidental. Restricting the sample reduced heterogeneity in evaluative processes and enabled clearer examination of how event quality translates into perceived value and

behavioural intention under gender-specific conditions (Mair and Frew, 2018; Tang and Goh, 2021).

2.3. Measurement Instrument

Data were collected using a structured, self-administered questionnaire adapted from established scales in event and tourism research. The instrument comprised three sections.

The first section captured demographic characteristics, including age, place of residence, occupation, and frequency of event attendance. The second section measured event quality across four dimensions: Event time, ambience, entertainment, and organiser interaction. Measurement items were adapted from prior studies to ensure content validity (Bakshi and Manhas, 2017; Jin et al., 2013; Meeprom and Silanoi, 2020). The third section measured perceived value and behavioural intention. Perceived value items assessed respondents' overall evaluation of the event relative to time, effort, and cost invested, while behavioural intention items captured revisit and recommendation intentions (Bajs, 2015; Pivac et al., 2019). All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

2.4. Data Collection Procedure

Data collection was conducted during selected Visit Melaka 2025 events held at high-traffic locations, including Konsert Patah Hati in Ayer Keroh and World Tourism Day 2025 in Bandar Hilir. Questionnaires were administered face-to-face after event activities had concluded to ensure respondents had fully experienced the event. Participation was voluntary, and respondents were informed of the study purpose and assured of anonymity and confidentiality. Small tokens of appreciation were provided to encourage participation, consistent with ethical practices in the tourism field research.

2.5. Data Analysis

Data analysis was performed using SPSS version 27. Descriptive statistics were used to profile respondents and summarise key variables. Internal consistency reliability of the measurement scales was assessed using Cronbach's alpha coefficients. Pearson correlation analysis was conducted to examine associations among event quality dimensions, perceived value, and behavioural intention. Multiple regression analysis was then employed to test the effects of event quality dimensions on perceived value and the effect of perceived value on behavioural intention. The mediating role of perceived value was examined using regression-based mediation analysis, consistent with prior event tourism research (Jin et al., 2013; Hernandez-Mogollon et al., 2021).

2.6. Methodological Considerations

Several methodological considerations should be acknowledged. First, the cross-sectional design limits causal inference; however, this approach is widely accepted in event tourism research due to the practical constraints of event-based data collection. Second, the use of self-reported data may raise concerns regarding common method bias, although this approach remains standard in studies examining visitor perceptions and post-event evaluations (Pivac et al., 2019). Finally, while the sample size is smaller than initially targeted, the study's focused scope and theoretical justification

for a female-only sample support the adequacy of the data for the analyses conducted. The findings should therefore be interpreted within the defined research context (Figure 1).

3. RESULTS AND DISCUSSION

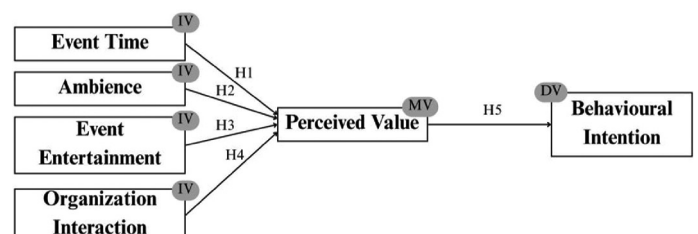
A total of 156 valid responses from female attendees of Visit Melaka 2025 were analysed. All respondents were female (100%), consistent with the study's focus. The majority were aged 18-25 years (64.1%), followed by 26-35 years (19.9%), indicating a predominantly young adult sample. Most respondents were from Johor (28.2%), Melaka (26.2%) and Selangor (18.6%), reflecting participation mainly from southern and central Peninsular Malaysia. No responses were recorded from East Malaysia or international visitors, indicating a largely domestic sample. In terms of occupation, 57.7% were students, followed by professionals (14.1%) and other categories (18.6%). Consistent with this profile, 87.2% reported a monthly income below RM5,250.

Regarding event participation, 53.8% attended entertainment-focused events, while learning and development and socialising events each accounted for 19.2%. Social media was the primary source of event information (73.1%), followed by word of mouth (16.7%). Most respondents reported attending tourism events occasionally (36.5%) or rarely (28.8%), suggesting that behavioural intention reflects potential repeat participation rather than habitual attendance.

3.1. Descriptive Analysis

As presented in Table 1, respondents reported high mean scores across all event quality dimensions, indicating positive evaluations of the Visit Melaka 2025 events. For event time, well-organised scheduling received a high rating ($M = 4.33$, $SD = 0.78$), while access to updated timing information was slightly lower but remained favourable ($M = 4.29$, $SD = 0.75$). Ambience was strongly evaluated, with respondents agreeing that the event atmosphere enhanced their experience ($M = 4.44$, $SD = 0.65$) and that venue maintenance and cleanliness supported positive behavioural intention ($M = 4.39$, $SD = 0.80$). For event entertainment, cultural performances received the highest mean score ($M = 4.46$, $SD = 0.70$), while pre- and post-event activities were also positively rated ($M = 4.38$, $SD = 0.70$). Regarding organiser interaction, knowledgeable event staff were perceived to positively influence behavioural intention ($M = 4.40$, $SD = 0.70$), with staff friendliness also receiving favourable evaluations ($M = 4.32$, $SD = 0.82$). Overall, ambience and entertainment emerged as the most positively perceived aspects of event quality.

Figure 1: The conceptual framework adopted in this study is adapted from Bakshi and Manhas (2017), as illustrated in Figure 1



As shown in Table 2, respondents reported high perceived value of the Visit Melaka 2025 events. The highest mean score indicated agreement that the event delivered more than expected relative to the resources invested ($M = 4.44, SD = 0.73$). The lowest mean score, while still high, indicated agreement that the event’s overall value exceeded expectations ($M = 4.34, SD = 0.72$). These results suggest that female attendees generally perceived the events as

offering strong value, supporting the role of perceived value in shaping behavioural intention.

As presented in Table 3, respondents reported strong behavioural intentions toward the Visit Melaka 2025 events. The highest mean score reflected agreement that sharing positive event experiences with others was likely to influence other female attendees’ behavioural intentions ($M = 4.44, SD = 0.69$). The lowest mean score, while still favourable, indicated respondents’ intention to participate in future events organised by the same organisers ($M = 4.31, SD = 0.77$). Overall, the results suggest a high likelihood of positive word-of-mouth and continued engagement among female attendees.

Table 1: Descriptive analysis

Items	Mean	Standard deviation
ET1: The operating hours of the event are convenient	4.29	0.77
ET2: The schedule of event activities is well-organized	4.33	0.78
ET3: Updated information on event timing is easily accessible	4.29	0.75
AMB1: The event ambiance enhances my experience	4.44	0.65
AMB2: The event venue is well-maintained and clean	4.39	0.80
AMB3: The event setup is visually appealing	4.42	0.72
AMB4: The event area is spacious and comfortable	4.42	0.71
ENT1: The performances at the event are entertaining	4.44	0.71
ENT2: The cultural performances are engaging	4.46	0.70
ENT3: Pre- and post-event activities are enjoyable	4.38	0.82
OI1: The event staff are knowledgeable about their roles	4.40	0.70
OI2: I can rely on the event staff to be friendly	4.32	0.82
OI3: The staff handle inquiries efficiently behaviour of the staff is professional and pleasant	4.36	0.77

Table 2: Descriptive analysis

Items	Mean	Standard deviation
PV1: The event provided good value for the price I paid	4.37	0.68
PV2: I feel that the event delivered more than I expected for the resources involved	4.38	0.70
PV3: The event provided me with useful takeaways or knowledge	4.44	0.73
PV4: The event’s services were worth the cost of attending	4.40	0.66
PV5: The overall value of the event exceeded my expectations	4.34	0.72

Table 3: Descriptive analysis

Items	Mean	Standard deviation
BI1: I am likely to attend similar events in the future	4.42	0.67
BI2: I intend to share my positive experience from this event with others	4.44	0.69
BI3: I am likely to participate in more events organized by the same organizers	4.31	0.77
BI4: I would be motivated to attend future events if they offer the same value as this one	4.37	0.73
BI5: I would consider volunteering or participating in the organization of future events	4.38	0.79

3.2. The Pearson Correlation

Table 4 presents the Pearson correlation coefficients among event quality dimensions, perceived value, and behavioural intention. The strongest relationship was observed between perceived value and behavioural intention ($r = 0.887$), suggesting that female attendees who perceived higher value were substantially more likely to revisit or recommend the event. This supports prior tourism research that positions perceived value as a key determinant of loyalty-related behavioural outcomes (Petrick, 2004). Ambience also demonstrated strong correlations with both perceived value ($r = 0.838$) and behavioural intention ($r = 0.811$), highlighting the role of the servicescape and atmosphere in shaping perceived value and subsequent behavioural responses.

Significant correlations were also found among the event quality dimensions. Organiser interaction was strongly associated with entertainment ($r = 0.793$) and ambience ($r = 0.771$), while entertainment was closely related to event time ($r = 0.803$) and perceived value ($r = 0.714$). Event time showed moderate to strong correlations with perceived value ($r = 0.736$) and behavioural intention ($r = 0.683$), indicating that scheduling contributes to attendee evaluations, although experiential attributes appear more strongly linked to value and behavioural outcomes in this context. Overall, all event quality dimensions were positively associated with behavioural intention, with perceived value emerging as the central construct linking event experience to attendee loyalty, consistent with established event tourism findings (Petrick, 2004).

3.3. The Multiple Regression Analysis

Table 5 presents the results of the multiple regression analysis examining the influence of event quality dimensions on perceived value. The initial phase of the hypothesis testing utilised multiple regression analysis to determine how various event quality dimensions contribute to the formation of perceived value (PVC) among female attendees. The statistical model proved to be a robust fit, $F(4, 147) = 117.857, P < 0.001$, accounting for approximately 76.2% of the variance in perceived value ($R^2 = 0.762$). An inspection of the individual paths reveals a clear hierarchy in what female visitors prioritise. Ambience (SQAC) stood out as the most powerful predictor of value ($\beta = 0.650, t = 9.979, P < 0.001$), followed by the quality of organisation interaction (SQOC) ($\beta = 0.329, t = 4.486, P < 0.001$). These results provide strong empirical evidence for H_2 and H_4 , suggesting that the sensory environment and professional staff engagement are

the primary mechanisms through which these women judge the “worth” of an event. Interestingly, neither event time (SQEC) ($\beta=0.082, t=1.067, P=0.288$) nor event entertainment (SQEMC) ($\beta=-0.115, t=-1.432, P=0.154$) reached statistical significance in this specific model. Consequently, H_1 and H_3 were not supported. These findings imply that while scheduling and performances are core components of the Visit Melaka 2025 experience, they may be perceived as baseline expectations rather than unique value-added

features that differentiate the experience for this demographic.

Table 6 presents the regression results examining the effect of perceived value on behavioural intention. The final stage of the direct-path analysis focused on the relationship between the attendees’ holistic evaluation of the event and their future intentions. Using simple linear regression, the study examined how perceived value (PVC) predicts the behavioural intentions

Table 4: The Pearson correlation

	Event time (ET)	Entertainment (ENT)	Organization interaction (OI)	Ambience (AMB)	Perceived value (PV)	Behavioural intention (BI)
Event time (ET)	1	0.803**	0.782**	0.661**	0.736**	0.683**
Entertainment (ENT)	0.803**	1	0.793**	0.706**	0.714**	0.684**
Organization interaction (OI)	0.782**	0.793**	1	0.771**	0.710**	0.720**
Ambience (AMB)	0.661**	0.706**	0.771**	1	0.838**	0.811**
Perceived value (PV)	0.736**	0.714**	0.710**	0.838**	1	0.887**
Behavioural intention (BI)	0.683**	0.684**	0.720**	0.811**	0.887**	1

Table 5: Multiple regression analysis predicting perceived value

Model summary				
Model	R	R square	Adjusted R square	Standard error of the estimate
1	0.873	0.762	0.756	0.31592

a. Predictors: (Constant), SQEMC, SQAC, SQOC, SQEC

ANOVA						
Model	Source	Sum of squares	df	Mean square	F	Significance
1	Regression	47.052	4	11.763	117.857	0.000
	Residual	14.672	147	0.100		
	Total	61.724	151			

a. Dependent variable: PVC

b. Predictors: (Constant), SQEMC, SQAC, SQOC, SQEC

Coefficients						
Model	Variables	Unstandardized coefficients		Standardized coefficients		
		B	Standard error	Beta	t	Significance
1	(Constant)	0.355	0.191		1.860	0.065
	SQOC	0.296	0.066	0.329	4.486	0.000
	SQAC	0.651	0.065	0.650	9.979	0.000
	SQEC	0.078	0.074	0.082	1.067	0.288
	SQEMC	-0.107	0.075	-0.115	-1.432	0.154

a. Dependent variable: PVC

Table 6: Multiple regression analysis between perceived value and behavioural intention

Model summary				
Model	R	R square	Adjusted R-square	Standard error of the estimate
1	0.885	0.784	0.782	0.31037

i) Predictors: (Constant), PVC

ANOVA						
Model	Source	Sum of squares	df	Mean square	F	Significance
1	Regression	52.325	4	52.325	543.178	0.000
	Residual	14.450	150	0.96		
	Total	66.775	151			

i) Dependent Variable: Behavioural Intention

ii) Predictors: (Constant), Perceived Value

Coefficients						
Model	Variables	Unstandardized coefficients		Standardized coefficients		
		B	Standard error	Beta	t	Significance
1	(Constant)	0.343	0.175		1.963	0.051
	PVC	0.921	0.40	0.885	23.306	0.000

i) Dependent Variable: Behavioural Intention

(BIC) of female visitors. The model demonstrated a remarkably high level of explanatory power, $F(1, 150) = 543.178$, $P < 0.001$, with perceived value accounting for 78.4% of the total variance in intentions ($R^2 = 0.784$). The findings confirm a strong, positive, and statistically significant relationship between the two constructs ($\beta = 0.885$, $t = 23.306$, $P < 0.001$), providing robust support for H_3 . This result indicates that when female attendees feel the experience justifies their personal investment of time and resources, they are substantially more likely to return or offer recommendations. This path serves as a critical bridge in the conceptual model, confirming that value is not just a passive outcome but a primary driver of future loyalty.

3.4. The Mediation Analysis

Table 7 presents the mediation analysis results assessing the mediating role of perceived value. The mediation tests conducted via the PROCESS macro confirm that perceived value acts as a vital bridge in this process. Specifically, organisation interaction follows a path of full mediation, suggesting that staff professionalism and friendliness only influence future intentions if they first succeed in making the attendee feel the experience was “worth it.” In contrast, ambience demonstrated partial mediation, exerting both a direct influence on intentions and a substantial indirect influence through value.

3.5. Hypotheses Testing Summary

The study utilised multiple regression and mediation analyses to evaluate the proposed research model. The initial phase examined the direct influence of event quality dimensions on the attendees’ perceived value (PVC). The data provided empirical support for H_2 and H_4 , as both ambience ($\beta = 0.650$, $t = 9.979$, $P < 0.001$) and organisation interaction ($\beta = 0.329$, $t = 4.486$, $P < 0.001$) emerged as significant positive predictors of value. However, the results led to the rejection of H_1 and H_3 , as event time and entertainment did not uniquely contribute to the formation of perceived value in this multi-variable model. Furthermore, H_5 was strongly supported, confirming that perceived value is a powerful and direct driver of behavioural intention ($\beta = 0.885$, $t = 23.306$, $P < 0.001$), accounting for 78.4% of its variance. The second phase of analysis focused on the indirect effects to determine the role of perceived value as an evaluative mechanism. Mediation testing through the PROCESS macro revealed that the influence of ambience on future intentions is partially mediated by perceived value, exerting both a significant direct effect and a substantial indirect effect (Effect = 0.4595, 95% CI [0.1952, 0.6542]). In contrast, organisation interaction followed a path of full mediation (Effect = 0.2089, 95% CI [0.0583, 0.3784]), its direct effect became non-significant ($P = 0.6650$) once the mediator was introduced. These findings suggest that for female attendees at Visit Melaka 2025, while a high-quality atmosphere has an immediate pull, the impact of staff professionalism relies entirely on its ability to enhance the participant’s overall sense of the event’s worth.

4. CONCLUSION

This research explored how different aspects of event quality affect female participants’ behavioural intentions at a cultural tourism event, emphasising the significance of perceived value. Based on data from Visit Melaka 2025, results show that visitors’ behavioural intentions are less influenced by their direct evaluations of specific event features and more by their overall perception of value.

Across the analysis, event quality dimensions such as ambience, entertainment, and organiser interaction contributed significantly to perceived value. However, once perceived value was taken into account, most event quality attributes no longer exerted a direct influence on behavioural intention. This pattern indicates that event quality affects loyalty outcomes primarily by generating a sense of value rather than through isolated experiential attributes. These findings support and extend prior tourism research that has highlighted the importance of perceived value in shaping revisit and recommendation intentions (Armbrecht, 2021; Hernandez-Mogollon et al., 2021; Pivac et al., 2019).

By positioning perceived value as a central explanatory mechanism, this study challenges the dominant assumption in event tourism literature that improvements in discrete quality dimensions automatically lead to stronger behavioural intention (Jin et al., 2013; Pivac et al., 2019). Instead, the findings suggest that in cultural tourism events, particularly in emerging destinations where baseline quality is expected, loyalty is driven by whether attendees perceive the overall experience as worth the time, effort, and cost.

The exclusive focus on female attendees further advances understanding of event tourism behaviour by treating gender as a contextual condition shaping evaluative processes. Consistent with prior research, the results indicate that female attendees place particular emphasis on relational interaction and value-for-effort considerations when forming post-event behavioural intentions (Mair and Frew, 2018; Tang and Goh, 2021). This highlights the need for event tourism models to more explicitly account for gendered patterns of value appraisal rather than relying solely on generic quality–intention relationships.

From a practical perspective, the findings suggest that event organisers and destination managers should prioritise value creation and value communication rather than focusing exclusively on enhancing individual event attributes. While entertainment and ambience remain important, their contribution to loyalty depends on how effectively they are translated into meaningful and worthwhile experiences (Bajs, 2015; Yulianto et al., 2023). In addition, the significance of organiser interaction underscores the strategic importance of interpersonal engagement, staff responsiveness, and emotional support in shaping positive behavioural outcomes.

Table 7: The mediation analysis

Predictor (IV)	Direct effect (c')	Indirect effect (ab)	BootLLCI	BootULCI	Mediation type
Ambience	0.158 (P=0.048)	0.459	0.195	0.654	Partial
Organization interaction	-0.028 (P=0.665)	0.209	0.058	0.378	Full

Several limitations should be acknowledged. The cross-sectional design restricts causal inference, and the use of a female-only sample limits direct comparison across gender groups. Future research could address these limitations by employing comparative or longitudinal designs and by examining how value formation processes differ across visitor segments and destination contexts.

Overall, this study contributes to event tourism research by clarifying the conditional role of event quality and by establishing perceived value as a key mechanism driving behavioural intention in cultural tourism events. The findings offer theoretically grounded and practically relevant insight into how events can support sustained visitor engagement in emerging tourism destinations.

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