

Original Article

The Effect of Audience Experience and Player Quality on Rewatch Decisions with Audience Satisfaction as a Mediating Variable at The Malut United Match at Kie Raha Stadium

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Abstract: This study aims to analyze the influence of audience experience and player quality on rewatch decisions, with audience satisfaction as a mediating variable, during the Malut United match at Kie Raha Stadium. The research used a quantitative approach, collecting data by distributing questionnaires to 190 spectators of the Malut United match. The data analysis technique used the Structural Equation Modeling method based on Partial Least Squares (SEM-PLS). The results showed that audience experience had a positive effect on rewatch decisions, whereas player quality did not. In addition, audience experience and player quality were shown to affect audience satisfaction positively. Audience satisfaction also positively affected rewatch decisions. The results of the mediation test showed that audience satisfaction mediated the effects of audience experience and player quality on rewatch decisions. These findings indicate that audience experience and player quality not only directly influence rewatch decisions but also do so through audience satisfaction as a psychological mechanism. Therefore, improving the viewing experience and game quality are important factors in creating satisfaction and encouraging audience loyalty to return to the stadium to watch matches live.

Keywords: Audience Experience, Cast Quality, Audience Satisfaction, Rewatch Decision.

I. INTRODUCTION

Football is the most popular sport in the world today. As time goes by, football has transformed from a traditional game into a global industry encompassing economics, technology, entertainment, and politics. In the modern era, the game of football not only takes place in stadiums but is also broadcast worldwide through digital media (FIFA 2020). Since its introduction by the Dutch colonial government at the end of the 19th century, football has become an important part of Indonesian society. The establishment of Unity Football Seloeroeh Indonesia (PSSI) in 1930 became a milestone in the important development of national football (Sinar Mas, 2023). In its development, Indonesian football is not only a means of entertainment but also a tool for nation-building and a medium for expressing identity.

The development of football in Indonesia over the past few years has shown significant dynamics, and even surveys show that the public admits to being football fans. The scale of this enthusiasm is reflected in the number of fans watching League 1 matches live at the stadium. In the 2024/2025 season, more than One half million viewers recorded present at the stadium throughout the season. According to the 2022 IPSOS Survey, Indonesia has the highest percentage of football fans in the world, with 69% of its population being football fans. This shows the high interest of the Indonesian population in match football at the national and regional levels. In addition to developing industry sports, games, and football, it is not only field play but also entertainment and part of the industry, aspects that attract viewers, enhance quality games, and foster fan loyalty.

The entry of marketing into the world of sports occurred when sports began to attract large audiences and wider public attention. Football has become one of the fastest-growing sports in terms of marketing due to its large and loyal fan base. Football matches are no longer viewed solely as a sport but also as entertainment that can generate economic benefits. The development of mass media such as radio, television, and the internet has made football increasingly popular and accessible to the public. Football clubs have begun to realize that their popularity can be leveraged as a marketing tool. This is evident in the emergence of sponsorships on player jerseys, match ticket sales, television broadcasting rights, merchandise sales, and social media promotions. Marketing in football has evolved alongside the changing role of football, no longer viewed solely as a sport but also as an entertainment industry with significant economic value. Initially, football was primarily a means of competition and entertainment. However, the growing number of spectators, fan loyalty, and media attention have made football a significant marketing opportunity. Football clubs have now focused not only on on-field achievements but also on building their image, attracting sponsors, increasing attendance, and creating an engaging viewing experience for the public.



The development of football in Indonesia has tended to be concentrated in the western and central regions, especially on the islands of Java and Sumatra. The eastern region of Indonesia, including North Maluku Province, has not yet received much attention in national football, particularly in terms of infrastructure, development, and the presence of professionals. This has an impact on the lack of representation in professional competitions, as well as on limited opportunities for public locals to participate directly in national football. This condition is beginning to have a significant impact due to the presence of Malut United Football Club (Malut United FC). This club serves as a representative of North Maluku in national competitions and has become a symbol of resurrection football in eastern Indonesia. By making Kie Raha Stadium in Ternate City the headquarters, Main, Malut United FC also participated in creating a return atmosphere for football in the area and increasing public participation in support of the local club (Sinarmas 2023).

Malut United Club was officially founded on April 6, 2023, following a change in ownership and the transfer of rights from the club previously known as Putra Delta Sidoarjo. This change was made by a group of investors who joined a consortium comprising the company's mines, PT Mineral Trobos, and PT Malut Maju Sejahtera. Through this process, the right to participate in the competition, previously held by Putra Delta Sidoarjo, was transferred to North Maluku, making Malut United the only representative of the region in the world of professional football in Indonesia. The name "Malut United" is an abbreviation of "North Maluku United", which reflects the determination of the club to bring spirit and identity to the North Maluku community at the national level. Since its founding, this club has carried a mission to revive Spirit football in the eastern region of Indonesia, especially in North Maluku, which has not yet had its own competing clubs in League 1.

Kie Raha Stadium, as a venue, serves not only as a sports facility but also as a public space for social interaction between clubs and their supporters. The number of audience present at every match reflects how much the experience of watching high-quality games, as well as satisfaction with the match, influences the audience to attend the next game. The presence of viewers in every match, Malut United at Kie Raha Stadium, is an important indicator of the public's enthusiasm for their pride. In addition, audience data can serve as a basis for management matches, promotions club, and development infrastructure at the stadium.

Implementation: This match also had a big impact on Micro, Small, and Medium Enterprises (MSMEs). Street vendors around the stadium take note of improvements to increase sales significantly. Various products, starting from food and Drink to team merchandise. The audience watching a match directly shows a tendency to purchase goods and services throughout the stadium area, so the activity encourages economic growth in the surrounding areas. This condition is used by people living around the stadium to participate in the activity economy to earn additional income during the match (*ntvnews.id*). In addition to MSMEs, service parking providers near the stadium also benefit from significant income growth, given the high number of vehicles used by the audience. The number of vehicle spectators who filled the surrounding stadium area improved parking rates and increased land utilization for parking during the ongoing match (*ntvnews.id*).

In this study, data on the number of Malut United viewers at Kie Raha Stadium are presented to provide an empirical overview of the dynamic presence of supporters during a season match. This data is relevant for further analysis. See the connection between experience watching, Player Quality, and Satisfaction as determinants of the decision to watch repeat. Based on standings at the end of the 2024–2025 Liga 1 season, Malut United finished third with 57 points. This achievement is one of the most important achievements for a relatively new club competing in the top flight, the highest Indonesian football rankings third show that Malut United is capable of competing in a way competitive with clubs big and historic others, at the same time showing improvement in quality of game, consistency of the team, and effectiveness of the strategies implemented throughout the season.

According to the data, the match between Malut United and Persija Jakarta on May 23, 2015, had a total attendance of 11,646 spectators. The number of spectators at this match may be due to the popularity of Persija Jakarta, one of the clubs with a strong supporter base, strong national spirit, and enthusiastic supporters of Malut United in support of their team in a moment of face against a large opponent. This condition indicates that a match with an opponent profiled as tall can increase viewership significantly. On the other hand, the number of viewers was the least in the match pen Malut United was recorded in the match Malut United vs PSBS Biak on page 7, no. 12, dated 12/2/24, with a total attendance of 100 spectators. The low number of spectators at this match can be influenced by the low Power pull compared to clubs' big other and non-technical factors, such as bad weather or a less-than-optimal match.

In this study, to examine decision-making in watching repeat-match football, it is important to understand the context of the experience felt by the audience while at the stadium. One important element of the experience is that the party organizer's service structure matches, especially in the system for determining ticket prices and the layout of the match arena. The ticket prices offered reflect market segmentation based on the level of comfort, facilities, and available accessibility for the audience. Meanwhile, the stadium's floor plan provides an overview of the spatial layout of the various seating areas, which also influences perception quality, spectacle, social interaction, and overall satisfaction.

According to Lemon and Verhoef (2016), *customer experience* is a holistic perception formed by customers from all their interactions with the company or brand, whether direct or indirect. Direct contact includes the purchasing process, tickets, and experiences witnessed directly, while indirect contact covers impressions of the club through media, community supporters, and promotions carried out by party organizers. According to Chen & Lin (2014), *customer experience* is a cognitive or perception stimulus that motivates customers. Recognition of this perception can increase product & service value. *Customer Experience* is the result of interactions between consumers and companies, both physical and emotional. Although the match between Malut United at Kie Raha Stadium drew the enthusiasm of North Maluku society, facts on the ground show that not all the audience present decided to watch the match replay next.

In a way, theoretical findings align with the approach of Customer Satisfaction and Behavioral Intention Theory proposed by Oliver (1997), which explains that the individual's prior experience evaluation strongly influences purchase repetition. If the experience felt consumer not satisfactory enough, good from the side of quality service, comfort, and other aspects that become a hope for customers, then the possibility of repeat purchase will decrease. According to the theory, *Customer Experience*, as stated by Lemon and Verhoef (2016), a holistic perception of various aspects of service will form intentions and influence future behavior. When customers get a pleasant experience, they tend to feel satisfied and motivated to purchase again. On the contrary, a bad experience can reduce customers' interest in returning to buy, even if they are interested in the product or service. In the framework of *Behavioral Intention Theory*, experienced customers can influence perceived value (*perceived value*) and ultimately satisfaction, culminating in a purchase repurchase *decision*. This is reinforced by Berry et al. (2002), who explain that experiencing positive emotions can increase attachment to a brand or service, thus increasing loyalty and intention to buy again. In the process of making a repeat purchase, consumers not only consider the experience gained, but also the quality of the product received. One important consideration is the ability to produce products that fulfill consumers' needs and expectations. Quality products reflect the extent to which they can deliver benefits, convenience, and satisfaction in line with customer expectations. When a product is offered at a good quality, consumers will evaluate it as capable of providing fair value, which can increase the likelihood of purchase. According to Kotler and Keller (2016), product quality refers to a product or service's ability to fulfill consumers' needs and wants. Therefore, a quality product is one of the important factors that influence customer perception of value, as well as the decision to return or buy the same product in the future.

Nasution (2010) emphasized that customer satisfaction is a level of feeling somebody has after comparing performance or perceived results with their expectations. Meanwhile, according to Kotler and Armstrong (2008), a satisfied consumer is a perception consumer of a performance-based product relative to the buyer. Customer satisfaction is a determinant of loyalty because satisfied customers tend to purchase repeatedly, give positive recommendations, and remain part of the customer base for a long time. Although the study's results show a positive relationship between Customer Experience and repeat purchase decisions. Findings. This is in line with research by Silvia et al. (2025), which states that *Customer Experience* has a positive and significant impact on purchase repeat for the product Scientific. However, the results differ from those of Miftaul et al. (2023), who found that Customer Experience has no significant positive effect on purchase repeat at Foodbox Kota Bima. Different results indicate that felt experience consumer moment interacts with the product or service. Not yet, of course, becomes the main driving force; they do purchase repeatedly.

Research also revealed that quality products do not influence repeat purchase decisions. This result is not in line with Zulkarnain et al. (2021), who found that a high-quality product has a positive effect on purchase repeat. Likewise, based on the study's results, Destianto et al. (2024) stated that a high-quality product has a positive impact on the decision to purchase the local AMDK product Mamuya again. Commitment to maintaining and improving product quality helps drive repeat purchase decisions, which is an important indicator of sustainability and market growth. Furthermore, Umaitul et al. (2025) stated that high-quality products and a positive customer experience positively influence customer satisfaction with the Erigo brand. Findings show that customers feel satisfied when the product is received in accordance with their hopes, good from the side, aesthetics, and comfort of use. With this experience, good customers are rejected as a measure of the company's importance in an effort to fulfill and improve customer satisfaction.

II. LITERATURE REVIEW

A) *Expectation Confirmation Theory (ECT)*

Expectation Confirmation Theory (ECT) was first introduced by Richard L. Oliver in 1980, and it is used to explain psychological processes. Information satisfaction of consumers after consuming a product or service. According to this theory, satisfaction not only arises from experience but is also formed through comparisons between the expectations consumers have for performance and what they actually feel after consuming a product or service. In other words, ECT emphasizes that confirmation or disconfirmation of the existence mechanism plays a role in determining whether a consumer will feel satisfied. In context sports, especially in Audience Experience match football, ECT is highly relevant. Audience comes to the stadium with certain expectations, such as Player Quality, comfort facilities, stadium atmosphere, match-priced tickets commensurate with the

experience gained, and interaction and socializing with other audience members. After the match is over, they will evaluate the reality they experience. If the experience of watching it exceeds expectations, it will feel highly satisfying, encouraging them to come back to watch the next match. On the other hand, if reality is experienced far below expectations, satisfaction decreases, and the intention to watch a repeat is also reduced. Thus, the decision to repeatedly purchase tickets and the willingness to recommend them to others are strongly influenced by the confirmation process expectation, as this theory explains.

B) Customer Experience

Customer Experience was first popularized by Pine and Gilmore (1998) in their work on The Experience Economy, which emphasizes that consumers are no longer only buying a product or service but also seeking an experience that provides emotional, sensory, cognitive, and relational value. Since that time, experienced customers have been viewed as one of the main factors in creating satisfaction and loyalty, in particular in industry services and entertainment. Customer Experience is a cognitive or perception stimulus that motivates customers. Recognition of this perception can increase product & service value. Customer Experience is the result of interactions between consumers and companies, in both physical and emotional ways, according to Chen & Lin (2014). Experience very close customers in relation to the values they hold for a product (Assauri, 2020). According to Banjarnahor et al., customer experience is the impression consumers get from a product or business based on the overall journey they experience. He also added that all the form interactions that take place will join together to form one experience and impress the customer with a product.

C) Player Quality (Product Quality)

According to Kotler and Armstrong (2012), product quality is the ability of a product to perform its intended function; it includes overall durability, reliability, accuracy, ease of operation, and product repair, as well as other product attributes. According to Kotler and Keller (2009), Product Quality is the totality of product features and characteristics, or services, that depend on its ability to satisfy stated or implied needs. According to Assauri (2015), Product Quality is a statement-level ability of a brand or certain products to perform the expected function. Marketed products that fulfill high quality are a good weapon in winning the competition. In this sense, there is an expression "quality first" or quality as the main one. According to Laksana (2008), quality is "the level of expected quality and control diversity to achieve the quality that meets the needs of consumers". Thus, the key factor is success, and success for an organization or company is defined by product quality. (Laksana, 2008) stated that quality is "the only road going to sustainable growth and income is guaranteed best on faithful customers, defense strongest in the face of competition".

D) Rewatch Decision (Repurchase Decision)

Purchase repeat is one of the behaviors after previous purchases based on satisfaction. According to Swastha (1997), purchase repeat is an attitude behavior of consumers who only buy a product/ service repeatedly without including aspect liking in it, creating loyalty consumers who are committed towards a particular brand or product, store, supplier, or company based on a positive attitude, positive reflection in purchase consistent repeat order activities. In a way, repetitive or more than once, so that there is context loyalty towards a product, company, or brand (Amroni, 2019). According to Kotler and Keller (2016), the decision to repurchase is part of post-purchase behavior, which is influenced by prior experience, consumer satisfaction, and perceptions of product quality or service. Consumers who are satisfied with the experience are more likely to purchase again and even recommend it to others.

E) Audience Satisfaction

Kotler and Keller (2021) define satisfaction as a feeling of like or disappointment someone experiences after comparing perceived performance (results) towards a product or service with their hopes. The definition of customer satisfaction, as formulated by Richard Oliver Barnes (2003), is that it is a customer's response to the fulfillment of needs. Oliver (2019). Satisfaction is the level of feeling someone has after comparing perceived performance/results with expectations. Hence, satisfaction is a function of the difference between perceived performance and expectations. If the customer is disappointed, the level of satisfaction is negative. According to Kotler and Keller (2009), satisfaction is a feeling of liking or disappointment resulting from comparing product performance with expectations; if product performance is lower than expected, a customer will feel disappointed. But if product performance exceeds or matches expectations, these customers will experience greater satisfaction. Customer satisfaction is important because it can influence loyalty, repeat purchase decisions, and word-of-mouth promotion. In the context of football, customer satisfaction can be interpreted as how satisfied the audience feels with the experience of watching a match directly.

III. RESULTS AND DISCUSSION

A) Convergent Validity

In this study, the validity of the convergent analysis is assessed using loading factor values to determine the extent to which each item represents the construct being measured. A loading factor value above 0.7 is considered ideal because it shows that these indicators can measure the construct well (Joseph et al, 2023).

Table 1: Convergent Validity

	Audience Satisfaction (Z)	Rewatch Decisions (Y)	Player Quality (X2)	Audience Experience (X1)
X1.1				0,912
X1.2				0,902
X1.3				0,810
X1.4				0,859
X1.5				0,905
X2.1			0,888	
X2.2			0,877	
X2.3			0,877	
X2.4			0,869	
X2.5			0,909	
Y.1		0,885		
Y.2		0,859		
Y.3		0,854		
Y.4		0,947		
Y.5		0,904		
Z.1	0,905			
Z.2	0,871			
Z.3	0,849			
Z.4	0,933			

Based on the validity-convergence test results, it can be concluded that all indicators in this research have met the established criterion, namely, their own mark loading factor is above 0.7. Thus, all indicators on variables Experience Audience, Player Quality Satisfaction Viewers, and the Rewatch Decision are declared valid in measuring the construct being studied, so that the measurement model (*outer model*) in this research can be used for the next stage analysis, furthermore

B) Discriminant Validity

A validity test using a discriminant function is performed to ensure that each indicator represents the variables more strongly than the others. The analysis results show that the highest loading factor for each indicator is on the variable origin. This indicates that these indicators have a stronger correlation with the measured variable compared to other variables (Sugiyono, 2018).

Table 2: Discriminant Validity (Cross Loading)

	Audience Experience (X1)	Player Quality (X2)	Rewatch Decision (Y)	Audience Satisfaction (Z)
X1.1	0,912	0,812	0,816	0,822
X1.2	0,902	0,816	0,777	0,838
X1.3	0,810	0,759	0,652	0,598
X1.4	0,859	0,735	0,716	0,718
X1.5	0,905	0,787	0,774	0,739
X2.1	0,794	0,888	0,722	0,795
X2.2	0,746	0,877	0,723	0,686
X2.3	0,749	0,877	0,684	0,673
X2.4	0,808	0,869	0,713	0,705
X2.5	0,830	0,909	0,741	0,767
Y.1	0,792	0,786	0,885	0,859
Y.2	0,677	0,687	0,859	0,739
Y.3	0,744	0,684	0,854	0,822
Y.4	0,819	0,751	0,947	0,876
Y.5	0,758	0,696	0,904	0,805
Z.1	0,790	0,773	0,824	0,905
Z.2	0,724	0,680	0,807	0,871
Z.3	0,697	0,687	0,796	0,849
Z.4	0,817	0,783	0,861	0,933

Based on the table, it can be concluded that all indicators in this research have satisfied the criteria for validity and discriminant validity, as each indicator has the highest cross-loading on the measured construct compared to the other constructs. Thus, all indicators in this research are deemed suitable for further analysis.

C) Composite Reliability

A reliability test was conducted to determine the consistency and reliability of the measures used in the research. A reliability test was conducted to determine the consistency and reliability of the measures used in the research. Reliability testing in this research was conducted using Cronbach's Alpha and Composite Reliability. A construct is considered reliable if its own mark Cronbach's Alpha ≥ 0.70 and Composite Reliability ≥ 0.70 .

Table 3: Result of Construct Reliability and validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Audience Satisfaction (Z)	0,912	0,915	0,938	0,792
Rewatch Decisions (Y)	0,934	0,937	0,950	0,793
Player Quality (X2)	0,930	0,931	0,947	0,781
Audience Experience (X1)	0,926	0,933	0,944	0,772

Overall, the reliability test values obtained in this study indicate that the construct is reliable. This reliability indicates that every construct capable of measuring the concept you want to test shows high consistency, so the tool used can produce stable, reliable data in the context of this research.

D) R-Square

Coefficient value determination in this research used R-Square (R^2) and Adjusted R-Square (Adjusted R^2). The R-Square value indicates the extent to which the explanatory variables exogenously explain the endogenous variables, whereas the Adjusted R-Square value is preferred because it is adjusted for the number of predictors in the model, providing more accurate estimates. In general, interpretation coefficient determination in this research refers to the PLS-SEM approach. According to Savitri et al. (2022), an R^2 value of 0.75 indicates a strong relationship, 0.50 a moderate one, and 0.25 a weak one.

Table 4: R-Square dan R-Square Adjusted

	R-squared	R-squared adjusted
Audience Satisfaction (Z)	0,746	0,743
Rewatch Decisions (Y)	0,869	0,867

Based on the obtained R-Square and Adjusted R-Square values, it can be concluded that the research model has an excellent ability to explain the variation of endogenous variables. The difference between the R-Square and Adjusted R-Square values for both variables is relatively small, indicating that the constructed model has a good level of stability and does not exhibit significant bias due to the number of predictor variables. Thus, this research model has strong explanatory power for the relationships among Audience Experience, Performer Quality, Audience Satisfaction, and Rewatching Decisions.

E) Hypothesis Testing

In this analysis, the path coefficient is used to test the influence of Experience Audience (X1) and Player Quality (X2) on Spectator Decisions (Z) and Rewatch Decisions (Y) in matches of Club Malut United at Kie Raha Stadium. The coefficient value of the valuable path positive shows that the taller felt experience audience and better Player Quality, then trend decision audience and decisions watch repeat will also increase. The intervariable relationship was considered significant if the p-value was < 0.05 and the t-statistic was > 1.96 . On the other hand, if p-value > 0.05 and t-statistic < 1.96 , then the connection between the variables does not meet the criteria for significance.

Table 5: Hypothesis Test Results (Path Coefficient)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Audience Experience (X1) -> Rewatch Decisions (Y)	0,223	0,243	0,101	2,210	0,027
Player Quality (X2) -> Rewatch Decisions (Y)	0,029	0,034	0,081	0,358	0,720
Audience Experience (X1) -> Audience Satisfaction (Z)	0,578	0,581	0,101	5,725	0,000
Player Quality (X2) -> Audience Satisfaction (Z)	0,308	0,307	0,102	3,013	0,003
Audience Satisfaction (Z) -> Rewatch Decisions (Y)	0,710	0,685	0,104	6,845	0,000

F) Mediation Testing

Table 6: Specific Indirect Effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Audience Experience (X1)-> Audience Satisfaction (Z) -> Re-Watch Decisions (Y)	0,410	0,396	0,086	4,773	0,000
Player Quality (X2) -> Audience Satisfaction -> Rewatch Decisions (Y)	0,219	0,209	0,076	2,889	0,004

Based on results testing the specific indirect *effect*, indirect path, results analysis track mediation show that variables Experience Viewership (X1) towards the Re -Watching Decision (Y) through Viewership Decision (Z) with a *t- statistic* value of 4.773, which is > 1.96, and the *p-value* is 0.000, <0.05. So it can be concluded that Audience Experience has a positive, indirect effect on Rewatching Decisions through Viewer Decisions. Then, variables Player Quality (X2) on Rewatch Decision (Y) via Viewer Decision (Z) show a *t-statistic* of 2.889 (> 1.96) and a *p-value* of 0.004 (< 0.05). So it can be concluded that the Audience's Decision can mediate Player Quality's influence on the Decision to Rewatch the Match, Club Malut United at Kie Raha Stadium.

In addition to using a specific indirect effect, mediation can also be tested using *Variance Accounted For (VAF)*. VAF is used to assess how much of the total influence is transmitted through the mediator variable. Mathematically, VAF is calculated using the formula: $VAF = (Indirect\ Effect / Total\ Effect) \times 100\%$, where total influence is the sum of direct and indirect influences.

Table 7: Variance Accounted For (VAF)

	Pengaruh Langsung	Pengaruh Tidak Langsung	Total	Nilai VAF	Keterangan
Audience Experience (X1) -> Audience Satisfaction (Z) -> Re-Watch (Y)	0.223	0.410	0.633	64%	Partial Mediation
Player Quality (X2) -> Audience Satisfaction (Z) -> Re-Watch (Y)	0.029	0.219	0.248	88%	Full Mediation

Based on the research results, the VAF value for the relationship Experience Watch (X1) via Satisfaction Watch (Z) towards Rewatch Decision (Y) is 64%, and it falls within the Partial Mediation category. This shows that Satisfaction Watch functions as a mediator, connecting the influence of Audience Experience to the decision to watch again. On the other hand, in a relationship between Player Quality (X2) and Satisfaction Watching (Z) against Rewatching Decision (Y), the resulting VAF value of 88% is categorized as *Full Mediation*. This value indicates that Satisfaction Watch plays a primary and absolute role in this relationship.

G) Pembahasan

a. Influence Audience Experience Regarding the Decision to Re- Watch the Malut United Club Match at Kie Raha Stadium

Based on research results, it is known that Audience Experience has a positive impact on the decision to watch a replay of the match Malut United at Kie Raha Stadium. This result shows that the better the viewer's experience during a witness match, the greater their tendency to return to watch future matches. This shows that experience gained by viewers while in the stadium not only has a momentary impact but also shapes long-term, influential behavior. The results of this study are in line with research by Khuswatun et al. (2022), Silvia et al. (2023), and Miftaul et al. (2023), which found that Customer Experience has no positive effect on Repurchase Decisions.

b. Influence Player Quality Regarding the Decision to Re- Watch the Malut United Club Match at Kie Raha Stadium

Test results indicate that Player Qualities do not influence the Replay Decision in matches between club Malut United and Kie Raha Stadium. In the context of regional football, spectators generally have an emotional attachment to the supported club. This attachment can take the form of loyalty, pride, and identity as part of the community of supporters. Therefore, even though Player Quality may vary, it is not the main factor in deciding whether to watch back. The audience remains present as support for the team, not solely to assess individual Player performance. The results of this study are in line with research by Natasya et al. (2024), which found that the Product quality variable in this study did not have a direct influence on

repurchase intention. However, the research is not in line with that of Zulkarnain et al. (2021) and Destianto et al. (2024), who found that Product quality has a positive effect on Repurchase Decisions.

c. Influence Audience Experience to Satisfaction Spectators at the Malut United Club Match at Kie Raha Stadium

Based on research results, it is known that Audience Experience has a positive impact on spectators' satisfaction during the Malut United match at Kie Raha Stadium. This result shows that the better the audience's experience, the higher their satisfaction. This finding shows that experience watch is the main factor in form satisfaction. Comprehensive experience (holistic experience), which includes sensory aspects such as atmosphere, stadium, sound, cheers, emotional feelings such as pride, joy, or tension, cognitive aspects such as understanding of the way the match, until social interaction with other audience, will have a positive influence on the level of satisfaction felt. The more positive the experience, the higher the level of satisfaction. This shows that experience gained from watching the match is the main factor in determining how viewers generally evaluate their level of satisfaction. The results of this study are in line with research by Muhammad et al. (2015), Purba et al. (2021), and Ema et al. (2025), which indicate that Customer Experience has a positive influence on Customer Satisfaction.

d. Influence Player Quality to Satisfaction Spectators at the Malut United Club Match at Kie Raha Stadium

Based on research results, it is known that Player Quality has a positive impact on spectators' satisfaction during the Malut United match at Kie Raha Stadium. The results of this study show that better Player Quality leads to higher audience satisfaction. This shows that field performance is one of the main factors that determine how viewers evaluate their experiences during a match. This finding shows that quality games featuring players have become one of the main sources of satisfaction for the audience. The audience not only comes to see games but also to enjoy the quality of the performance presented by the players, as a core product in a football match. An ability player who processes the ball, creates opportunities, scores goals, and displays a competitive, entertaining game will elicit strong emotions in the audience. The results of this study are in line with research conducted by Fa'al Akbar et al. (2020), Wahyu et al. (2025), and Fauzan et al. (2025), which stated that product quality has a positive impact on consumer satisfaction, because the higher the product quality, the more the consumer will perceive that the performance of the product will be in accordance with or even exceed their hopes.

e. Influence Satisfaction Viewer Regarding the Decision to Re- Watch the Malut United Club Match at Kie Raha Stadium

Based on research results, satisfied viewers have a highly influential positive impact on the decision to watch a replay of the Malut United match at Kie Raha Stadium. This result shows that the higher the audience's level of satisfaction, the greater their tendency to return to watch a match live at Kie Raha Stadium. This shows that satisfaction is a key factor in push formation behavior, leading to repeated viewing by the audience. This finding shows that viewers' satisfaction plays a very important role in the decision to watch repeats. The audience who feels satisfied not only will return to watch, but also tend to have stronger emotions towards the team and match. This satisfaction can come from various aspects, such as the quality of the match, the performance of the players, the comfort facilities in the stadium, as well as the atmosphere and feeling during the ongoing match. The results of this study are in line with research conducted by Febriansyah et al. (2021) and Karnadi et al. (2024), which found that customer satisfaction is positively and significantly associated with purchase repeat.

f. Influence Audience Experience Regarding the Decision to Rewatch via Satisfaction Viewer as Mediation at the Malut United Club Match at Kie Raha Stadium

Based on research results, it is known that Audience Experience has a highly influential positive effect on decision-making and repeat purchase through satisfaction, as a mediating variable, in the match between Malut United at Kie Raha Stadium. This result shows that the audience's experience is not only directly influential on the decision to watch again, but also indirectly influences it through viewer satisfaction as an intermediary. The role of satisfaction as a mediating variable shows that the connection between experience, audience, and decision-making recurs does not occur in a simple way, but rather through a psychological process involving evaluation and perception. A positive experience creates a good impression in the audience's mind, which is then translated into a sense of satisfaction. A sense of satisfaction is what drives the main audience to return for a repeat experience in the future. The results of this study are in line with those of Farida et al. (2023), Suryaman et al. (2024), and Nirmala et al. (2022).

g. Influence Player Quality Regarding the Decision to Rewatch via Satisfaction Viewer as Mediation at the Malut United Club Match at Kie Raha Stadium

Based on research results, it is known that Player Quality is an influential positive factor in decision-making to repeat, as it satisfies viewers and serves as a variable mediating matches between Malut United at Kie Raha Stadium. This result shows that Player Quality is not only directly influential on decision watch repeat, but also indirectly influences it through viewer satisfaction as an intermediary. In more depth, the role of satisfaction as a mediating variable shows that Player Quality does not directly influence the decision to watch repeats, as the audience first undergoes a psychological evaluation. Player

Quality, moreover, former form perceptions and experiences felt by the audience, which then produce a certain level of satisfaction. Satisfaction level this is what it is in the end determine whether viewer will decide to return watch match The results of this study are in line with research conducted by Indah et al. (2022), Shinta et al. (2023) and Fa'al Akbar et al. (2020) which showed that satisfaction consumer able to be a variable mediation between product quality and decisions purchase repeat, because good product quality will increase perception consumer to product performance so that capable fulfil or even beyond the hopes that are held

IV. CONCLUSION

Based on research on the influence of Experience Audience and Player Quality Regarding the Decision to Rewatch Through Satisfaction Viewer As Variables Mediation at the Malut United Club Match at Kie Raha Stadium, some conclusions were obtained as follows:

- Audience Experience positively influences the decision to watch a replay of the match between Club Malut United at Kie Raha Stadium.
- Player Quality does not affect the decision to watch a replay of the match between Club Malut United and Kie Raha Stadium.
- Audience Experience has a positive impact on spectators' satisfaction during the Club Malut United match at Kie Raha Stadium.
- Player Quality is a significant positive factor in spectators' satisfaction at the Malut United match at Kie Raha Stadium.
- Satisfaction viewer, influential positive to the decision to watch the replay of the match between Malut United and Kie Raha at Kie Raha Stadium.
- Audience Experience positively influences decision-making, as the viewer mediates it as a variable.
- Player Quality is an influential positive factor in decision-making, with the satisfaction of viewers serving as a mediating variable.

V. REFERENCES

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