

**MOTIVATION TO ATTEND AN E-SPORT EVENT
CASE STUDY: JAKARTA CITIZEN**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.



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ABSTRACT

Motivation to Attend an E-sport Event Case Study: Jakarta Citizen

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The popularity of the e-sport industry has been on a rise this recent year. This can be seen as e-sport was included in one of the major sport tourism events. Due to the growth of e-sport, The Indonesian Government has also shown interests towards promoting the growth of e-sports in Indonesia. Unfortunately, there are still limited articles regarding the motivation factors to attend the event. Therefore, the purpose of this study is to identify and analyze the motivation factor which influences a person's decision in attending an e-sport event. The research received data from 117 respondents who domicile in Jakarta. Based on the result of the research, it shows that motivation factor has a 40% impact towards influencing people to attend in an e-sport event. This implies that understanding the motive of why people attend an e-sport event can be used by event stakeholders to attract more people towards the event by providing their wants and needs.

Keywords: *Tourism, Destination, Digital Era, Sport Tourism, E-sports, Consumer Behaviour, Motivation*



DEDICATION

I dedicate this works for my family, my thesis advisor, and the e-sport industry in
Indonesia.



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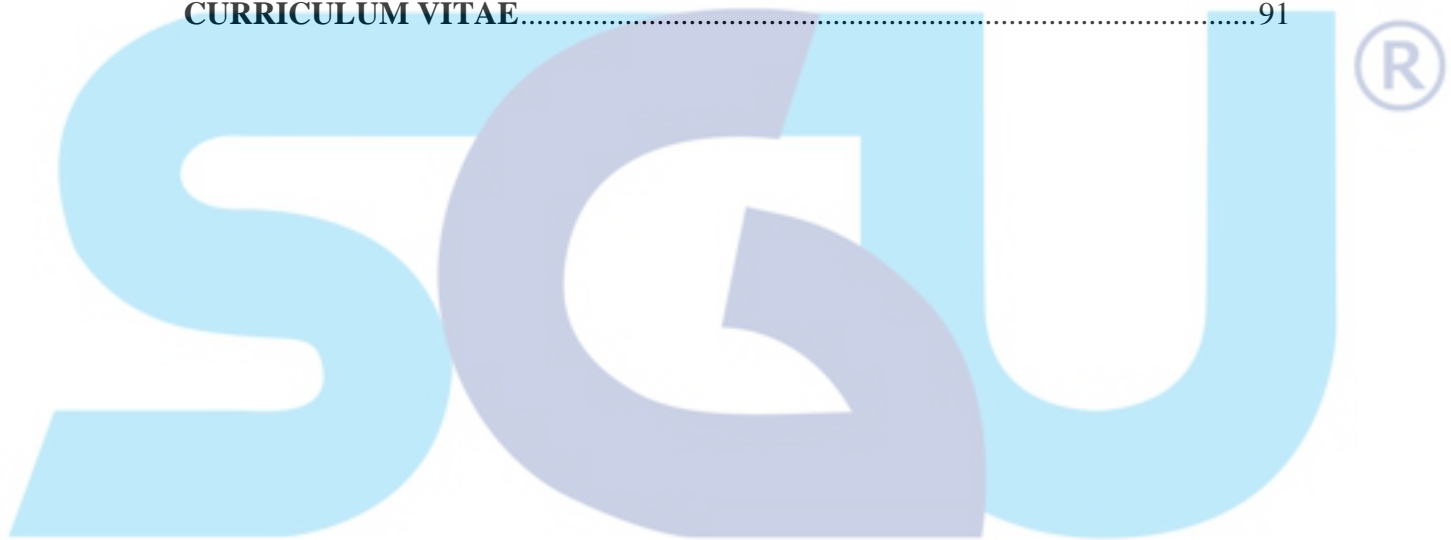
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