

## SPORTS MOTIVATION IN PARTICIPATION OF THE 2020 BOROBUDUR MARATHON RUNNING EVENT USING THE VIRTUAL RUN APPLICATION

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### Abstract

During a pandemic like this virtual run is one of the runners' solutions to face to move, train and compete. Therefore, this study aims to confirm what factors can maintain consistency and commitment in participating in the 2020 marathon borobudur running event using the virtual run application. This study used the method Quantitative research on confirmatory factor analysis involved 138 respondents based on probability sampling techniques, data collection by distributing online questionnaires. The variable studied is sports motivation. To test the validity of the questionnaire and the reality of the questionnaire indicators, SPSS 24 and SPSS Amos were used to see the fit model (Chi-square= 588.527 GFI= 0.699 CMIN/DF= 2.37, CFI= 0.688, TLI= 0.636) based on the Structural Equation Model (SEM). The results showed an Amotivation Factor of 53.5%, an external regulation factor of 89.4%, an introjected regulation factor of 79.9%, an identified regulation factor of 63.7%. The intergreted regulation factor was 57.8%, the Intrinsic motivation factor was 80.6%. From these results, it shows that the value of the > 50%. In conclusion, all variables are interconnected and external regulation factors are the most dominant in influencing runners in participating in the Borobudur Marathon 2020 running event using the virtual run application. It is intended that each virtual run application can create an application that is friendly to use and can be accessed more easily when runners submit together. Because this can have a positive impact on the success of the Borobudur Marathon 2020 running event using the virtual run application and make runners remain consistent in h-training and competing.

### Keyword:

*Sports Motivation, Borobudur marathon 2020, Virtual run.*

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## Introduction

Currently, running sports are becoming popular in Indonesia, part of the community has different goals when following these running trends, because nowadays people have developed a lot in thinking about the importance of sports, many who initially only had fun are now committed to training and the result is a podium in racing, para activists running now considers running not just a physical activity to make the body fit lari is now developing into part of people's lifestyle, competitions in the field of running can also be used as a recreational event to self-actualization, as stated by Nazik, Nazik, Özdemir, Gül, & Tezel (2015) that healthy lifestyle behaviors are expressions of self-actualization, health responsibility and interpersonal support in stress management.

As stated by Klaus & Maklan, (2011) a person's experience has such a broad impact that it is difficult to measure and follow up, There are many assumptions about the relationship between a person participating in a running event

, including in terms of organizing in packaging the event, a race path with an interesting panorama, awards in the form of cash, certain products for runners, an encouraging team with clothing unique and festive, beautiful finisher medals and various entertainments, factors who make runners decide to participate in an event is the value of the scarcity or uniqueness of the event (Gandhi-arora & Shaw, 2010), thus making the running competition an increasingly sought-after and loved event. Sport tourism events are indeed on the rise in the world, one of which is a running event, in Indonesia itself one of the biggest running events is the Borobudur Marathon, an international scale event held since 2016 this event is an event that successfully gaining a lot of interest every year and making system improvements to support the improvement of the implementation, both in terms of registration, route selection, and sponsorship, ini combination of sports and tourism that is well packaged. However, during this pandemic, it is possible for the spirit to run not as much as it was done with the previous concept of being carried out directly in a predetermined place, but there are also some people who still have the enthusiasm to take part in the Borobudur marataon running event virtually run, therefore researchers want to know what factors can keep runners enthusiastic in participating in the virtual competition.

Currently, the Borobudur Marathon Challenge 2020 is doing a new concept so that this borobudur marathon can be carried out even in a pandemic situation, it is also undeniable that in terms of sport events to attract someone so that there is still an economic turnaround in the pandemic period, even though there is a graph following the 2020 marathon bororbudur event munurun, Borobudur marathon assures that this annual event will not disappear but be changed in a new way and for education as we adapt to new habits in the midst of a pandemic.

One of the most active running communities is Indo Runners which was founded on December 12, 2009, this community that is already in five major cities in Indonesia started from those who like to run around Gelora Karno, Senayan, Jakarta. They then regularly run every Thursday night, Not only that they have organized various running events, tema-unique themes are chosen to attract people

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to keep exercising one example of a unique organizing event is the Colour Run, running with zombies, and even running in high heels.

Borobudur Marathon slot always runs out with 10,000 participants participating. The surge in public interest requires borobudur marathon to use a lottery system in its registration, participants are randomly selected based on the lottery system and various registration paths, the lottery system itself is adapted from international events.

From the various motives of a person in this sport, strategic planning is needed in developing a framework concept that is managerially relevant, by exploring the experience of sports tourism through marketing and social science approaches (Zyl & Stander, 2015).

So that the formation of a Sports event organizer that can meet the satisfaction of a sports person, which is one of the important indicators of the success of an event organization (Gandhi-arora & Shaw, 2010), In the end it can encourage the better the experience of sports tourism but during the current pandemic all access in theai keram n is limited so that by not reducing the enthusiasm of runner participants in participating in running events, there are many event organizers who work together with platforms or virtual run applications, one of which is the borobudur marathon event.

Research on motivation to exercise is extensive (Kilpatrick, Hebert, and Bartholomew 2005; Hagger and Chatzisarantis 2007; Deci and Ryan 2008; Ingledeu and Markland 2008; Calvo et al. 2010). This is not surprising given that the motivations for running alone are already diverse. A study by Bell and Stephenson (2014) for example showed that altruism, competition and past participation are the main motivations for runners with high abilities, while runners with low to moderate abilities are more motivated by social affiliation and health goals. In addition, Heazlewood et al. (2016) showed that male athletes are more competition-oriented compared to female athletes, who are more oriented towards affiliation

Furthermore, according to Jeroen stragier, mariek vanden abele and lieven de marez (2018) that Fitness devices and applications provide users with measurable information about their exercise behavior. Users often access this information in online fitness communities (OFC) such as RunKeeper or Strava. This OFC not only provides feedback on user performance but also offers social features. To date, little is known about the extent to which the feature differs in the OFC's answer to the motivation of users to exercise. This study addresses this question, by examining (1) whether there is a difference in motivation to walk between ofc users and non-users and (2) whether the use of certain features is driven by a certain process of motivation.

A survey study was conducted among 717 runners, 57% of whom used OFC to support running activities. The results show that OFC users are more achievement-oriented than non-OFC users, especially when it comes to achieving personal goals. OFC users with physical motivation (e.g. weight loss) use the self-regulation feature more often, while runners with social motivation more often use features that allow them to share activities on social media.

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Achievement-oriented runners appreciate features that allow them to track their progress and interact with other OFC users. No association was found between the use of OFC features and psychological motivation to run.

Based on this exposure, it is necessary to conduct a more in-depth study of the social values obtained by participants who take part in the virtual run event. So that this research can contribute to sports tourism that uses applications in developing potential achievements and increasing synergy between sports event organizers, users, and the surrounding community. Thus, this study aims to find out the motivation of sports in participating in the Borobudur marathon 2020 running event using the virtual run application, what factors can influence to take part in the Borobudur Marathon challenge 2020 event.

Thus the results of the study can identify the factors that contribute to the success of an event carried out by the event organizer. From the background presented, the author conducted a study entitled "Sports Motivation in Following the Borobudur Marathon 2020 M Running Event using a Virtual run application". Studies are needed to overcome the problems previously presented to examine potential achievements in using a virtual run application.

### Methods

In this study, the researcher used descriptive research with a quantitative approach, the quantitative approach was used to identify all concepts that were the purpose of the research (Varghese et. Al. 2014). Data collected through adapted instruments designed to assess behavior and information is analyzed using statistical procedures and hypothesis testing. Using the probability sampling technique, respondents in this study received 138 responses from runners who took part in the 2020 marathon borobudur running event using a virtual run application. Probability sampling is a sampling technique that provides an equal opportunity for each element of the population to be selected into a sample. There are 6 indicators tested in this study, namely: motivation, external regulation, intrjected regulation, identified regulation, integrated regulation and Intrinsic regulation. All these indicators were tested with the application of SPSS AMOS 26 with the Confirmatory Factor Analysis (CFA) analysis model, to see the relationship between other variables can be known through the structural fit model with the Structural Equation Model (SEM) approach the purpose of this approach is to look at the relationship of variables and factors as an affirmation of a measurement theory given in order to compare theoretical with empirical results (Varghese et al., 2014) The validity and reliability of the questionnaire were tested using SPSS 24.

### Result

To find out whether the assumption of normality is violated or the assumption of normality, a kolmogrov-smirnov test sample can be used. Based on the data shown in table 1. shows that the value of the Mayer Olkin Measure Of Sampling kaiser is 0.760. With demekian meeting the requirements because it is above 0.05. Then the value indicates that the shaper of the variable is good, so that factor analysis can be carried out. Based on the data submitted in table 2. The MSA value in the table above is shown in theanti Image Correlation row with an "a" sign, as seen from the

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table above the MSA values  $X_1 = 0.793$ ,  $X_2 = 0.593$ , and  $X_3 = 0.751$ ,  $X_4 = 0.885$ ,  $X_5 = 0.746$ ,  $X_6 = 0.736$ . Which means all variables  $> 0.5$  then all variables are worth doing factor analysis.

Based on the calculation results using SPSS.24 it is known:  $X_1$  is 0.535 in value, meaning that the variable  $X_1$  can explain a factor of 53.5%. Similarly, the variable  $X_2$  has a value of 0.894, meaning that the variable  $X_2$  can explain a factor of 89.4% and the variable  $X_3$  has a value of 0.799, meaning that the variable  $X_3$  can explain a factor of 79.9%.  $X_4$  is 0.637, meaning that the variable  $X_1$  can explain a factor of 63.7%. variable  $X_5$  has a value of 0.578, meaning that variable  $X_2$  can explain a factor of 57.8%, variable  $X_6$  has a value of 0.806, meaning that variable  $X_3$  can explain a factor of 80.6%. From these results, it shows that the indicator's value  $> 50\%$ , therefore it can be concluded that all variables can be used to explain factors.

Table 1.  
Hasil Uji Kaiser Meyer Olkin Measure of Sampling

**KMO and Bartlett's Test**

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.760
Bartlett's Test of Sphericity	Approx. Chi-Square	321.179
	df	15
	Itself.	.000

Table 2. Hasil Uji Measures of Sampling Adequacy (MSA)

**Anti-image Matrices**

		Motiv ation	Externa l Regulati on	Introject ed Regulati on	Identifie d Regulati on	Integrat ed Regulati on	Intrinsic Motivati on
Anti- image Covarian ce	Motivation	.575	-.213	-.162	-.063	.042	-.028
	External Regulation	-.213	.686	.021	-.058	-.241	.109
	Introjected Regulation	-.162	.021	.382	-.093	.024	-.204
	Identified Regulation	-.063	-.058	-.093	.544	-.132	-.088
	Integrated Regulation	.042	-.241	.024	-.132	.580	-.153



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	Intrinsic Motivation	-.028	.109	-.204	-.088	-.153	.387
Anti-image Correlation	Motivation	.793 <sup>a</sup>	-.339	-.346	-.113	.072	-.060
	External Regulation	-.339	.593 <sup>a</sup>	.040	-.095	-.382	.212
	Introjected Regulation	-.346	.040	.751 <sup>a</sup>	-.203	.052	-.530
	Identified Regulation	-.113	-.095	-.203	.885 <sup>a</sup>	-.235	-.191
	Integrated Regulation	.072	-.382	.052	-.235	.746 <sup>a</sup>	-.322
	Intrinsic Motivation	-.060	.212	-.530	-.191	-.322	.736 <sup>a</sup>

Therefore in its analysis it is carried out Confirmatory Factor Analysis (CFA). The most common model accuracy index is the Chi-Square value (Albright & Park, 2009). to assess the fit model it is expected that the Chi-Square value is insignificant (p- value > 0.05) because the result indicates that there is no difference between the model and the data (Albright & Park, 2009). In the spss amos out put image above the Chi-Square value > 0.05 which is 321,179 the model is a fit model because it indicates that there is no difference between the model and the data. Chi-Square includes a fit model fit match index. It is expected that the value of  $\leq 1,910$  then the model can be categorized as fit (Albright & Park, 2009). With a DF obtained of 15, so it can be seen that the model result from the statistical table r is 0.270. It can be concluded that  $0.270 \leq$  out of 1.910 then the model belongs to the fit category.

GFI is an analogue of R<sup>2</sup> in multiple regression (Fraenkel, 2010). GFI can be adjudicated against degrees of freedom to test whether or not the model is accepted. Weighted proportion of the Conformity index for calculating variance in the covariance matrix of the sample described by the covariance matrix of the estimated population (Albright & Park, 2009). Non-statistical measures of GFI have a range of values between 0 (poor fit) to 1.0 (perfect fit). GFI (goodness fit index) includes model match index which is often used as a reference for grading fit models. GFI is an index of the accuracy of the model in describing the compiled model. To determine the fit model based on GFI, the GFI value is expected to  $\geq 0.90$ . GFI values have a range of values between 0.00 (poor fit) to 1.00 (perfect fit) (Albright & Park, 2009). In the picture above, the GFI value of 0.699 can be categorized as a fit model.

CMIN/DF (the minimum sample discrepancy function/degree of freedom) includes a model fit index that is often used as a reference for model fit assessment. To determine a fit model based on CMIN/DF, the expected value  $< 5$  (Wheaton, 1977). The CMIN/DF output value of this AMOS SPSS is 2,483, so it can be categorized as fit. From the output results of Amos' SPSS, it can be concluded that the proposed measurement model has Chi-Square = 0.1963;  $\chi^2$ - Chi-Square = 0.688; GFI = 0.552; CMIN/DF= 2,483 By looking at the model parameters above, it was



concluded that the fit measurement model. Based on the above statement, the model is declared fit and hypothesis testing can be carried out.

## Discussion

The purpose of this study was to study the relationship between factors related to the success of the Borobudur Marathon 2020 running event using the virtual run application. The results show that the factors contained in this study are motivation, external regulation, introjected regulation, identified regulation, integrated regulation and Intrinsic regulation, indicating the existence of sports motivation in following the borobudur marathon running event using a virtual run application.

First, Motivation olahraga Motivation is also referred to as a change of energy in one's (personal) self which is characterized by the onset of feelings and reactions to achieve goals (Oemar Hamalik, 2008:158). Based on statistical tests, the results confirmed that there was a positive relationship of 79.3% between sports motivation factors in participating in the borobudur marathon running event using the virtual run application. Second, External regulation is achieved when an individual's behavior is influenced by an award such as receiving praise from other organizations. From the results of statistical tests, it is confirmed that there is a positive relationship of 59.3% between the External Regulation factors in participating in the 2020 marathon borobudur running event using the virtual run application. Third, Introjected regulation describes the type of internal regulation that is still quite controlling because people perform such actions with feelings of distress, to avoid guilt or anxiety or to achieve their ego-enhancement or pride (Nicholls, 1984; Ryan, 1982). From the results of statistical tests, it is confirmed that there is a positive relationship of 75.1% between the Introjected regulation factors in participating in the 2020 marathon event using the virtual run application. Fourth, Identification in which individuals have established that the interests or values of their roles and work behaviors as their own interests and values. Because they have accepted rational reasons for acting/moving, they are more self-regulating and flexible in choosing and maintaining their behavior and activities (Deci, Olafsen & Ryan, 2017). From the results of statistical tests, it is confirmed that there is a positive relationship of 88.5% between the Identification factor in participating in the 2020 marathon event using the virtual run application. Fifth, integrated regulation, which is the most mature form of extrinsic motivation and the most factor of desire. From the results of statistical tests, it is confirmed that there is a positive relationship of 74.6% between integrated regulation factors in participating in the 2020 marathon borobudur running event using the virtual run application. Sixth Intrinsic motivation is defined as the activity of an activity for a satisfaction and not due to some separate consequences. When intrinsically motivated a person is moved to act having fun or doing challenges not because of external impulses, pressures, or rewards (Ryan & Deci, 2000). From the results of statistical tests, it is confirmed that there is a positive relationship of 73.6% between intrinsic motivational factors in participating in the 2020 borobudur marathon event using the virtual run application.



## Conclusion

Based on the results of the research and discussion that has been submitted in the previous Chapter and the research objectives, conclusions are obtained that can answer research questions. Based on the results of data analysis, it can be concluded as follows: Motivation factors, external regulation, intrjected regulation, identified regulation, integreted regulation and Intrinsic regulation.

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