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Event Quality Analysis Towards Visitors at Miyako Island Rock Festival Japan 2023

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Abstract

This investigation seeks to elucidate the extent to which the determinants of service quality and event quality, as administered by festival organizers, impact the decision-making processes of attendees at the Miyako Island Rock Festival 2023. The Miyako Island Rock Festival, which has its origins in Japan, has been conducted annually since the year 2005. This research employed a sample comprising 357 respondents. Subsequently, the analytical methodology applied in this research involved the utilization of tests executed on SPSS version 26. The findings of this study reveal that service quality exerts a significant influence on the visiting decisions at the Miyako Island Rock Festival 2023, that event quality similarly impacts these decisions, and that both service quality and event quality serve as critical indicators of visiting decisions at the Miyako Island Rock Festival 2023. The conclusions drawn from this research underscore the necessity of enhancing services such as the provision of event information, maintenance of cleanliness, and assurance of security at the Miyako Island Rock Festival. Concurrently, the evaluation of the event concept for the Miyako Island Rock Festival, specifically regarding the service rendered by event crews and the performances by guest artists, possesses the potential to attract an increased number of visitors and to augment tourist attendance at Miyako Island.

Keywords: event quality, Japan Festival, Miyako Island

A. Introduction

Miyako Island, situated within the Okinawa archipelago of Japan, presents an exceptional natural landscape characterized by pristine sandy shores and crystalline azure waters, rendering it a favored retreat for numerous tourists. It constitutes a subtropical island distinguished by its exceptional environmental, health-related, and ecological attributes. The island is

remarkable for its sequestered geographical location, which significantly impacts multiple facets of life and the academic investigations undertaken therein. This examination will delve into the island's health-related obstacles, environmental circumstances, and biodiversity, utilizing findings from contemporary research conducted on the island. The island's abundant biological diversity and the critical significance of preservation initiatives (Kobayashi et al., 2021; Nakamura et al., 2019) . In addition to its inherent natural allure, the island is renowned for hosting a myriad of vibrant cultural festivals, among which the Miyako Island Rock Festival stands out prominently. Festivals, in their essence, play an integral role within the events sector due to their intrinsic connection to the local cultural heritage.

The Miyako Island Rock Festival constitutes an annual musical celebration, recognized as one of the most significant and eagerly awaited festivals on Miyako Island. With an overarching theme of "save the sea, save the sky," this event has been consistently organized for nearly 15 years. However, significant challenges emerged with the onset of the COVID-19 pandemic (Severino & Silva, 2024) , which impacted the global community. This will indirectly influence the viability of the Miyako Island Rock Festival, which occurs nearly annually. Consequently, this research is deemed highly significant for the assessment of the Miyako Island event that was suspended during the COVID-19 pandemic.

According to Miyako Mainchi (Daily Miyako), each year this event features a distinct array of guest stars, which accounts for the unique experiences associated with each iteration. Ticket prices commence at 3,000 yen and extend to 6,000 yen. The audience comprises not only residents of the city of Miyako but also individuals from diverse regions across Japan and internationally. The following data has been provided by Daily Miyako. An analysis of the data reveals a notable increase in visitors starting from 2014, with attendance reaching 6,500 individuals. In 2016, the number of visitors escalated to 7,400; however, there was a subsequent decline from 2016's 7,400 visitors to 2019's 6,000 visitors, and further to 5,000 visitors in 2023. It is pertinent to note that the Miyako Island Rock Festival was suspended from 2020 to 2022 due to the Covid-19 pandemic, which prompted an appeal from the Japanese government to restrict gatherings and specific events.

Nevertheless, commencing in 2022, the Japanese government promulgated new regulations aimed at facilitating the resumption of activities in the post-Covid-19 era. Although the Miyako Island Rock Festival occurs annually, one of the significant challenges confronting the organizers is ensuring that the event consistently attracts a substantial number of visitors.

In accordance with the findings of Armbrecht (Armbrecht et al., 2021), events are regarded as pivotal catalysts for the advancement of positive community development, specifically through enhancing social cohesion, stimulating economic growth, and attracting tourism. Festivals represent a significant subset of activities within the event industry, frequently occurring due to their intrinsic connection to the local community. The sustainability of the Miyako Island event has the potential to impact the volume of tourist

visitation to the island. This investigation will identify and scrutinize the effects of visitor satisfaction and event quality at the Miyako Island Rock Festival. The objective of the Miyako Island Rock Festival study is to evaluate the sustainability of the event, which may influence the quality and frequency of tourist visits to Miyako Island, particularly given that this inquiry has not been previously conducted.

B. Literature Review

Festivals, colloquially referred to as Matsuri in the Japanese lexicon, serve the significant purpose of venerating deities or sacred spirits. As articulated by Gonick (Gonick et al., 2003), Matsuri constitutes a ceremonial practice that commemorates the collective experiences of the Japanese populace in addressing an array of existential challenges they encounter (Indrahti & Meirina, 2021). Despite the rapid advancement of technology within Japan, the observance of Matsuri remains a vibrant and active tradition to this present day (Botti et al., 2018). Through the organization of events and festivals, it has the potential to draw a substantial number of tourists and enhance the economic conditions of the adjacent community, in addition to refining strategies in diverse tourism locales (Akhundova, 2024). The organization of events and festivals can substantially augment tourism and improve the economic circumstances of local communities. These gatherings function as strategic instruments for luring tourists, facilitating cultural exchange, and promoting economic advancement. By attracting substantial numbers of attendees, festivals have the capacity to invigorate local economies, generate employment prospects, and strengthen the cultural identity of a region.

The subsequent sections examine the diverse and multifaceted effects of events and festivals on tourism and local development(Santosa et al., 2024) . Nevertheless, the figures are gradually exhibiting an upward trajectory over time, and it is posited that these figures will continue to rise in the forthcoming years. The augmentation in the volume of tourist arrivals may facilitate the re-establishment of employment prospects for the local populace. In conjunction with tourist attractions, events are also witnessing substantial advancement characterized by a unique aspect that aligns with contemporary trends, events constitute one of the most favored activities among adolescents. The spectrum of event activities encompasses various forms, including MICE industry gatherings, festivals, and others. Event activities, in essence, represent a category of undertakings that are executed in collectives, with the content of such activities meticulously orchestrated (U. Maranisya & Aprilia, 2025; U. M. Maranisya, 2021) . In the execution of high-caliber event-related activities, several factors warrant careful consideration, as the overall success of an event is contingent upon the caliber of the event itself. Armbrecht posits that the conceptualization of experience quality encompasses endeavors to integrate both functional and emotional dimensions when assessing experiences within the framework of an event, and the quality of experience additionally pertains to the appraisal of functional quality, specifically the caliber of service and the hedonic dimensions that emerge from consumer interactions alongside their

competencies with the facets offered by the event, including its inherent challenges (Armbrecht et al., 2021; Mehmood, 2023).

The Miyako Island Rock Festival was annulled as a consequence of the Covid-19 pandemic, prompting an initiative from the Japanese government to impose restrictions on gatherings and specific events. Nevertheless, commencing in 2022, the Japanese government promulgated new regulations aimed explicitly at facilitating the resumption of activities in the post-Covid-19 era. Although the Miyako Island Rock Festival is an annual event, one of the significant challenges that the organizers must confront is the anticipated influx of visitors in the subsequent year, which had not occurred for three years due to the pandemic, particularly by enhancing the overall quality of the Miyako Island Rock Festival experience. Four fundamental elements exist, specifically physical quality, event quality, interaction quality, and measurable quality, which are essential for the evaluation of event quality (Augustyn et al., 2022).

In accordance with Parasuraman's theoretical framework, there exist five dimensions that can be employed to assess service quality, specifically Tangibles, Empathy, Reliability, Responsiveness, and Assurance (Augustyn et al., 2022; Hancock et al., 2017; Nyeck et al., 2017) . Physical Evidence (tangible) refers to the manifestation of the services provided during the event, which significantly influences the relationship between service quality and participant loyalty within the context of the business events being analyzed, thereby elucidating a positive correlation between the caliber of service and the loyalty demonstrated by participants. Reliability pertains to the dimension of service that encompasses the promptness, accuracy, and ability to disseminate information, thus enhancing the trust accorded by attendees. Responsiveness denotes the critical manner in which the event organizers articulate the processes and mechanisms that govern the event to the attendees. Assurance signifies the commitment of the organizers to ensure that the standards of hygiene and safety provided to participants are deemed satisfactory. The organizer exhibits a capacity to manifest a profound sense of empathy or focused attention towards participants, thereby guaranteeing that they experience a sense of support when faced with difficulties pertaining to the service.

The process of making a decision to attend an event involves consumers engaging in a series of choices predicated upon specific considerations(U. Maranisya et al., 2023) . The act of selecting an event to attend fundamentally constitutes a "purchase" decision, which entails the expenditure of financial resources to achieve a level of satisfaction. In the process of determining whether to participate in an event, prospective attendees frequently evaluate the array of options presented to them. As articulated in the story of Augustyn (Augustyn et al., 2022) self-satisfaction pertains to an individual's emotional response either positive or negative derived from juxtaposing the actual performance (outcomes) of a product or service against established expectations; when the performance aligns with customer anticipations, satisfaction is attained, whereas a discordance results in dissatisfaction. Elevated expectations from visitor toward event organizers necessitate the enhancement

and evolution of services, enabling them to adapt to contemporary trends, thereby fostering a sense of fulfillment among visitors. The sentiment of satisfaction experienced by attendees is influenced both directly and indirectly. Based on data, it is evident that comprehending the rationale behind the decision to attend the Miyako Island Rock Festival poses significant challenges. Consequently, drawing from the identified issues, the researcher has observed a decline in tourist attendance at the Miyako Island Rock Festival. In 2023, the researcher undertook an investigation focused on the visitors of the Miyako Island Rock Festival, aiming to identify the determinants that shape tourists' decisions to participate in the event during that year.

C. Research Methodology

This investigation was undertaken on Miyako Island, situated within the Okinawa archipelago of Japan. In the current investigation, the primary subject of analysis was delineated as the participants who engaged in the Miyako Island Rock Festival 2023. Within this examination, the designated demographic consisted of the individuals who were present at the Miyako Island Rock Festival event in the year 2023, specifically amounting to 5,000 individuals throughout the two-day span of the festival. The requisite sample size ascertained for this scholarly inquiry was 357 individuals, in accordance with the parameters established by Krejcie and Morgan (Sofyani, 2023). the methodological approach utilized for the acquisition of data incorporates observational techniques, including interviews and questionnaires, which often produce cursory research findings. A method of data collection is employed wherein participants are solicited to respond to inquiries posed by the investigator, subsequently analyzing the outcomes of the participants' responses through the utilization of the SPSS software. The responses will be subjected to quantification utilizing the Likert scale. This research employs a non-random sampling methodology. In the present investigation, the sampling methodology employed a purposive sampling technique, which entails the selection of a sample predicated on specific criteria, with the criterion being the attendees of the 2023 Miyako Island Rock Festival.

D. Result

Following the subsequent findings pertain to the validity assessment conducted with a comprehensive sample comprising 357 participants. These participants are individuals who attended the 2023 Miyako Island Rock Festival. The findings of the validity assessment were conducted based on the outcomes of the administered questionnaire as delineated below. The level of interest exhibited by tourists pertaining to the Miyako Island Rock Festival event was quantified at an average of 4.63. The degree of satisfaction expressed by attendees concerning the services rendered by the event personnel achieved an average score of 4.61. Moreover, the participants of the event demonstrated a commendable inclination to recommend the Miyako Island Rock Festival to their acquaintances, attaining an average rating of 4.70. Additionally, as a result

of the validity assessment conducted on 14 measurement instruments, all were determined to be valid.

Table 1. Validity Test Results

Variable	r-Count	r-Table	Code	Information
Quality of Service (X1)	0.673	0.103	X1.1	Valid
	0.565	0.103	X1.2	Valid
	0.606	0.103	X1.3	Valid
	0.660.	0.103	X1.4	Valid
	0.661	0.103	X1.5	Valid
Event Quality (X2)	0.557	0.103	X2.1	Valid
	0.675	0.103	X2.2	Valid
	0.710.	0.103	X2.3	Valid
	0.709	0.103	X2.4	Valid
Decision to Visit (Y)	0.756	0.103	Y.1	Valid
	0.582	0.103	Y.2	Valid
	0.561	0.103	Y.3	Valid
	0.716	0.103	Y.4	Valid
	0.497	0.103	Y.5	Valid

Source: Processed data (2025)

According to the findings of the study, each variable, specifically service quality with a coefficient of 0.625, event quality with a coefficient of 0.761, and visiting decision with a coefficient of 0.615, exhibits a value exceeding the acceptable threshold of the Cronbach alpha, which is established at 0.60, thereby affirming the reliability of all variables under investigation.

Table 2. Reliability Test Results

Variables	**Cronbach Alpha**	**Information**
Service Quality (X1)	0.625	Reliable
Event Quality (X2)	0.761	Reliable
Visitor Satisfaction (Y)	0.615	Reliable

Source: Processed data (2025)

The objective of reliability testing within a research study is to ascertain the dependability of the utilized variables. This evaluation is executed through statistical methods employing SPSS, specifically by juxtaposing the Cronbach alpha coefficients of each variable against a predetermined minimum threshold of 0.60 for the Cronbach alpha. According to the aforementioned table, it elucidates that the Cronbach alpha coefficient for the Service Quality variable (X1) is calculated to be 0.625, for Event Quality (X2) is determined to be 0.761, and for Visiting Decision (Y) is found to be 0.616. Consequently, it can be inferred that the Cronbach alpha coefficients for all variables exceed the threshold of the minimum Cronbach alpha, specifically, the value is greater than 0.60, thereby indicating that all items within each utilized instrument can be classified as reliable.

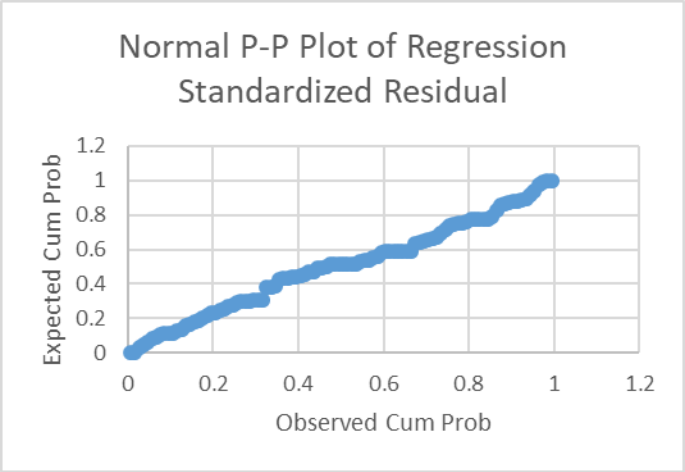


Figure 1. Histogram Graph of Normality Test Results
Source: Processed data (2025)

In light of the findings presented in the aforementioned image, it is evident that the test indicates the data points are closely aligned with the diagonal line, exhibiting a nearly linear correlation. Therefore, it can be inferred that the residuals conform to a normal distribution as delineated in the research study. Scholars additionally performed a multicollinearity assessment on the two independent variables examined in this research, specifically Service Quality and Event Quality. Presented below are the findings of the multicollinearity assessment:

Table 3. Multicollinearity Test Results

	Collinearity Statistics	
Model	Tolerance	VIF
(Constant)		
Quality of Service	0.710	1,390
Event Quality	0.719	1,392

Source: Processed data (2025)

The Variance Inflation Factor (VIF) and Tolerance metrics presented in this analysis serve as significant indicators for the assessment of multicollinearity, which pertains to the interrelationship among independent variables. The findings illustrated in the preceding table demonstrate that each independent variable includes the quality of service (X1) with a corresponding value of 0.157. Furthermore, the variable representing event quality is quantified at 0.150 (X2). These variables exhibit a Collinearity Statistic characterized by a VIF value that remains below the threshold of 10, alongside a Tolerance value that exceeds 0.1. Consequently, it can be inferred that this investigation does not exhibit any evidence of multicollinearity.

The outcomes of the F-test conducted in this research elucidate the methodology for assessing the significance of the simultaneous impact of the independent variables, namely Service Quality and Event Quality, on the dependent variable identified as Visiting Decision. The ensuing section presents

the findings of the F-test aimed at evaluating the effects of the independent variables on the dependent variable:

Table 4. Results of the Determination Coefficient Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.684a	0.468	0.465	1.390

Source: Processed data (2025)

Furthermore, as delineated in the subsequent table, the R-squared coefficient (R^2) is quantified at 0.465, which corresponds to 46.5%. Hence, one can deduce that the extent of the impact exerted by the variables of Service Quality and Event Quality on the decision-making process regarding visitation is 0.465 or 46.5%, whereas the residual value of 0.535, equating to 53.5%, is attributable to extraneous factors that were not examined within the confines of this research.

Tabel 5. T-Test Result

	Unstandardized Coefficients		Standardized Coefficients	Sig.	
Model	B	Std. Error	Beta	t	Sig.
(Constant)	16.573	1.302		12.725	12.725
Quality of Service	0.157	0.060	0.158	2.601	2.601
Event Quality	0.150	0.072	0.127	2.092	2.092

Source: Processed data (2025)

Table 5 shows the t-test results for a model measuring the impact of service quality and event quality on the decision to visit. The t-values for both variables, 2.601 for service quality and 2.092 for event quality, are both greater than the critical t-value (generally around 1.96 for a 5% significance level), indicating that both variables significantly affect the decision to visit. All results show strong significance, with significance values (Sig.) less than 0.05, proving that service quality and event quality play an important role in influencing visitors' decisions.

Tabel 6. F-Test Result

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	600.461	2	300.231	155.471	.000b
Residual	683.612	354	1.931		
Total	1284.073	356			

Source: Processed data (2025)

In accordance with the aforementioned calculation outcomes, the derived F statistic is 155.471, whereas the critical value of F from the table is 3.04. This indicates that the value of 155.471 exceeds 3.090 or Fcount surpasses Ftable at a significance level of 0.000, which is less than 0.05; thus, it can be

inferred that there exists a significant collective impact of the variables of Service Quality and Event Quality on the Decision to Visit.

E. Discussion

Quality of Service on Decision to Visit Miyako Island Rock Festival.

According to the empirical findings derived from the assessments conducted in this investigation, it can be inferred that the Service Quality variable (X1) exerts a significant influence on the Visitor Satisfaction variable, indicating that enhancements in service delivery at the event correlate positively with elevated levels of visitor satisfaction at the Miyako Island Rock Festival. This assertion is substantiated by the statistical outcomes pertaining to the location variable, which exhibited a t-count value of 1.649 alongside a significance threshold of 0.000, a value that is demonstrably less than the 0.05 benchmark ($0.000 < 0.05$). Consequently, it can be deduced that Service Quality constitutes a pivotal factor associated with the decision-making process regarding attendance at the Miyako Island Rock Festival; this relationship implies that superior service at an event is likely to augment the volume of attendees, whereas inadequate service may lead to a decline in visitor turnout.

The quality of service provided during events represents a complex construct that includes multiple dimensions, each playing a significant role in shaping the overall experience of participants (Jayalath & Madhushani, 2019). The caliber of service rendered at events is imperative for fostering attendee satisfaction, cultivating loyalty, and generating favorable word-of-mouth, all of which are vital for the success and long-term viability of events. This discourse examines the diverse dimensions of event service quality, synthesizing findings from a range of scholarly investigations. Kang's (Kang et al., 2020) investigation revealed that the caliber of the service environment for individuals with mobility impairments exerted a statistically significant effect on caregiver satisfaction during events, which subsequently impacted caregivers' intentions regarding participation in forthcoming events. This finding implies that an enhanced service environment is essential for augmenting the overall experience for both caregivers and event. Meanwhile, as articulated by Buswell (Buswell et al., 2017) , it delineates and scrutinizes the prerequisites for overseeing service quality within an industry marked by unique characteristics and obstacles. He examines case studies that demonstrate the implementation of service quality management methodologies and strategies across diverse contexts and organizations. It educates readers on the pragmatic application of service quality management within the leisure and tourism sector (Zhu et al., 2021) .

Event Quality on Decision to Visit Miyako Island Rock Festival.

According to the empirical findings derived from the analyses performed in this investigation, it is evident that the variable pertaining to Event Quality (X2) exerts a significant influence on the Visiting Decision variable. This indicates that an enhancement in the quality and seamless execution of an event correlates positively with heightened visitor satisfaction during the Miyako

Island Rock Festival. This assertion is corroborated by the observed t-count value of the location variable, which stands at 1.649, accompanied by a significance level of 0.000; this indicates that the value is indeed less than the threshold of 0.05, specifically 0.000 < 0.05. Consequently, it can be inferred that Event Quality constitutes a pertinent factor that is intrinsically linked to the decision-making process regarding attendance at the Miyako Island Rock Festival. This is predicated on the premise that a superior and well-organized Event Quality will likely result in an increase in the number of attendees, while conversely, a poorly executed and chaotic event may lead to a decline in visitor numbers.

Event quality represents a complex domain that investigates diverse aspects of events to evaluate their efficacy and influence. It encompasses an exploration of how events can improve the perception of a destination, attendee contentment, and prospective behavioral intentions. As posited by Thomas (Thomas et al., 2024) , events characterized by high quality have the potential to enhance local pride and foster a favorable perception of the host city, a consideration that is crucial for event managers engaged in the formulation of marketing strategies. Simultaneously, as posited by Senachai (Senachai et al., 2025) , the caliber of events serves as a fundamental determinant of tourist satisfaction and intentions of loyalty. It augments the experiential quality at the location, and when synergistically paired with a favorable destination image, it has the potential to foster heightened intentions for return visits and positive referrals.

The Influence of Service Quality and Event Quality on Visiting Decisions

Based on the test results conducted in this study, it shows that the Service Quality Variable (X1) and Event Quality (X2) together have a Positive and significant Influence on the Decision to Visit (Y). This is supported by the results of the Simultaneous test, namely the Fcount value> Ftable or 155.471> 3.04 with a significance level of 0.000 where the value is smaller than 0.05 or 0.000 <0.05. So it can be concluded that Service Quality and Event Quality are very important factors for the Visiting Decision to attend the Miyako Island Rock Festival.

The caliber of service provided has been empirically demonstrated to exert a substantial and statistically significant impact on the decision-making processes of tourists regarding their choice of destinations, such as Malalayang Beach Walk and Bali Zoo (Gede et al., 2024) . The provision of superior service is correlated with heightened levels of visitor satisfaction and an augmented probability of repeat visitation (Porajow et al., 2023). Meanwhile, as articulated by Kim (Kim, 2011), the function of service personnel is pivotal in forecasting the caliber of the event and the satisfaction of attendees, which, in turn, influences subsequent intentions to return, as evidenced in entertainment-related events.

F. Conclusion

The choice to engage with a particular tourist destination or event is profoundly shaped by the caliber of service and the inherent quality of the event itself. Service quality encompasses a multitude of dimensions, including employee conduct, accessibility, and the comprehensive experience, all of which collectively influence visitor satisfaction and their inclination to either visit or return to a site. Conversely, event quality pertains to the substance and organization of the event, which has the potential to augment the memorability and allure of the experience. Both of these elements are instrumental in determining tourists' visitation decisions, as corroborated by a plethora of studies conducted in varied contexts.

Drawing from the research undertaken, the findings of this study underscore the critical significance of enhancing services encompassing event information dissemination, hygienic conditions, and security measures at the Miyako Island Rock Festival. Concurrently, the evaluation of the conceptual framework of the Miyako Island Rock Festival, specifically regarding the provision of event crew services and the performances of guest artists, possesses the capacity to captivate a larger audience and augment tourist influx to Miyako Island.

While the quality of service and events is fundamental in shaping visitation choices, other variables such as pricing strategies, endorsements from celebrities, and tangible evidence also exert considerable influence. Furthermore, tangible evidence, encompassing the physical characteristics of a destination, significantly impacts interest levels and visitation decisions. These observations indicate that a comprehensive approach, which incorporates various elements beyond merely service and event quality, is crucial for comprehensively understanding and improving tourist visitation decisions. Future investigations could delve into additional dimensions that characterize memorable tourism experiences. Scholars may consider analyzing the impact of cultural components on the enhancement of memorable tourism experiences across diverse event types on Miyako Island.

G. Conflict of Interest

The authors disclose no financial, professional, or personal interests involving the Miyako Island Rock Festival or its organizers that could constitute a conflict in the conduct or reporting of this study.

H. Declaration of AI Use

Claude, developed by Anthropic, supported the exploration of research ideas and the formulation of an initial conceptual framework for this study. The authors evaluated its suggestions against established theories, original scholarly sources, and the research objectives before refining the framework. The authors made all final conceptual decisions and retain full responsibility for the manuscript's accuracy, originality, references, and academic integrity.

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