

The Utilization and Spending Activities of Sports Facilities Users in Sarawak

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Abstract

Sports and recreation have assimilated into the dynamic local culture of Sarawak's beautiful and diversified surroundings. This study examines sports facility users' utilization and spending activities in Sarawak. The sampling technique for this study is purposive sampling. A questionnaire was distributed to 248 sports facility users in Sarawak. This questionnaire consists of two parts; Part A focuses on demographic profile, and Part B questions are adopted from "Kajian Impak Industri Sukan Terhadap Negara". The descriptive statistics were used to examine the preferred sports among Sarawakian. The spending patterns of sports users on sports facilities between genders were examined using an independent sample t-test. The data from the analysis shows that the most preferred sport among Sarawakian was futsal. In addition, the data shows there was a significant difference between the means of males and females on facility expenses $t(246) = 0.800, p=0.006$.

Keywords: Sports Facilities, Sport Utilization, Spending Patterns, Descriptive Analysis, Independent T-Test

Introduction

Throughout the world, the sports sector is expanding quickly. The growing popularity of sports and their significance for good health and a balanced lifestyle have increased this sector's influence and benefited the nation's progress. This transformation is occurring not only on a global scale but also throughout Asia, particularly in Malaysia. Year after year, the sports sector is developing more and more globally. People are becoming increasingly aware of the value of sports in improving their overall health and quality of life. For instance, the value of the global sports technology market is anticipated to rise by 15.9% from 2020 to 2026, according to the report Sports Technology Market-Growth, Trends, COVID-19 Impact, and Forecasts (2021-2026) by Mordor Intelligence. Additionally, many nations increasingly

emphasize participation in international sporting events like the Olympics and World Cup to develop the sports industry globally. Developed nations with thriving sports industries include the United States, Japan, South Korea, and China. To draw more sports fans and strengthen their sports industries, nations in Asia, including Japan, South Korea, and China, have built contemporary sports infrastructure. For instance, Japan built a complete and contemporary sports infrastructure in preparation for hosting the 2020 Olympic Games until the COVID-19 pandemic forced the postponement to 2021. Asia's electronic sports business is likewise expanding quickly. Technology businesses like Huawei, Samsung, and Xiaomi are growing their presence in the market for sporting goods. This demonstrates how many groups are paying increasing attention to the Asian sports market. This is also not the situation in Malaysia, where the sports industry has developed quickly over the past few years. The Malaysian government has established a clear strategy to develop the nation's sports business. The National Sports Policy 2018–2030 aspires to elevate Malaysia to a top-tier nation in the sports world and establish a thriving sports industry. There have been a lot of changes in Malaysia's sports industry since the National Sports Policy 2018–2030 was put into effect. For instance, Malaysia has hosted international sporting events like the SEA Games and the Women's Hockey World Cup.

Sports have a significant impact on the country's economy and social development. This factor is expressed in the Sustainable Development Goals (SDG) 2030 of the United Nations (UN), which also emphasize the contribution of sports to the empowerment of women, youth, individual rights, and communities in addressing needs in the areas of health, education, and social inclusion. But the global sports industry, physical activity, and well-being are all suffering because of the COVID-19 pandemic. Control orders that have been implemented in nearly all the world's countries have forced the postponement or cancellation of all international, continental, and national sporting events. Professional athletes must alter their training schedules to maintain their fitness at home or risk losing their sponsors. Millions of people who work in the sports industry as a profession experience income loss. This includes those who are employed by suppliers, league- or tournament-based sports industry services, such as sports tourism, transportation, infrastructure, catering, and broadcasting media, as well as sports retail businesses. Sports are regarded as the most effective medium for promoting interpersonal interactions and bridging cultural differences among followers. Sport is also the most effective tool for promoting social change, and it has come a long way. In the sports business, there are three main sources of revenue for sporting events: broadcasting (sales of broadcasting rights), commercial (sponsorship and advertising), and tournament day revenue (tickets and hospitality). Every professional sports league has a unique organizational structure that is separate from the others and similarly protected under a different umbrella. Broadcasting on the newest devices for fans, sports, and entertainment can make enormous sums of money. According to estimates, ten major sports leagues worldwide account for 60% of the global value of sports media rights, estimated to be around US\$50 billion (RM214 billion) annually (Viruz, 2014). These leagues include the English Premier League (EPL), the National Basketball Association (NBA), and the National Football League (NFL). Undoubtedly, sports have ingrained themselves deeply into Malaysian culture, with many Malaysians proud of their nation's sporting successes. The sports business has expanded quickly over time and now plays a significant role in the growth of the nation. The sports sector also contributes to Malaysia's social and economic development. An increase in sports industry development can

greatly benefit the nation. The sports sector has positive economic and social effects on society. According to studies, this industry has created employment opportunities, generated income, promoted tourism, and improved the country's image. According to a report by the Ministry of Youth and Sports Malaysia (2019), the sports industry contributed RM13.5 billion to the country in 2018. Meanwhile, a report published by the Ministry of Youth and Sports Malaysia in 2018 stated that the sports industry in Malaysia contributed RM50 billion to the country's Gross Domestic Product (GDP) in 2017. This contribution covers activities such as professional sports, amateur sports, international sports events, and sports activities carried out at the school and university levels. This is a significant contribution to the national economy. The report also states that the sports industry provides employment opportunities to more than 200,000 people in Malaysia.

The sports industry in Malaysia has grown steadily in recent years, and the government has invested in infrastructure and facilities to support the development of the industry. For example, the Malaysian National Sports Council was established to provide training and development programs for athletes, coaches, and sports officials. The government has also invested in constructing sports facilities such as stadiums and sports complexes, which have helped attract international sporting events to the country. According to a report from Nadarajah (2021), the Malaysian government has allocated RM450 million (around USD107 million) for sports development in the country. Furthermore, the Ministry of Youth and Sports has a Sports Development Fund (TPS) that provides financial support to athletes, sports associations, and sports programs. The amount of funding provided through this program varies from year to year, depending on government budget allocations. Government has also started a few programs like the Fit Malaysia Programme and the 1 Malaysia People's Sports Programme to encourage sports and physical exercise among Malaysians. These programs attempt to boost Malaysia's sports business while enticing Malaysians to lead more active and healthy lifestyles. Overall, Malaysia's sports business significantly contributes to the country's economy by creating jobs and raising money through various ventures such as sporting events, sports tourism, and the sale of sports-related products and services. With the government continuing to invest in facilities and infrastructure and with more Malaysians growing interested in sports and physical exercise, this industry's growth is anticipated to continue in the years to come.

Considering recent events, the value of the sports industry to the national economy can no longer be discounted. The sports industry is a supplemental good that is offered along with other products and services. The outcomes of these sporting events could provide opportunities for the main business industry sectors to diversify and for the implementation of operations related to the sports industry. Data from the 2008 Malaysian Industrial Standard Classification show that the sports industry only includes a small portion of the industrial classification's activities and is classified under Sector R along with the data for the arts and entertainment services (Malaysian Department of Statistics, 2022; Prime Minister's Department, 2022). The National Sports Association receives financial support from the Federal Government via the Ministry of Youth and Sports (KBS), as well as other interested Ministries and other Government Agencies, for the planning of sporting events, the construction and maintenance of sports facilities, and athlete incentives. For instance, the government has allocated funds to build a number of sports facilities in support of the goal of luring more prestigious sporting events to Malaysia. For developing, enhancing, and

maintaining sports facilities across the country, the government set aside RM 159 million when it proposed the 2022 Budget (Thani, 2021).

Before the 1998 Commonwealth Games, the government spent a total of RM1.2 billion on constructing the Bukit Jalil National Sports Complex and the Bukit Kiara Sports Complex. In addition, the government provided funding for the Sepang International Circuit's construction, totalling up to RM 260 million. The fact that Malaysia has consistently been chosen to host prestigious sporting events like the Asian Cup Football Championship, the Southeast Asian Games, and other major sporting events is directly related to the quick development of sports. This situation also makes large sums of money available for Malaysian amenities and sports facilities to be built, renovated, or repaired. The state government also builds new sports facilities or receives funding to upgrade already-existing sports facilities. KBS has committed about RM60 million to construct facilities in Pahang, demonstrating its support for maintaining and expanding sports facilities in the state (Bernama, 2022). Understanding how well a newly built or well-maintained facility performs requires facility performance measurement. A few performance assessment models, such as the Balance Scorecard (Kaplan and Norton 1992) and Performance Prism (Neely and Kennerly 2000), have been developed to assess the viability of an organization's commercial activities. The National Benchmarking Services (NBS) model developed by Sport England, the CERM Performance Indicator (CERM PI) by the Centre of Environmental Studies and Recreation Management (CERM) at the University of South Australia (Liu 2007), and the ASPE Performance Network (1998) are the cornerstones for gauging the efficiency of the performance of sports facilities and leisure.

Data from 2018 indicates that the government has been significantly involved in building a total of 2,014 sports facilities and amenities in Malaysia (Sports Development Department, 2018). This is due to the government's heavy involvement in providing sports and leisure facilities in Malaysia. Through renting sports facilities and purchasing goods and services for tourists, sports facilities are thought to have a significant economic impact in terms of increased money, such as creating job opportunities and raising national tax revenue (Feng & Humphreys, 2018). It is challenging to compile a comprehensive study due to the dispersed coordination of data related to the sports industry (Ministry of Youth and Sports, 2022). As a result, it is challenging to find detailed records of the government's expenditure projections. Additionally, the National Sports Industry has little in the way of research or statistics, and its earnings are modest (Ministry of Youth and Sports, 2022). When integrated with data from other industries, sports industry data is more valuable. As a pioneer in the sports industry, KBS currently lacks sufficient evidence to formally recognize the sports Industry as one of the major drivers of the national economy. This is so that consumer expenditure on sports-related goods or services can't be accurately measured from the perspective of national income (Department of Statistics Malaysia, 2022).

Literature Review

Revenue Patterns of Sports Facilities

The revenue trends of the facilities sector of the sports industry have drawn the attention of sports economics studies. According to Smith and Stewart (2016), various elements, such as the kind of sports facility, its price, the cost of using the facility, and supply and demand variables, can impact income trends in the sports industry. Ramayah, Lee, and Ghazali (2017)

conducted additional research in Malaysia and found that revenue from sports facilities has a sizable impact on expanding the country's economy. The findings of the Ramayah et al. (2017) study help to better understand the factors affecting the revenue trends of the sports industry's facilities segment. Type of sports facility is one of the important factors influencing the income pattern of the sports facility segment (Smith & Stewart, 2016). They assert that elements influencing income levels include the type of facility, such as a stadium, golf course, or recreation center. For instance, stadiums that can accommodate sizable crowds and major sporting events typically generate more revenue.

The cost of using the facilities also impacts the income distribution in the market for sports facilities. Setting reasonable and competitive rates for using sporting venues has increased demand and revenue (Ramayah, Lee, & Ghazali, 2017). On the other hand, an excessively high price might result in a decline in income and interest. Therefore, careful planning and strategic pricing are essential to generating the highest possible revenue from sports facilities. Gratton and Preuss (2019) list a few additional factors influencing how much money the sports industry's facility segment makes. Geographical factors, such as the location of sports facilities, can affect patronage and revenue. The quality of the facility is one of two additional factors that may impact the income level. For instance, a sports complex with cutting-edge technology and contemporary amenities can bring in more visitors and generate more revenue. Chalip (2014) conducted a case study on the revenue trends of the sports industry's facilities segment. He emphasized that factors like the schedule, nature, and number of spectators at the event could have an effect on the revenue for the sports facilities category. For instance, international competitions may generate more revenue if a sporting event is well-attended and popular.

Factors that Attract Users to Choose Sports Facilities

The trends in the facilities sector's spending greatly impact the management and expansion of the sports industry. To comprehend the spending trends in the sports facilities segment, some prior studies will be reviewed. To maximize management revenue in the sports industry, a deeper understanding of this spending pattern is necessary to investigate the factors that influence it. Determining spending trends in the sports facility market requires careful consideration of operating cost management for sports facilities. According to Smith and Stewart (2016), operational costs include the cost of care, the maintenance of events, employee salaries, and regular operating costs. The managers of sporting venues must identify these costs and develop practical solutions to reduce spending and maximize the use of resources. For example, implementing integrated event management and pooling resources with other parties can reduce operating costs and streamline spending patterns. According to Ramayah, Lee, and Ghazali (2017), price considerations affect how much the sports industry's facilities segment spends. The cost associated with using sporting facilities might affect users' interest and behaviour. Fair and competitive prices can attract more customers and boost their spending on sports facilities. Consequently, strategic pricing plays a significant role in shaping consumer buying habits.

Facility quality plays a significant role in determining spending trends in the sports facilities category. According to Gratton and Preuss (2019), premium establishments with state-of-the-art amenities, cleanliness, safety, and outstanding comfort facilities frequently draw patrons willing to pay more. The facility management can increase user attendance and

revenue by enhancing the space's quality. According to a study by Chalip (2014), the type of sporting event held at a venue also impacts people's spending patterns. More spectators and customers typically attend sports events that are appealing and well-known. For instance, major sporting occasions like world championships or tournaments may pique the interest of spectators and supporters. In this situation, spectators typically contribute more and spend more on admission tickets, food and beverages, and lodging close to sporting venues. On the other hand, less appealing or prestigious sporting events could see lower expenditure trends.

Marketing and promotional factors may also have an impact on spending trends in the sports facility industry. Effective marketing can increase consumer awareness of and interest in sporting facilities through social media promotion, advertising, and special promotions. In a 2017 study, Ramayah, Lee, and Ghazali showed how persuasive marketing strategies can change consumers' purchasing patterns. For instance, discounts, exclusive offers, and alluring promotions may influence customers to spend more at sporting events. The accessibility and uniqueness of a sports facility may have an impact on consumer spending. Customers willing to pay more for the experience are drawn to sporting venues that offer unique experiences, such as water recreation centres, sports theme parks, or sporting venues in picturesque locations. Additionally, readily available amenities, such as easy-to-find parking and transportation options, may affect consumer purchasing behaviour.

The Importance of Sports Facilities to Society

Sports facilities are places that host sports training, sports competition, and physical exercise or activity. Specifically, the term refers to enclosed areas such as sports pavilions, stadiums, gymnasiums, swimming pools, basketball courts, football fields, volleyball courts, roller and ice rinks, and other similar places where members of the public assemble to engage in physical exercise, participate in athletic competition, or witness sporting events (Zhao & Lei, 2007). Community or neighbourhood-based sports and recreational facilities provide an important built environmental setting where physical and exercise activities can be promoted for people of all ages (World Health Organization Physical Activity 2022). According to Cao & Xu (2017), the government or public finance invests in 95% of sports facilities in China. Since the National Fitness Plan (NFP) became a national strategy in 2014, the central and local governments have asked all kinds of public sports facilities to provide accessibility and availability for the Chinese people (State Council National Fitness Plan 2022). That said, professional sports in China are still relatively underdeveloped and cannot be the sole support for the operation of large-scale stadiums. Therefore, sports facilities seek to increase utilization and generate revenue by hosting amateur sporting events or performances (Li, 2013).

Evidence indicates that the accessibility of sports facilities is associated with an increased frequency of physical activity and that the availability of sports facilities is positively related to changes in physical activity and exercise (Lee, Ju, Lee, & 2016). In some countries, sports facilities are considered a crucial part of public health or health promotion policies aimed at increasing population levels of physical activity, especially in children, adolescents, and older adults (Kruszyńska & Poczta, 2020). In China, the National Fitness Plan outlines specific guidelines for making local sports facilities available and accessible to community residents (Gao, Weisheng, Qianli, Shihui & Keqiang 2022). It is essential for the physical activity owner to develop strategies designed to promote and improve population health.

Studies have shown that improving accessibility to an exercise facility may increase leisure-time physical activity (Ruopeng, Jing, Qiuying & Yang 2019). Therefore, making sports facilities or venues available and accessible to the public may help promote public health by encouraging residents to participate in recreational physical activities (Wang & Xuhui, 2020).

The Impact of the Sports Facility on the National Economy

According to a study by Smith and Stewart (2016), the sports sector may significantly boost the nation's economy. The investment in building and maintaining facilities, increased spending by sports facility users, and favourable effects on the service and tourism sectors are some of the economic resources produced by the facilities portion of the sports industry. This report provides valuable information on how the facility sector of the sports industry contributes to the economy and how that contribution might affect overall national economic growth. Ramayah, Lee, and Ghazali (2017) carried out an econometric analysis to determine the economic contribution of the facilities segment in Malaysia's sports industry. This study collects data and uses statistical analytic techniques to analyse the relationship between the sports facility segment and the nation's economic growth. The results of the study show that the sports industry's facilities sector has a significant impact on Malaysia's economic growth. This study allows us to quantify the economic output of the sports industry's facility sector and comprehend its contribution to the country's economy.

The facilities sector of the sports business has the potential to generate many new jobs in addition to helping the nation's economy flourish. The sports sector can create job possibilities in various fields, including facility management, support services, marketing and promotion, event management, and more (Gratton & Preuss, 2019). Increased employment prospects in the sports sector can benefit the neighbourhood and lower the unemployment rate.

Smith and Stewart (2016) state that the sports industry's facility section can benefit the tourism business. Beautiful sports venues may entice tourists from other countries to participate in sporting events or use the facilities. Tourists from other countries contribute significantly to the host nation's economy by purchasing other goods and services, such as lodging, food, drink, and transportation. As a result, the sports industry's facilities section may act as a driving force behind the expansion of the tourism business and a rise in national income.

The facilities sector has a significant indirect economic impact on the sports industry. For instance, the building and upkeep of sports facilities fuel the development of the construction sector and widen the market for building material providers. Additionally, sporting activities and events held at sporting venues might impact the demand for catering, sports medicine, and security services. This side effect may benefit the community and the involved industries more broadly. The growth of the sports sector, particularly the facilities sector, can have a long-term effect on the nation's socioeconomic development. In addition to enhancing people's quality of life and fitness, the sports business may help the nation's image, draw foreign investment, and grow sectors associated with sports, such as the retailing of sporting products and broadcasting services. All of these contribute to the nation's improvement in social and economic well-being and its place in the world.

Socioeconomic Status and Physical Activity

Physical activity (PA) types and levels differ according to socioeconomic status (SES) Kazemi (2019). Individuals from different socioeconomic backgrounds have different approaches to engaging in physical activity. For example, individuals living in low socioeconomic areas more often use active transportation to get somewhere than their counterparts. This has been supported by a statement from Weele and Knol (2014), who mentioned that adolescents in low-income neighbourhoods have fewer options for school transportation due to limited vehicle access. Furthermore, Cusatis and Garbarski (2019) mentioned that individuals with lower Socio-Economic Status (SES) persons access physical activity in various domains, such as housework, dependent care, and paid jobs, saying that higher occupational, physical activity is consistently correlated with low socioeconomic status (Stalsberg & Pedersen, 2018). Meanwhile, for high socioeconomic groups, the National statistics reported that socioeconomic differences in physical activities benefit high socioeconomic groups (Cusatis & Garbarski, 2019). These findings back up earlier research suggesting that people with a better socioeconomic status have more leisure time access and opportunities (Cusatis & Garbarski, 2019).

The study conducted by Stalsberg and Pedersen (2018) found that of all 56 studies in the sample, fewer than half (23) reported a predominantly positive relationship between PA and SES. Nine studies reported a primarily negative relationship (low SES more active), whereas three studies showed no relationship at all. The remaining 21 studies reported mixed results. Individuals with low socioeconomic status are likely to have lower physical activity levels because they live in neighbourhoods with fewer park access (Schipperijn, 2017), compared to their counterparts, who have access to facilities and environments that promote recreational physical activity, such as gyms and sports clubs (Lee, Pérez & Operario, 2019). Adding playgrounds, parks, and recreation facilities in rural areas and removing barriers to active physical activity may be effective approaches to encouraging an active lifestyle (Pan, 2021).

The declining income levels align with the declining percentage of those who met aerobic and muscle-strengthening recommendations (Towne, Lopez, Li, Smith, Warren, Evans & Ory, 2018). Basically, one's ability to pay for the necessary fees, resources, and equipment affects their participation in a given physical activity (Rawal, 2020). A high-income individual commonly engages in sports or activities that require costly equipment or fees, such as bicycles, badminton or tennis racquets, gym memberships, and any organized physical exercise class memberships that cannot be accessed by several middle-income individuals and are not accessible by low-income individuals (Cusatis and Garbarski, 2019). They added that individuals with a fabulous social class have more leisure time access and opportunities. People with a high income are not necessarily leaving their houses or participating in physical activities outside their homes (Koyanagi, Stubbs & Vancampfort, 2018). The reason is that they can have machines or exercise equipment to support physical activities, like treadmills, gym bikes, dumbbells, and barbells.

Stalsberg and Pedersen (2018) mention that organized leisure time physical activity is frequently expensive. They found that those with higher socioeconomic status are likelier to participate in organized leisure-time physical activity. Low socioeconomic individuals' opportunities to participate in organized leisure time physical activity are further constrained.

Low socioeconomic status people have fewer resources to engage in leisure activities. Nevertheless, their level of physical activity increases when considering additional factors such as occupational or transportation-related physical activities (Stalsberg & Pedersen, 2018). Manufacturing jobs, for example, like plumbing and work at the construction site, are occupations that relate to low-socioeconomic individuals and demand more physical activity (Cusatis & Garbarski, 2019). Individuals who engage in or work in manual job sectors access more physical activity than non-manual workers. Consequently, workplace physical activity may solve the issue of physical inactivity for low-socioeconomic and low-income individuals (Dodson, Hipp, Lee, Yang, Marx, Tabak & Brownson, 2018).

This study provides a novel empirical insight into the utilization and spending behaviour of sports facility users within the Sarawak context—an area that remains underexplored in Malaysian sports economics and social science literature. Unlike prior studies that largely focus on national-level sports development or macroeconomic impacts, this research narrows its lens to the micro-level interaction between demographic characteristics, facility preferences, and spending patterns across gender. By applying quantitative analysis to localized data, the study contributes to a deeper understanding of how social and economic factors shape participation and consumption behaviours in community sports. The findings not only bridge a gap in regional sports facility utilization research but also offer practical implications for policymakers, local authorities, and sports facility managers to design inclusive, data-driven strategies that enhance community engagement, gender equity, and sustainable sports development in Malaysia.

Methodology

Research Design

To obtain a comprehensive overview of the research, a non-experimental correlational research design was used in the study. This study uses a quantitative research approach. Quantitative methods are used to analyse the preferred venue and spending patterns of sports users on sports facilities between genders in Sarawak. By using printed questionnaires and a Google Form, this survey will be distributed directly to sports facility users in Sarawak.

Sampling

A purposive sampling technique was used to choose a population for this study. When just a small number of people can serve as primary data sources because of the nature of the research design and purpose, the purposive sampling method may show to be useful. Krejci and Morgan's (1970) Table was used to estimate the sample size of the representative group. There are about 700 people who use sports facilities in Sarawak (N=700). According to Krejcie and Morgan (1970), the estimated sample size for this representative group will be 248 respondents (S=248). Sports facility users in Sarawak were selected as a sample for the study.

Instrumentations

The questionnaire used in this study was adopted from “Kajian Impak Industri Sukan Terhadap Negara”. The questionnaire was divided into 3 different parts, which are:

Part 1: Demographic Information

Part 1 focuses on 10 items related to respondents' demographic information, such as gender, number of households, town, ethnic or race group, monthly household income, frequency of

using sports facilities in a month, highest certificate obtained, participation in physical activity, and occupation.

Part 2: Sports Facilities Information

Part 2 contains items related to information on sports facilities used by respondents. The respondents must fill out the details of the location and area of the venue.

Part 3: Activity Expenses at Sports Facilities

Part 3 has 13 items pertaining to data on the cost of expenses users spend at sports facilities.

Procedures of Data Collection

Data collection was done using questionnaires. Respondents were identified, and data collection was done in two ways: either face-to-face or online, through Google Forms. There is no time limit given to respondents for answering and completing the questionnaire. The researcher distributed and administered the survey given to the respondents. This is to ensure it is easier for respondents to ask questions if there are any difficulties while answering a questionnaire. This situation also helps the researcher collect their survey form and verify the questionnaire.

Data Analysis

In this study, IBM Statistical Package for Social Science (SPSS) version 27 was used to analyse all collected data using descriptive statistics and independent sample t-tests. The means, frequencies, percentages, and standard deviations of demographic items, which were gender, number of households, town, ethnic or race group, monthly household income, frequency of using sports facilities in a month, highest certificate obtained, participation in physical activity, and occupation, were analysed using descriptive statistics. For this study, descriptive statistics were used to examine the preferred sports venue among Sarawakians. Next, Independent Sample T-tests were used to examine the spending patterns of sports users on sports facilities between genders in Sarawak. The significant level of this research's p-value is 0.05.

Result*Demographic Profile*

Table 4.1

Demographic Profile Sports Facilities User in Sarawak

Demographic Profile	Category	%	
Gender	Male	46.0	
	Female	54.0	
No. of Household Members	1–3	36.7	
	4–6	51.2	
	7–9	10.5	
	10–12	0.8	
	13–15	0.8	
Town	Betong	22.6	
	Sibu	61.7	
	Kuching	9.3	
	Sarikei	1.2	
	Belawai	5.2	
Ethnic Group	Malay	16.5	
	Chinese	1.6	
	Indian	0.4	
	Iban	33.5	
	Bidayuh	6.5	
	Melanau	39.5	
	Bajau	0.4	
	Others	1.6	
Monthly Household Income	<RM2,500	15.3	
	RM2,501–RM3,170	7.7	
	RM3,171–RM3,970	10.9	
	RM3,971–RM4,850	7.7	
	RM4,851–RM5,880	14.1	
	RM5,881–RM7,100	13.3	
	RM7,101–RM8,700	10.5	
	RM8,701–RM10,970	14.5	
	RM10,971–RM15,040	4.0	
	>RM15,040	2.0	
Frequency of Using Sports Facilities per Month	0–4 times	41.1	
	5–9 times	12.1	
	10–14 times	17.7	
	15–19 times	8.9	
	20–24 times	14.5	
	25–29 times	4.4	
	30–34 times	1.2	
Highest Certificate Obtained	PT3	1.6	
	SPM	15.7	
	STPM	22.2	

Demographic Profile	Category	%
	Certificate	6.5
	Diploma	33.1
	Degree and above	21.0
Participation in Physical Activity (per week)	<1 hour	8.5
	1–2 hours	37.1
	3–4 hours	26.6
	>4 hours	27.8
Occupation	Managers	2.8
	Professionals	7.7
	Technicians & Associate Professionals	9.7
	Clerical Support Workers	7.7
	Services & Sales Workers	10.9
	Skilled Agricultural/Forestry/Fishery	8.1
	Elementary Occupations	10.1
	Housewife	0.8
	Student	21.4
	Retiree	0.4
	Self-employed	12.9
	State Athlete	6.5
	Unemployed	1.2
Type of Sports Facility Used	Futsal	54.0
	Badminton	6.0
	Skating	6.5
	Swimming Pool	4.0
	Stadium	29.4

The gender distribution of respondents was relatively balanced, with a slight predominance of females (54.0%) over males (46.0%). Most respondents reported household sizes of 4–6 members (51.2%), followed by smaller households of 1–3 members (36.7%). Geographically, the largest proportion resided in Sibul (61.7%), with smaller percentages in Betong (22.6%) and Kuching (9.3%), and very few from Sarikei (1.2%) and Belawai (5.2%). In terms of ethnicity, Melanau respondents constituted the largest group (39.5%), followed by Iban (33.5%) and Malay (16.5%). Smaller representations included Bidayuh (6.5%), Chinese (1.6%), and others. Household income distribution was varied, with the largest proportion earning below RM2,500 (15.3%) and notable representation in the RM8,701–RM10,970 (14.5%) and RM4,851–RM5,880 (14.1%) categories. Regarding sports facility usage, the majority used facilities 0–4 times per month (41.1%), while 17.7% attended 10–14 times, and 14.5% visited 20–24 times monthly. Educationally, the largest proportion held a diploma (33.1%), followed by STPM (22.2%) and degree or higher (21.0%). In terms of weekly physical activity, 37.1% engaged in 1–2 hours, while 27.8% reported more than 4 hours, and 26.6% reported 3–4 hours. Occupationally, students formed the largest category (21.4%), followed by self-employed individuals (12.9%) and services/sales workers (10.9%). Finally, futsal facilities were the most used (54.0%), followed by stadiums (29.4%), with other facilities such as skating, badminton, and swimming pools each below 7%.

Independent Sample T-Test in the spending pattern of sports facilities between genders

Table 4.2

Independent Sample T-Test difference in Sports Facilities Expenses between Gender

	Gender	N	Mean(sd)	t	df	p-value
Mean	Male	114	17.15(7.24)	.800	246	.006
Facilities Expenses	Female	134	16.53(4.84)			

Based on Table 4.11, the findings of the study found that the t-value for the comparison of spending patterns while using sports facilities between males and females is $t(246) = 0.800$, $p=0.006$. This significant level is smaller than 0.05 ($p<0.05$). Therefore, the null hypothesis (H_0) is rejected. So, there is a significant difference in facility expenses between males and females. The mean facility expenses score for males ($\mu=17.15$) is greater than for females ($\mu=16.53$). This means that facility expenses for males are higher than for females. In conclusion, there is a significant difference in facility expenses among genders in Sarawak.

Discussion

Types of the sports facility of the Respondents

Based on the result, 54% ($n=134$) of respondents are from the Futsal Center. This is because futsal is among Malaysia's ten popular sports facilities (Suhaimi, 2017). According to Smith & Stewart (2016), in the revenue pattern of sports facilities, the most significant factors were the kind of sports facility, its price, the cost of using the facility, and supply and demand variables, which can impact income trends in the sports industry. Gratton and Preuss (2019) list a few additional factors influencing how much money the sports industry's facility segment makes. These facilities contribute to promoting public health by increasing physical activity levels and fostering overall well-being (Gao, Weisheng, Qianli, Shihui & Keqiang 2022). Sports facilities are integrated into public health policies in many countries to encourage physical activity across various age groups. The availability and accessibility of sports facilities contribute to enhanced community health and engagement (Wang & Xuhui, 2022).

Differences in the Spending Pattern of Sports Facilities between Genders

From the results gained, this study found differences in the spending pattern of sports facilities among genders in Sarawak. The findings of this study showed that gender influences usage and spending patterns. Table 4.11 shows the findings data on the t-value comparing spending patterns of sports facilities between males and females. The result of the analysis indicates that the t-value is $t(246) = 0.800$, $p=0.006$. Data reveal that the significant level is smaller than 0.05 ($p<0.05$). Therefore, the null hypothesis (H_0) is rejected. So, there is a significant difference in facilities expenses between males and females. The mean facilities expenses score for males ($\mu=17.15$) is greater than for females ($\mu=16.53$). This means that facilities expenses for males are higher than for females. In conclusion, there is a significant difference between facilities expenses among genders in Sarawak. Importantly, sports facilities have a vital role in society. They provide venues for physical activity, athletic competition, and recreational engagement. This study is also similar to European Commission

(2014), which found that men tend to practice sports or other physical activities more often than women. Men are twice more likely than women to be members of a sports club.

Conclusion and Recommendation

The data provided offers insight into the utilization and spending activities of sports facility users in Sarawak. The information presented highlights the popularity and preferences of various sports and the percentage distribution of users across different sports facilities. This data is a valuable resource for understanding the choices and behaviours of sports enthusiasts in the region. The data shows that futsal and stadium activities hold significant appeal among users, with substantial participation rates of 54.0% and 29.4%, respectively. Badminton, skating, and swimming pool activities also contribute to the diverse landscape of sports preferences, with respective participation rates of 6.0%, 6.5%, and 4.0%. These percentages reflect the varied interests and choices of the sports-loving community in Sarawak. Moreover, the data hints at potential growth and development in specific sports areas. For instance, the popularity of futsal and stadium activities could warrant additional investments in infrastructure and services to meet the demand. Similarly, catering to the interests of users in badminton, skateboarding, and swimming could enhance the overall sports landscape in Sarawak. In conclusion, sports facility users' utilization and spending activities in Sarawak reveal a dynamic and diverse sports culture. Understanding the factors that attract users to different sports facilities can guide decision-makers in optimizing resources, enhancing user experiences, and promoting healthier lifestyles within the community. Continual monitoring and analysis of user preferences will be vital for the ongoing improvement and growth of sports facilities in the region.

Recommendations for Future Research

Based on the Sarawak sports facility users' utilization and spending patterns, here are some recommendations to enhance and optimize the sports industry. Factors influencing users' choices for sports facilities likely include accessibility, facility quality, social engagement opportunities, affordability, and the availability of coaching and training programs. These elements collectively contribute to the decision-making process of individuals seeking sports and recreational activities. It is crucial for facility managers and administrators to consider these factors when designing, maintaining, and marketing sports facilities. First, invest in expanding and upgrading sports facilities to accommodate the increasing demand. Focus on creating modern, well-equipped venues that cater to a diverse range of sports and activities. Second, encourage public-private partnerships to boost investment in sports facilities. This collaboration can bring expertise and resources from the private sector while ensuring accessibility to the public. Third, ensure that sports facilities are designed to be inclusive and accessible to individuals with disabilities. Install facilities and amenities that cater to the needs of diverse user groups, promoting equal opportunities for sports engagement. Lastly, enhance sports education and coaching programs in Sarawak to develop local talent and improve the overall skill level of athletes. Invest in qualified coaches and training programs to nurture sports excellence. By implementing these recommendations, Sarawak can capitalize on the current positive trends in sports utilization and spending, fostering a thriving sports ecosystem that benefits the economy and promotes healthy living.

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