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# A MODEL OF THE INFLUENCE OF ECONOMIC, SOCIAL, AND CULTURAL FACTORS ON THE DECISION TO WATCH EQUESTRIAN SPORTS, WITH VIEWING INTENTION AS AN INTERVENING VARIABLE

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**Abstract**

This study aims to analyze the influence of economic, social, and cultural factors on people's decisions to watch equestrian sports, with viewing intention serving as an intervening variable. The study is motivated by the limited exposure of equestrian sports in North Sumatra, which has constrained the development of public interest and decisions to attend equestrian events. The theoretical foundation draws on the Theory of Reasoned Action, Theory of Planned Behavior, and Consumer Behavior Theory to explain the process through which viewing intentions develop into actual viewing decisions. This research employs a quantitative approach with an associative research design. Primary data are collected through questionnaires distributed to members of the public who have watched or expressed an interest in watching equestrian sports at Cadika Medan. Respondents are selected using purposive sampling based on predetermined criteria. The data are analyzed using statistical methods to examine both direct and indirect relationships among the research variables. This study is expected to contribute theoretically to consumer behavior research and provide practical benefits for sports organizers, local governments, and tourism stakeholders in developing equestrian sports as a sporting, recreational, and local cultural activity. Furthermore, the findings are expected to support improvements in event organization, promotion, facilities, and the overall attractiveness of equestrian events to encourage sustainable public engagement.

**Keywords:** Economic Factors; Social and Cultural Factors; Viewing Intention

## INTRODUCTION

Equestrian sport is one of the oldest sports in the history of human civilization and continues to flourish in various countries today. It serves not only as a competitive activity but also holds historical, social, cultural, recreational, and tourism value (Riess, 2016; Wang et al., 2025). In Indonesia, the development of equestrian sports dates back to the Dutch colonial era, evolving over time into a form of entertainment and competition. In various regions, these sports have also blended with local culture, featuring in folk festivals, traditional ceremonies, and specific celebrations (Bakar, 2023; Monterrubio et al., 2023; Subhan, 2024).

In North Sumatra Province, equestrian sports are not yet widely known among the general public. Organized activities remain relatively limited, taking place in locations such as Cadika Medan and Siborong-borong. Furthermore, the equestrian activities that have developed are largely associated with traditional, local culture-based forms of recreational riding (Sitindaon et al., 2024; Situmorang, 2023). This situation means that modern equestrian sport has not yet fully become part of the habits or lifestyles of the general public (Arima & Tarsyad Nugraha, 2021; Mayasari et al., 2020).

Such limitations regarding exposure and event organization can influence public interest in watching equestrian sports. The decision to attend is shaped not only by the event's appeal but also by economic, social, and cultural factors. Economic factors relate to income, ticket prices, transportation costs, and perceptions of benefits and facilities. Social factors stem from family, friends, communities, invitations, and recommendations from one's social circle. Meanwhile, cultural factors involve traditions, identity, pride, and local cultural values. (Schiffman & Wisenblit, 2019; Solomon, 2021).

These three factors are believed to shape the intention to watch before leading to an actual decision. Intention reflects an individual's desire, interest, and plan to attend equestrian events. Perceptions regarding event quality, facilities, the entertainment experience, and social support can strengthen the intention to watch (Conner & Armitage, 1998). Theoretically, this relationship can be explained through the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). TRA posits that behavior is influenced by intention, whereas TPB adds perceived behavioral control as a factor influencing both intention and behavior (Ajzen, 1991; Fishbein & Ajzen, 1975). In this study, economic, social, and cultural factors are considered to influence the intention to watch, which in turn relates to the public's decision to watch equestrian sports. Given this context, it is important to analyze the impact of these factors on the decision to watch equestrian sports—using the intention to watch as an intervening variable—specifically within the community of North Sumatra. The findings are expected to contribute to the development of equestrian sports as a form of athletic activity, entertainment, and local culture.

## LITERATURE REVIEW

Based on the research background, equestrian sport in North Sumatra holds potential as a sporting, recreational, and cultural activity; however, the level of public engagement in spectating remains relatively limited (Sitindaon et al., 2024; Situmorang, 2023). The public's decision to watch can be influenced by economic, social, and cultural factors. Economic factors relate to financial capacity and the weighing of costs against benefits; social factors involve the influence of family, friends, and the community; and cultural factors pertain to the values, traditions, and cultural identity of the community (Faisal et al., 2024; Schiffman & Wisenblit, 2019; Solomon, 2021). These factors are believed to shape the intention to watch, which can subsequently drive the actual decision to watch equestrian sports. ((Conner, 2020; Dankoub Korpi et al., 2020; Mitchell, 2013).

Therefore, this study is important for analyzing the influence of economic, social, and cultural factors on the intention to watch, as well as the impact of that intention on the decision to watch equestrian sports. Furthermore, the study examines the role of viewing intention as an intervening variable in the relationship between economic, social, and cultural factors and the decision to watch. This relationship between intention and behavior aligns with the Theory of Reasoned Action, which posits that intention is a crucial factor preceding the formation of behavior and Theory of Planned Behavior which explains the relationship between intentions and individual behavior (Ajzen, 2020).

Furthermore, it is necessary to understand the extent to which each of these factors contributes to shaping the public's intention and decision to watch equestrian sports. This understanding is crucial because the characteristics of equestrian sports encompass not only sporting and entertainment aspects but also social and cultural dimensions. Consequently, this study is expected to provide insight into the process by which the decision to watch is formed—with viewing intention serving as an intervening variable particularly within the context of equestrian sports development in North Sumatra.

Based on the stated problem formulation, this study aims to gain an understanding of the factors influencing the public's decision to watch equestrian sports in North Sumatra. Specifically, the study examines the influence of economic, social, and cultural factors on the intention to watch, as well as the impact of that intention on the actual decision to watch. Furthermore, the study analyses the role of the intention to watch as an intervening variable in the relationship between economic, social, and cultural factors and the decision to watch equestrian sports.

Based on the formulated research problem, this study aims to analyse the influence of economic, social, and cultural factors on the intention to watch equestrian sports in North Sumatra. It also seeks to analyse the impact of this intention on the public's decision to watch equestrian sports. Furthermore, the study aims to analyse the influence of economic, social, and cultural factors on the decision to watch, with the intention to watch serving as an intervening variable. Thus, this research is expected to provide insight into the process leading from the formation of intention to the public's decision to watch equestrian sports in North Sumatra (Alamsyah & Syamsiah, 2022; Arima & Tarsyad Nugraha, 2021; Efendi, 2026; Muladno et al., 2019).

Based on the problem formulation, research objectives, and the theoretical framework employed, this study examines the relationships of economic, social, and cultural factors with the intention to watch and the decision to watch equestrian sports. Within the frameworks of the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), intention constitutes a crucial element in the process of behavioral formation. Consequently, the intention to watch is positioned as an intervening variable linking economic, social, and cultural factors to the public's decision to watch equestrian sports. This relational framework aligns with the study's research model, which investigates the influence of economic, social, and cultural factors on intention, as well as the impact of intention on


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the behavior or decision to watch. Based on this conceptual framework, the research hypothesis is formulated as follows

1. H1: Economic factors influence the intention to watch equestrian sports in North Sumatra.
2. H2: Social factors influence the intention to watch equestrian sports in North Sumatra.
3. H3: Cultural factors influence the intention to watch equestrian sports in North Sumatra.
4. H4: Intention to watch influences the decision to watch equestrian sports in North Sumatra.
5. H5: Economic factors influence the decision to watch equestrian sports in North Sumatra through the intention to watch as an intervening variable.
6. H6: Social factors influence the decision to watch equestrian sports in North Sumatra through the intention to watch as an intervening variable.
7. H7: Cultural factors influence the decision to watch equestrian sports in North Sumatra through the intention to watch equestrian sports as an intervening variable.

## METHOD

This study employs a quantitative approach with an associative research design. The quantitative approach is used to measure the relationships and influence of economic, social, and cultural factors on the intention and decision to watch equestrian sports in North Sumatra. The research will be conducted at Cadika Medan, targeting individuals who have previously watched or have an interest in equestrian sports. The study is scheduled to take place from July 2026 to January 2027, encompassing the stages of preparation, instrument development, data collection, data processing, and report compilation.

Research data consists of primary data and secondary data. Primary data was obtained through questionnaires given to respondents to measure economic, social, cultural factors, viewing intentions and viewing decisions. Secondary data was obtained from scientific journals, books, articles and documents relevant to equestrian sports and consumer behavior. The research population is people who have experience or interest in equestrian sports in Cadika Medan. The sampling technique used non-probability sampling with purposive sampling, with the criteria being that the respondent was at least 17 years old, had watched equestrian sports, and was willing to fill out a questionnaire. Based on the number of research indicators of 25 indicators and considerations by Hair et al., (2011), the study used 250 respondents as the sample size.

Data analysis was conducted using Structural Equation Modeling (SEM) with the LISREL program to examine the relationships between variables and the role of viewing intention as an intervening variable. Sobel analysis was employed for the intervening analysis, as LISREL does not calculate indirect hypotheses. The analysis stages included descriptive analysis, measurement model testing via Confirmatory Factor Analysis (CFA) to assess construct validity and reliability, and structural model testing to determine the influence between variables. Hypothesis testing was performed using path coefficients and t-values, while indirect effects were analyzed to determine the role of viewing intention in the relationship of economic, social, and cultural factors with the decision to watch. Model fit was also evaluated using several Goodness of Fit indicators, such as Chi-Square, RMSEA, GFI, AGFI, CFI, NFI, and IFI (Molenaar, 2019; Wijanto, 2008).

## RESULTS AND DISCUSSION

### Respondent Characteristics

An analysis of respondent characteristics reveals a diverse background in terms of gender, age, highest level of education, and occupation. Regarding gender, the majority of respondents were female (178 individuals or 71%), while 73 were male (29%). In terms of age, the 17–25 age group constituted the largest segment (119 individuals or 45%), followed by the 26–35 group (66 individuals or 25%), the 36–45 group (40 individuals or 15%), the 46–55 group (27 individuals or 10%), and those over 55 (13 individuals or 5%). Regarding education, the largest group held a Bachelor's degree (105 individuals or 42%), followed by those with a high school or vocational school education (85 individuals or 34%), a Diploma (30 individuals or 12%), a Master's degree (25 individuals or 10%), and other educational backgrounds (5 individuals or 2%). Meanwhile, regarding occupation, the largest group consisted of students (75 individuals or 30%), followed by private-sector employees (55 individuals or 22%), entrepreneurs (50 individuals or 20%), civil servants (30 individuals or 12%), those in other occupations (25 individuals or 10%), and farmers (15 individuals or 6%). Overall, these characteristics indicate that the study's respondents were predominantly female, young, Bachelor's degree holders, and students. This diversity of backgrounds provides a respondent profile that serves as a basis for understanding the study's analysis results.


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**Data Analysis**

This section presents research findings derived from data analysis using the Structural Equation Modelling (SEM) method with LISREL software. The analysis was conducted to examine the influence of economic, social, and cultural factors on the intention to watch equestrian sports, as well as their impact on the decision to watch such sports in North Sumatra. The analysis was carried out in two main stages: Confirmatory Factor Analysis (CFA) to assess the validity and reliability of the research constructs, followed by structural model analysis to test the relationships between variables in accordance with the formulated hypotheses. The results encompass respondent characteristics and descriptive statistics, measurement model outcomes, goodness-of-fit evaluations, path coefficients, and the significance of direct and indirect effects—thereby examining the role of viewing intention as an intervening variable linking economic, social, and cultural factors to the decision to watch equestrian sports. These findings provide an empirical basis for drawing conclusions regarding the factors influencing the decision to watch equestrian sports in North Sumatra.

Convergent validity testing is conducted to ensure that each indicator accurately represents and measures the latent construct serving as its corresponding variable. The criteria applied in this test are a Standardized Loading Factor (SLF) value greater than 0.50 and a t-value greater than 1.96 (Hair et al., 2019). The t-values are derived from model estimation using the LISREL program. An indicator is considered statistically valid if it yields a t-value greater than 1.96 at a 5% significance level.

Table 1. Construct Reliability and Variance Extracted

| Variable | Result | conclusion |
|---|---|---|
| Economic Factors (X1) | Valid | Good |
| Social Factors (X2) | Valid | Good |
| Cultural Factors (X3) | Valid | Good |
| Viewing Intention (Z) | Valid | Good |
| Viewing Decision (Y) | Valid | Good |

Based on the results of the Construct Reliability (CR) and Variance Extracted (VE) tests, all research constructs—namely Economic Factors (X1), Social Factors (X2), Cultural Factors (X3), Intention to Watch Equestrian Sports (Z), and Decision to Watch Equestrian Sports (Y)—were determined to be valid and sound; thus, the indicators employed effectively measure the research constructs and meet the requirements for proceeding to structural model testing using LISREL.

**Reliabilities**

Reliability testing aims to determine the level of internal consistency among indicators in measuring a construct. Reliability is assessed using Composite Reliability (CR) and Variance Extracted (VE)—or Average Variance Extracted (AVE). A construct is considered reliable if it meets the criteria of CR ≥ 0.70 and VE ≥ 0.50 (Hair et al., 2019). Furthermore, convergent validity is used to ensure the accuracy of indicators in representing the construct, based on the criteria of a Standardized Loading Factor (SLF) > 0.50 and a t-value > 1.96. A high t-value indicates that the indicator makes a significant contribution to explaining the latent variable it represents.

Table 2. Indicator of Validities

| Construct | Indicators | t-value | Description |
|---|---|---|---|
| Economic Factors (X1) | X11 | 14,40 | Good |
| | X12 | 14,81 | Good |
| | X13 | 16,16 | Good |
| | X14 | 15,07 | Good |
| | X15 | 16,48 | Good |
| Social Factors (X2) | X21 | 16,02 | Good |
| | X22 | 16,85 | Good |
| | X23 | 18,03 | Good |


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| Construct | Indicators | t-value | Description |
|---|---|---|---|
| | X24 | 17,06 | Good |
| | X25 | 16,79 | Good |
| Cultural Factors (X3) | X21 | 15,95 | Good |
| | X22 | 15,69 | Good |
| | X23 | 16,65 | Good |
| | X24 | 15,50 | Good |
| | X25 | 15,34 | Good |
| Intention to Watch Equestrian Sports (Z) | Z1 | 15,87 | Good |
| | Z2 | 16,32 | Good |
| | Z3 | 14,74 | Good |
| | Z4 | 16,96 | Good |
| | Z5 | 16,24 | Good |
| Decision to Watch Equestrian Sports (Y) | Y1 | 13,98 | Good |
| | Y2 | 15,23 | Good |
| | Y3 | 15,27 | Good |
| | Y4 | 16,18 | Good |
| | Y5 | 15,65 | Good |

Based on the validity test results, all indicators for Economic Factors (X1), Social Factors (X2), Cultural Factors (X3), Intention to Watch Equestrian Sports (Z) and Decision to Watch Equestrian Sports (Y) yielded t-values exceeding 1.96; consequently, all indicators are deemed valid and significant at the 5% level. These relatively high t-values indicate that each indicator effectively reflects its respective construct. Thus, all indicators are suitable for use in the SEM-LISREL structural model analysis.

**Goodness of Fit**

The Goodness of Fit (GoF) evaluation results are used to determine the extent to which the research model aligns with the obtained empirical data. In this study, GoF testing was conducted using several model fit indices: Chi-Square, RMSEA, GFI, AGFI, CFI, IFI, and RFI. Each index has a cut-off value that serves as a benchmark for assessing the model's suitability. Based on criteria recommended in the literature—including Hair et al. (2019)—a model is considered to have a good level of fit if it meets the established cut-off values.

Table 3. Goodness of Fit Index

| Goodness of Fit | Result | Standard value | Conclusion |
|---|---|---|---|
| p-value | 0,06734 | p-value ≥ 0,05 | good |
| RMSEA | 0,042 | RMSEA ≤ 00,8 | good |
| Chi-Square/df | 385,01 | ≤ 3.00 | good |
| CFI *(assumes)* | 0,94 | CFI ≥ 0,90 | good |
| GFI *(assumes)* | 0,92 | GFI ≥ 0,90 | good |
| AGFI *(assumes)* | 0,92 | AGFI ≥ 0,90 | good |
| IFI *(assumes)* | 0,93 | IFI ≥ 0,90 | good |
| NNFI *(assumes)* | 0,92 | RFI ≥ 0,90 | good |

Based on the LISREL analysis results, all Goodness of Fit indicators met the recommended threshold criteria. A p-value greater than 0.05 indicates that the estimated model does not differ significantly from the empirical data, signifying a good fit. An RMSEA value below 0.08 indicates a low level of approximation error. Furthermore,

other goodness-of-fit indices—such as GFI, AGFI, CFI, IFI, and RFI—all exceeded 0.90, demonstrating that the proportion of variance and covariance explained by the model is excellent.

**Structural model**

The structural model in this study illustrates the relationships among Economic Factors (X1), Social Factors (X2), and Cultural Factors (X3)—acting as exogenous variables influencing Viewing Intention (Z) as an intervening variable—and the Viewing Decision (Y) as the endogenous variable. Each latent construct is measured via multiple indicators representing the research variables. The model is analysed using the Structural Equation Modelling (SEM) method with the aid of LISREL. Model evaluation involves Goodness of Fit (GoF) testing to assess the model's fit with empirical data, as well as validity and reliability testing to ensure that the indicators accurately measure the research constructs.

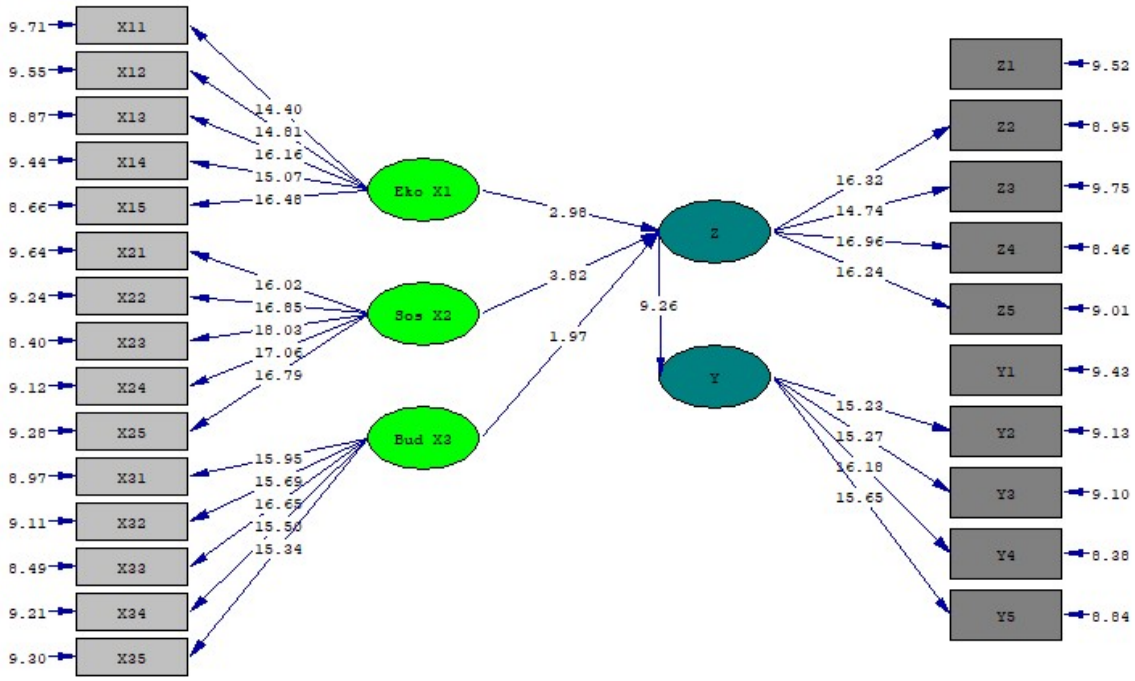



**Figure 1. Structural Model**

Based on the model estimation results, all indicators for the constructs of Economic Factors, Social Factors, Cultural Factors, Viewing Intention, and Viewing Decision yielded t-values that met validity criteria. This indicates that the indicators significantly represent their respective latent constructs, thereby satisfying the requirements for convergent validity. The relationships between latent variables in the model also showed significant results. Economic, Social, and Cultural Factors were found to have significant relationships with Viewing Intention, while Viewing Intention showed a significant relationship with Viewing Decision. Consequently, the study's structural model can be used to test hypotheses regarding the influence of economic, social, and cultural factors on viewing intention, as well as the role of viewing intention in shaping the decision to watch equestrian sports.

Table 4. Hypothesis

| No | Hypothesis | Path | t-value | p-value | Results |
|---|---|---|---|---|---|
| 1 | H1: Economic factors influence the intention to watch | X1 → Z | 2,98 | 0,003 | Supported |
| 2 | H2: Social factors influence the intention to watch | X2 → Z | 3,82 | 0,000 | Supported |
| 3 | H3: Cultural factors influence the intention to watch | X3 → Z | 1,97 | 0,049 | Supported |
| 4 | H4: Intention to watch influences the decision to watch | Z → Y | 9,26 | 0,000 | Supported |


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| No | Hypothesis | Path | t-value | p-value | Results |
|---|---|---|---|---|---|
| 5 | H5: Economic factors influence the decision to watch through the intention to watch | X1 → Z → Y | 2,837 | 0,0046 | Supported |
| 6 | H6: Social factors influence the decision to watch through the intention to watch equestrian sports | X2 → Z → Y | 3,531 | 0,0004 | Supported |
| 7 | H7: Cultural factors influence the decision to watch through the intention to watch equestrian sports | X3 → Z → Y | 1,972 | 0,0440 | Supported |

Based on the hypothesis testing results, economic, social, and cultural factors were found to have a significant influence on the intention to watch. Furthermore, the intention to watch was also found to significantly influence the decision to watch. Thus, the hypotheses regarding the influence of these three factors on the intention to watch, as well as the influence of the intention to watch on the decision to watch, were supported. Based on the Sobel analysis, a test of indirect effects was conducted to determine whether the intention to watch acts as an intervening variable in the relationship between economic, social, and cultural factors and the decision to watch. The analysis results indicate that the intention to watch significantly mediates the influence of economic and social factors on the decision to watch. This implies that economic conditions and the social environment are not only directly related to the decision to watch but also play a role in shaping the intention to watch, which subsequently drives the decision to watch equestrian sports.

**Discussion**

Research results indicate that economic factors significantly influence the intention to watch equestrian sports. This suggests that considerations regarding economic capacity, associated costs, and the entertainment value derived can shape public interest in spectating. These findings align with Breidert et al. (2006), who explain that consumer willingness to engage with a service or form of entertainment is influenced by perceptions of the benefits and value received. Thus, the more favorably the public perceives the balance between the economic cost and the benefits gained, the stronger the intention to watch equestrian sports becomes.

Social factors were also found to significantly influence the intention to watch equestrian sports. This indicates that family, friends, communities, and social environments can serve as sources of encouragement in fostering an individual's interest in watching equestrian events. These findings are consistent with Conner and Armitage (1998), who explain that social support and subjective norms play a role in shaping individual behavioral intentions. Furthermore, Monterrubio et al. (2023) demonstrate that equestrian sports possess social and cultural dimensions capable of enhancing public engagement in recreational and entertainment activities.

Cultural factors were also shown to influence the intention to watch equestrian sports. These results indicate that traditional values, cultural identity, and community customs can form the basis for an interest in spectating equestrian sports. This aligns with Faisal et al ,(2024), who show that local cultural values and community traditions can heighten interest in equestrian activities. A similar perspective is evident in the study by Arima & Tarsyad Nugraha, (2021), which positions traditional equestrian sports as an integral part of the cultural and social values of local communities.

The intention to watch was found to significantly influence the decision to watch equestrian sports. These findings indicate that the desire, interest, and plan to watch can evolve into an actual decision when individuals possess a sufficiently strong drive to attend the event. This result aligns with Dankoub Korpi et al. (2020), who demonstrated that the entertainment experience and the quality of event organization can influence public intention to attend sporting events. Theoretically, this relationship is also consistent with the Theory of Planned Behavior, which explains that intention is a crucial factor driving the formation of behavior.

Mediation analysis results indicate that the intention to watch mediates the influence of economic factors on the decision to watch. This implies that economic considerations do not merely relate directly to the decision to watch; rather, they first shape the public's interest and intention to attend. These findings align with Breidert et al. (2006), who identified the perception of benefits and value as key elements in shaping consumer willingness regarding a service or form of entertainment. Thus, the perception that the cost incurred is commensurate with the benefits and experience gained can strengthen intention, subsequently driving the decision to watch.

The intention to watch was also found to mediate the influence of social factors on the decision to watch. This suggests that support from family, friends, the community, and one's social environment can first heighten an


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individual's interest, which then develops into a decision to watch equestrian sports. These findings align with Conner & Armitage (1998), who highlighted the importance of social norms and environmental support in the formation of behavioral intentions. Furthermore, Monterrubio et al. (2023) characterized equestrian sports as activities possessing social and cultural dimensions, meaning social engagement can be an integral part of the viewing experience.

In contrast to economic and social factors, the analysis results indicate that the intention to watch does not significantly mediate the influence of cultural factors on the decision to watch. Although cultural values and traditions can heighten public interest in equestrian sports, this influence is not yet strong enough to translate into an actual decision via the intention to watch. These findings can be compared with Faisal et al.,( 2024) which demonstrates that local cultural values and traditions can heighten public interest in equestrian sports, as well as Arima and Arima & Tarsyad Nugraha (2021), who emphasize the significant cultural and social value inherent in traditional equestrian sports. Thus, within the context of this study, cultural values appear to play a greater role in shaping initial interest than in directly converting that interest into a decision to watch.

## CONCLUSION

Research findings indicate that economic, social, and cultural factors influence the intention to watch equestrian sports. This demonstrates that the public's initial interest in watching equestrian sports is shaped not only by economic capacity and considerations but also by the social environment and the values and culture associated with the activity. Furthermore, the intention to watch influences the actual decision to watch equestrian sports. These findings suggest that the stronger an individual's interest, desire, and plan to watch, the greater the likelihood of forming a decision to actually attend or view equestrian events. Thus, the intention to watch serves as a crucial stage in the process of transforming individual considerations into an actual decision. Sobel analysis results indicate that the intention to watch acts as an intervening variable in the relationship between economic and social factors and the decision to watch. Conversely, the intention to watch does not significantly mediate the influence of cultural factors on the decision to watch. Overall, the model suggests that strengthening economic and social aspects—by boosting the intention to watch—can foster public engagement with equestrian sports, whereas cultural aspects require further reinforcement to ensure that culturally-based interest translates into a decision to watch.

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