

The Impact of Quality of Life on Satisfaction and Intent to Return for Distance Running

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Abstract : Physical activities have a positive impact on individuals' health and well-being. They also play an important role in promoting quality of life (QoL). The distance running enhances participants' life satisfaction and provides positive experiences in physical activity. This study aims to measure the perception of QoL and to find the effect on satisfaction and intent to return for distance runners. Exploratory factor analysis is carried out to extract four major factorial dimensions of QoL, including multiple functions, spiritual, physical and cognitive factors. The main factors of QoL will be introduced into the regression function on satisfaction and return intention. The results show that the QoL factors including multiple functions, spiritual, physical and cognitive factors have a positive and significant impact on satisfaction for participants. The multiple functions and physical factors are also significantly positively correlated to the intent of return for runners.

Keywords : quality of life, physical activity, distance running, satisfaction

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