The Effect of Service Quality on Consumer Satisfaction and Intent to Revisit: An Analysis of the F1 Korea Grand Prix

Woong Kwon, The Florida State University
Danielle Millio, The Florida State University
Yu-Kyoun Kim (Advisor), The Florida State University
Tae Jun Chon, Soongsil University

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An international sporting event is held once, or repeatedly, during a certain period of time to improve the recognition and revenue of the host site (Ritchie, 1984). Holding an international sporting event improves the brand value of the event site and the image of the country hosting the event, while also promoting international cultural exchange and friendship (Getz, 1998). As such, international sporting events produce significant momentum to facilitate local and national development (Park, 2008). Thus, the influence of attracting a sporting event to a host site has inspired many studies and discussions from various perspectives. The common trend noted in these studies, however, has been about how the success of a sporting event is dependent on whether the service quality offered satisfies the audience viewing the event at the venue. Parasuraman et al. (1988) looked at consumers' overall evaluation of the offered services, and explained the relationship between service quality and consumer satisfaction by stating that the service quality is a prerequisite for consumer satisfaction. Accordingly, it is necessary to consider various factors of service quality that are related to sporting events at all stages, ranging from planning to staging an actual performance, while also adopting scientific and systematic approaches. This is because the high quality of service results in higher levels of consumer satisfaction, which in return results in consumers viewing the sporting event as successful. Cronin and Taylor (1992) stated that service quality is a prerequisite variable of consumer satisfaction. In addition, consumer behavior studies have shown that score (Becker & Suls, 1983), stadium (Hansen & Gauthier, 1989; Wakefield, Blodgett, & Sloan, 1996), and facilitation (Boyd & Krebbiel, 1999) are factors that affect consumers' intent to revisit an event. Although such studies were conducted to analyze the satisfaction of an audience and its participants, it was insufficient in analyzing their intent to revisit the event because the sporting events analyzed were held only once, rather than on an annual or regular basis.

The Formula One (F1) Grand Prix was held in 2010 in Youngam, Jeollanamdo Province, and will be held there annually until 2016. Along with the Olympics and the World Cup, this international sport hosts a vast number of events, and boasts the world's largest fan base for a single sporting event in terms of audience, television viewers, and sponsors. No other international sporting event held in Korea has been as large, or as continuous as the F1 Grand Prix. Currently, more sports fans than ever before are closely following the upcoming 2014 Incheon Asian Games and 2019 Pyeongchang Winter Olympics. Because of this, the event site of F1, Youngam, should work to establish a differentiated strategy to attract more visitors to the site. Accordingly, the present study was conducted to analyze the influence of the 2010 F1 Korea Grand Prix's service quality on consumer satisfaction and the consumers' intent to revisit. The study aimed to provide a management system that would devise a marketing strategy to raise visitor satisfaction levels and consumers' intent to revisit, while successfully attracting other international events to the host site.

The subjects of this study were visitors to Youngam, Jeollanamdo Province who attended the 2010 F1 Korea Grand Prix, which was held for three days in October 2010. It was the first time that an F1 event had been held in Korea. A total of 350 questionnaires were distributed by random convenience sampling. Because some of the questionnaires were either incomplete or had considerably low reliability, 63 copies of the questionnaire were excluded from the analysis. As a result, 287 completed questionnaires were confirmed as a valid sample, and were used in the data analysis. All of the questions included on the questionnaire were based on questions from previous studies and theories. The questions deemed suitable for the purpose of this current study were changed and supplemented. Experts in the field of sport management previously verified the validity of the questionnaire. The measurement variables of service quality, consumer satisfaction, and intent to revisit were measured using a 5-point Likert scale (1 = strongly disagree, and 5 = strongly agree). The service quality factors were based on the study conducted by Parasuraman et al. (1985), and the questions related to service quality were prepared based on the service quality questions used in the study conducted by Ormiston et al. (1998). Therefore, the service quality questionnaire was
comprised of 26 questions related to convenience factor (9 items), facilitation factor (5 items), game content factor (4 items), kindness factor (4 items), and service-pricing factor (4 items). The consumer satisfaction questionnaire was prepared based on the questions related to sports consumer satisfaction used in the study by Lee (1999), which were originally adopted from questionnaires developed by Wakefield and Sloan (1995). The consumer satisfaction questionnaire consisted of five items. The intent to revisit questionnaire was prepared based on questions used in the study by Park (2005), which were originally based on the questionnaire used by Machleit and Wilson (1988). The intent to revisit questionnaire was comprised of three items. For this study, SPSS 17.0 and AMOS 7.0 programs were used to perform frequency analysis, exploratory factor analysis (EFA), correlation analysis, confirmatory factor analysis (CFA), and structural equation modeling (SEM). All statistical significance levels in this study were set at $p < .05$.

Along with the first EFA and reliability analysis, the CFA was performed for all study units to evaluate the goodness of fit, as it is necessary to draw the optimal status of the questions in each unit. As a result of the analysis, the value was $\chi^2 = 71.652$ (df = 51, $p = .030$), $\chi^2$/df = 1.403, RMSEA = .038, SRMR = .033, TLI = .988, and CFI = .992. The result of correlation analysis showed that there were no variable factors with a correlation value of more than .80, which means that there was no risk of multicollinearity. To test the model set in this study, the researcher used maximum likelihood (ML) for the SEM analysis. The goodness-of-fit test result for the study model is presented as follows: $\chi^2 = 152.385$ (df = 54, $p = .000$), $\chi^2$/df = 2.822, RMSEA = .088, SRMR = .075, TLI = .947, and CFI = .963. Regarding service quality, the path coefficient value of consumer satisfaction was 1.089 (t = 15.175), which means that there was a significant influence. Concerning service quality, the path coefficient value of intent to revisit was .208 (t = –1.403), meaning that there was no significant influence. In addition, with regard to consumer satisfaction, the path coefficient value of intent to revisit was .449 (t = 2.736), meaning that there was a significant influence.

According to the results found in this study, the service quality of the F1 Korea Grand Prix was the significant factor in consumer satisfaction, which positively affected the intent of an audience to revisit the event. The results indicate that service quality is of significant importance as a prerequisite variable of consumer satisfaction. Therefore, the F1 organizational committee and local government should recognize the importance of service quality, provide practical approaches such as customer relationship management through a constant cooperation system, and build an efficient operation and management system to successfully attract international events. They should also strongly consider developing outside events to attract families to the host city. In summary, the F1 organizational committee and the local government should band together to enhance the value of consumer attachment to the F1 Korea Grand Prix.