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Marketing - Service Quality (Other)  Saturday, June 1, 2019
20-minute oral presentation (including questions)  4:00 PM
Abstract 2019-427  Room: Maurepas

It is commonly acknowledged in the literature that service quality is paramount to increase spectators' value perceptions, satisfaction levels, and favorable behavioral intentions towards the teams (e.g., Cronin et al., 2000). This has led to the development of a variety of service quality scales in spectator sports (e.g., Yoshida & James, 2011). However, while the number of scales over the past decades may be a sign of the importance of service quality in spectator sports, it also generates ambiguity about its conceptualization and the role of each service quality dimension on fan subsequent reactions. Thus, the purpose of this study is to provide a systematic meta-analytic review of the literature about service quality, value, satisfaction and behavioral intentions in spectator sports.

A systematic review of the literature was conducted in computerized databases including ProQuest, EBSCO, JSTOR, Science Direct, and cross-manual referencing. The searches included the analysis of article titles by considering the following terms: service quality; value; satisfaction; behavioral intentions; spectator sports; sport(ing) events; spectators; game. The coding of the studies was based on Kim et al. (2015) and 243 studies were included in the meta-analysis. Service quality is defined in the current framework as a global judgment about the superiority of a service, and includes three dimensions related to consumer perceptions: core product quality (CPQ); functional quality (FQ); and aesthetic quality (AQ). Perceived value (PV) is dependent on consumers' assessment of the trade-off between what is received and what is given up, while satisfaction (SAT) refers to a consumer’s fulfilment response to the entertainment of sport competition and ancillary services provided at sporting events over the season. Behavioural intentions (BI) refer to the willingness to attend future games, recommend them to others, and remain loyal to the team.

In addition to pair-wise analysis, a meta-analytic structural equation model was conducted. The effect size metric for the analysis was the correlation coefficient r. The pair-wise analyses support the positive influence of CPQ (r = .50), FQ (r=.51), FQ (r=.39) and PV (r=.68) on SAT. Additionally, results indicated CPQ (r=.37), FQ (r=.23), AQ (r=.38), PV (r=.44) and SAT (r=.55) had positive impact on BI. The model fits the data perfectly because the model is saturated, accounting for 39% of the variance in PV, 54% in SAT, and 35% in BI. All the paths are significant (p < .01) except direct path from CPQ to BI. The CPQ (β=.33) was the most influential antecedent of PV followed by FQ (β=.30) and AQ (β=.18). Majority of effect from the CPQ on BI (63%) were mediated through PV and SAT, while 48% and 31% of effect from FQ and AQ to BI were mediated through PV and SAT.

These findings offer a more generalizable and empirically established service quality measure to be used by researchers and practitioners. Also, this meta-analysis may serve as a roadmap to attract new consumers and nurture relationships with existing ones through a better understanding of the predictive effect of service quality dimensions on perceived value, satisfaction and behavioral intentions.