

A STUDY ON SERVICE QUALITY ATTRIBUTES OF MEGA EVENT FOR BUSINESS CUSTOMERS IN SPORT CENTERS: APPLICATION OF THE INTEGRATED MODEL FOR KANO AND IPA

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Service science, performance matrix, sport marketing

Aim of abstract/paper – research question

The goal of sport facilities operations is to host business activities and sporting events as one of the major avenues to creating revenues in order to achieve the sustainability of sport facilities. Therefore, providing good service quality becomes critical (Howat & Crilley, 2007; Lagrosen & Lagrosen, 2007; Kim & Kim, 1998). The transactions between business customers and sport facilities managers are usually performed through contractual services to maintain mutually beneficial relationships. As a result, the purposes of this study were to investigate the service attributes of sport facilities that attract business customers and to explore the indices of competitive advantages of sport facilities.

Theoretical background or literature review

Most of the literature regarding service quality assume that the more services the service providers offer, the more satisfied the customers are. However, not all of the service quality attributes are one-dimensional. In contrast, some service quality attributes are two-dimensional. Kano model deals with the issues concerning the two-dimensional service quality attributes, which enables researchers to clearly depict customers' satisfaction, product quality, and the relationship between customers' satisfaction and service quality. As a result, Attractive Quality Theory proposed by (Lilja & Wiklund, 2007, 2006) was used as the research framework to explain how various attributes of service quality attract business customers. Furthermore, Importance-Performance Analysis (IPA) was utilized to explore the service attributes that help sport facilities build competitive advantages. Derived from Multi-Attribute Models, IPA assumes the interaction effect between customers' satisfaction toward service attributes and evaluations on service quality. As a consequence, this study was to examine the service attributes models as well as the performance analysis matrix on service attributes of mega event for business customers in sport centers by means of Attractive Quality Theory and Importance-Performance Analysis.

Methodology, research design and data analysis

The clients of four major sport centers (Taipei Arena, Sinjhuang Gymnasium, Taipei International Convention Center, and National Taiwan University Sport Center) in Taiwan were the target population in this study. Eight one business customers were recruited using purposive sampling. The questionnaires containing the items associated with Kano two dimension service model and IPA were distributed and collected for data analysis.

Results, discussion and implication/conclusions

The results of this study revealed that among all the service attributes, 19 attributes were categorized as indifferent attributes; 11 attributes were classified as attractive attributes while 1 attributes was regarded as reverse attribute. In fact, most of the service attributes fail to improve business customers' perceptions on service quality, causing significant discrepancies in service quality between service providers and business customers. Moreover, the IPA matrix demonstrated that most of the service attributes were categorized as "oversupply" and "to be improved." This study concluded that business customers are satisfied with the design of sport facilities, transportation and logistics, and environment and equipment by means of Kano model and IPA. On the other hand, business customers were dissatisfied with staff, indicating that staff service has to be improved. The results of this study serve as a basis for future sport facilities strategic planning to provide better service quality and to decrease the discrepancies in perceptions on service quality between service providers and business customers.

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