

國立臺灣體育運動大學運動管理學系碩士班
碩士學位論文

**A Confirmative Study of Customer Satisfaction
and Behavior Intentions on Sporting Events**



研究生：范民娜 - Phan, Danh Na
指導教授：林文郎 博士

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ABSTRACT

Purpose: The purpose of this study was to investigate the relationships among service quality, game quality, customer satisfaction and behavior intentions in 2014 Vietnam University Games. **Methods:** The study was conducted to survey in the final round of the games. Data were collected from the spectator's (n = 536) who were attending the games in Tan Binh arena, Vietnam. Then, Confirm Factor Analysis (CFA) and Structure Equation Model (SEM) were adopted to test relationship among the hypothesis models. **Results:** Confirmatory factor analysis a measurement model among 7 latent variables including service employees, environment experiences, opponent characteristics, player performance, game atmosphere, customer satisfaction and behavior intentions showed that the model was a good fit (CFI = .952, GFI = .902, RMSEA = .060, $\chi^2/df = 2.906$). The second-order-factor model was revealed an inadequate fit to data of service quality model (CFI = .981, GFI = .981, RMSEA = .075, $\chi^2/df = 4.026$) and game quality model (CFI = .964, GFI = .946, RMSEA = .076, $\chi^2/df = 4.077$). The Structural equation model was also good of fit (CFI = .908, GFI = .877, RMSEA = .082, $\chi^2/df = 4.575$). The results indicated that game quality was more important factor than service quality to predict on customer behavior and behavior intentions. On the other hand, customer satisfaction was a partially mediated dimension to behavior intentions of the both service quality and game quality. **Conclusion:** The results suggest that to organize sporting events successfully in Vietnam, service quality and game quality effects are important factors on customer satisfaction and behavior intentions.

Keywords: service quality, game quality, customer satisfaction, behavior intentions, sporting events

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CHAPTER 1

INTRODUCTION

Mega sports events such as the Olympic Games, the Football World Cup or the Cricket World Cup have been highly sought after commodities by countries and cities throughout the world. These events are viewed as powerful tools for both stimulating economic development as well as gaining international recognition (Hall, 1992; Andranivish et al., 2001; Burbank et al., 2002). Over the past two decades, sports, and the hosting mega events, has assumed a greater role in the economies of developing countries as they attempt to regenerate regional, national and local identities within the globalization process (Holder, 2003; John, 2004).

Since the 1970s, higher income, more leisure time, greater mobility and increasing individualism have contributed to greater participation in organized sports (The United States, Sports Academy, 2009). Sporting is a growing and rapidly evolving multi-billion dollar industry. It was estimated that in 1995 total the United States domestic sports consumption and investment was worth \$151.9 billion, making the sports industry the nation's 11th largest industry. By the end of the 1990s the size of the sports industry had grown to \$213 billion (Mahoney & Howard, 2001). In 2011, sporting in the United States had become a \$422 billion industry (Plunkett Research, 2011), almost doubling the industry in 5 years. McPherson, Curtis, and Loy (1989) conceptualized sports as a structured, goal-oriented, competitive, contest based, and ludic physical activity.

Today, sports are not only competitive contest or physical activities, but also special and fun experiences of socialization with friends and family. People can be part of sports anytime by participating in sports, watching sports on TV, watching sports in the arena or stadium, listening to sports on radio or reading sport from press, or receiving advertising related to sports. Sports have pervaded all elements of people's daily lives and sports have dominated leisure activity in the world. According to International Event

Group (IEG), worldwide sponsorship spending was estimated to reach \$37.9 billion in 2007, with around 70% of sponsorship expenditures directly on sporting event sponsorship (IEG, 2008).

The last decade has seen an increase in the number of sporting events held worldwide (Getz, 1998). According to the NASC Website, more than 270 cities across the country currently have a sports commission or a similar type of entity focused on attracting sporting events (National Association of Sports Commissions, 2005). The growth of college sport over the last several years, combined with increased competition for the sport consumer dollar, has created a need to understand spectator consumption behavior (Shapiro, Ridinger, and Trail, 2013). According to Fulks (2011), National Collegiate Athletic Association (NCAA) Division I Football Bowl Subdivision (FBS) schools, which is the highest level of college football competition in the United States, saw a 9.5% increase from 2009 to 2010 in median generated revenue.

In Vietnam, many recent sporting events have failed to attract spectators; therefore, the organizers were struggling to solve financial problems. In the 2012 National Cycling Championships silently took place in the southern province of Binh Duong with almost no spectators standing along local streets to watch the race. As in football, the ongoing economic malaise has scared sponsors away. Similarly, a gloomy atmosphere has been seen at the Golden Racket table tennis tournament concluded weekend at Ho Chi Minh City's Phan Dinh Phung arena, where most of the spectators are the competitors' relatives and friends. What were the reasons that sporting events in Vietnam have failed to attract spectators?

In the sport marketing content, the previous studies found the customer perception the service quality, game quality, satisfaction at sporting event has direct influence customer intentions in the next season. In the case in Vietnam, may the reason at the service quality or game quality do not attract spectator? In this current study, researcher

would to understanding the reality spectator perception on service quality, game quality, customer satisfaction, and behavior intensions on sporting event in Vietnam.

1.1 Statement of the Problems

The purpose of this study was to investigate the customer satisfaction and behavior intension in 2014 Vietnam University Games through the experiences of the spectators' perceptions of sporting event about service quality, game quality, customer satisfaction and future intensions. In order to extend our understanding the relationships among those variable this study was conducted. The results could provide some suggestion for the manager for the future strategic decision-making on sporting event in Vietnam.

1.2 Research Sub-problems

Sub-problems were:

- (1) to examine the service quality of the sporting events which includes elements related to the facility/area environment experiences, the supporting services, the interaction between spectators and the employees;
- (2) to examine the game quality of the sporting events which game related attributes, such as players' performance, opponent characteristics, game atmosphere;
- (3) to investigate the customer satisfaction with the service quality and game quality, which plays an important role to predict spectators' behavior intensions in sporting events.

1.3 Scope of the Study

The scope of the study consisted of following:

1. The subjects in the study were 600 spectators' who attendance the final round in 2014 Vietnam University Games.
2. The study was conduct from 19th to 26th April, 2014.

1.4 Assumptions

Followings are assumptions controlled for this study:

1. It was assumed that respondents answered the questions honestly and reflected a view consistent with their experiences.
2. It was assumed that the administrated questionnaires could measure the real response of respondents.

1.5 Limitations

Limitations of the study consisted of the following:

1. The scales for tested variables of this study were all based on experiences of sporting events which depend up the spectator's perception and subjective judgment of respondent; therefore, data collection were influenced by respondent's willing to cooperate, value and understanding the questions.
2. The questionnaires may have been some lost meaning in translating the questionnaire from English to Vietnamese.
3. The data collected from spectators of 2014 Vietnam University Games, which means that results are only indicative and cannot be generalized in the context of sporting events.

1.6 Definition of Terms

For the purpose of this study, following the terms was operationally defined:

1. Service quality: service quality as the interaction between font-line employees and service environment (Brady & Cronin, 2001; Cronin & Taylor, 1992; Parasuraman et al., 1985). Service quality is defined in this study as the spectator's perceptions with the service of frontline employees with ticket seller, ticker takers, ushers, and concession clerks (Yoshida & James, 2010) and service environment with experiences in arena via their five senses: sight, sound, touch, smell and taste (Gobé, 2001; Hultén, Broweus, & Dijk, 2009; Lindstrom, 2005; Schmitt, 1999).

2. Games quality: Mason in 1999 identifies a number of aspects believed to be unique to spectator sport products game schedule, league designed home territory, special series of league games such as play-offs, uncertainty of game outcomes, interclub competitiveness, rivalry between clubs, seasonality of league games, and hedonic experiences. Games quality is defined in this study as the spectator's perceptions with opponent characteristics, player performance, game atmosphere (Yoshida & James, 2010; Theodorakis, Kostas Alexandris, Nikolaos Tsigilis, Serafim Karvounis, 2013) in the relation to the sport competition on the arena.

3. Customer satisfaction: customer satisfaction in the sport content as "a pleasurable, fulfillment response to the entertainment of the sport competition and/or ancillary services provided during the games (Yoshida & James, 2010). Customer satisfaction is defined in the current study as a spectator's pleasurable, fulfillment, satisfied with outcome of the game quality and service quality (Theodorakis et. al., 2013).

4. Behavior intension: Behavior intension is defined in this current study as the spectator's will attend sporting event in the future, willingness to recommend a visit to others and word-of-mouth communications (Brady et al., 2006; Cronin et al., 2000) such as intention to say positive things about the games and its services. Behavioral intentions at sporting events as a customer's favorable intentions to (1) recommend the team to other customers, (2) attend the team's future sporting events, and (3) remain loyal to the team (Yoshida & James, 2010).

1.7 Summary

The purposes in this study were to: (1) understand the spectators' satisfaction with the service quality and game quality, (2) propose a model of the relationship between service quality, game quality, customer satisfaction and behavior intensions and (3) examine the relationships among the proposed constructs. The theoretical background and

hypotheses will present in the Chapter 2, including the literature review relationship with service quality, game quality, customer satisfaction and behavior intentions in the content of sporting events.

CHAPTER 2

LITERATURE REVIEW

The purpose of this study was to examine the causal relationship between sporting event perceptions of service quality, game quality, game and service satisfaction, customer satisfaction and behavioral intentions in Vietnam University Game. The researcher seeks to understand the experiences of sports spectator's while attending a sporting event. To carry out this study, it is necessary to complete a critical review of current literature. Four major areas of literature are critically reviewed: a) service quality, b) game quality, c) customer satisfaction, and d) behavioral intentions.

2.1 Service Quality

Service quality, defined as “the difference between what is expected from each of the service dimensions and what a consumer perceives he or she receives from them” (MacKay & Crompton, 1988, p.46), has become a great differentiator of service enterprises (Kandampully, 1998). Service quality has been linked to outcomes such as customer satisfaction (Ko & Pastore, 2004), customer loyalty (Kandampully, 1998; Zeithaml, Parasuraman, & Berry, 1990), value (Laroche, Ueltschy, Shuzo, & Cleveland, 2004), and repurchase intention (Fornell, 1992). In this regard, there are several descriptions of quality dimensions. For instance, Grönroos' (1984) two-dimensional model is composed of technical quality and functional quality, while Lehtinen and Lehtinen's (1983, 1991) included process quality and outcome quality. Lehtinen and Lehtinen (1991) also offered a three-dimensional model of physical quality, interactive quality, and corporate quality. Parasuraman, Zeithaml, and Berry's (1985) SERVQUAL model consisted of five dimensions of tangibles, reliability, responsiveness, assurance, and empathy. Rust and Oliver (1994) introduced a three-dimensional model of service quality encompassing the service product, service delivery, and service environment. Brady and Cronin's (2001) three-dimensional model of service quality consisted of interaction

quality, physical environment quality, and outcome quality. In the context of spectator sports, Cronin et al. (2000) found that service quality had both a direct effect on spectators' behavioral intentions and indirect effects (through satisfaction and service value) on such intentions. More recently, Theodorakis and Alexandris (2013) have provided support for the relationship between service quality and behavioral intentions among spectators of professional soccer by showing that the service dimensions of SERQUAL model including tangibles, reliability, responsiveness, assurance, and empathy. However, services marketing researchers clearly define service quality as the interaction with the service environment and the frontline employees (Brady & Cronin, 2001; Cronin & Taylor, 1992; Parasuraman et al., 1988). Thus, this study focuses on the interaction between service experiences and the frontline employees of service quality.

2.1.1 Service Employees

Milne and McDonald (1999) suggest that a critical challenge for sport marketers is managing the core product and ancillary services. Ancillary services, on the other hand, include factors such as stadium employees, facility layout, accessibility, seating comfort, and information signs which can be influenced through managerial control (Greenwell et al., 2002; Wakefield & Blodgett, 1996; Zhang, J.J., Pease, D.G., Smith, D.W., Lee, J.T., Lam, E.T.C., & Jambor, E.A. 1998). The quality of stadium employees is defined as a customer's perceptions of the attitudes and behaviors of stadium employees based on the interactions with ticket sellers, ticket takers, ushers, and concession clerks. Assurance refers to employees' knowledge and their ability to convey trust and confidence. Tangible refers to the physical environment. Empathy refers to employees' willingness to provide individualized attention to customers, and responsiveness refers to employees' willingness to help customers and to provide prompt services. Thus, this study was to

evaluation employees of the events such as attitude, knowledge, respond and skill interactions with spectator during the games.

2.1.2 Sensory Experiences

According Lee, Lee, Seo, and Green in 2012, sensory experience is well established in consumer behavior that consumers' sensory experiences play an important role in their perceptions of the value companies provide. A number of consumer behavior studies have begun to pay close attention to consumers' experiences via their five senses: sight, sound, touch, smell and taste (Gobé, 2001; Hultén, Broweus, & Dijk, 2009; Lindstrom, 2005; Schmitt, 1999). In this regard, a stadium can be considered a "sensorycape" which provides a memorable experience by appealing to all five senses; spectators can appreciate the visual beauty of a stadium's architecture and grounds, hear stimulating music at the stadium, feel comfortable seats, experience the stadium's unique smell, and enjoy the taste of the food available at the concession stands. Experiences have always been at the heart of the entertainment business (Holbrook & Hirschman, 1982), and sporting events are no exception. This conceptualization of the stadium experience differs from most facility research that has focused on cognitive evaluations of customer service, with some attention to sight (e.g., facility aesthetics), seating comfort, and crowding (Lee, Lee, Seo, and Green, 2012).

Many researchers have studied the relationship between service quality and customer satisfaction. Empirical findings showed that service quality is related to customer satisfaction (Babakus, E., C. C. Bienstock, J. R. V. Scotter. 2004). Customers who are satisfied with the perceived service quality will have a favorable emotional response, i.e., customer satisfaction. On the other hand, from the definition of consumer behavior intentions, refer to the research by Theodorakis (2008, 2013) in which a multi-dimensional model of behavior intentions was proposed. It was suggested that favorable

behavioral intentions include elements such as saying positive things and recommending the games to others, attendance games in the future while spectator perception in service quality. Thus, in this study examined the influence of service quality on behavioral intentions in spectator sporting events. Accordingly the literature review and previous research, the following two hypotheses are proposed:

Hypothesis 1: The customer's perceptions of the services quality have a positive impact on customer satisfaction.

Hypothesis 2: The customer's perceptions of service quality have a positive impact on behavior intentions.

2.2 Game Quality

Game quality (core product quality) in the spectator sport industry includes numerous characteristics. Mason (1999) identifies a number of aspects believed to be unique to spectator sport products: game schedule, league designed home territory, special series of league games such as play-offs, uncertainty of game outcomes, interclub competitiveness, rivalry between clubs, seasonality of league games, and hedonic experiences (i.e., a sense of entertainment and drama).

2.2.1 Core Product

According to Schaaf (1995) was defined the core product at a sporting event refers to the entertainment of competition based on the uncertainty of game outcome, or physical goods or services associated with the excitement of the sporting event, or both. The core product consists of the central product or service (Mullin, Hardy, & Sutton, 2007). In sport, the core product usually consists of the set of items that influence customers' perceptions of the quality of the game. Specifically, factors such as team performance (Baade & Tiehen, 1990; Branvold, Pan, & Gabert, 1997; DeSchriver, 1999; Pan, Gabert, McGaugh, & Branvold, 1997), quality of opponents (Madrigal, 1995; Marcum & Greenstein, 1985;

Zhang, Pease, Smith, Lee, Lam, & Jambor, 1997), rivalry rank (Wall & Myers, 1989) and star players (Schofield, 1983) have each been found to influence attendance.

Abdullah & Rozario (2009), Yoshida & James (2010), and Theodorakis, Koustelios, Robinson, & Barlas, (2009) support this conceptualization and provide the basis for the conclusion that the core product in sports is derived from sport-related factors, such as the quality of the home and opposing teams. Winning percentage of a team, their place in the standings, the team's history, the number of star players on the team, and the reputation of the team are also important factors that impact on spectator satisfaction. The core product in spectator sports includes game-related components, which are key determinants of whether an element is the core product or ancillary service (Yoshida & James, 2010).

According Morgan and Summers (2005), the core sport product as the competition itself, as this is the main reason people spend money to attend sporting events. Like any product, the sport product is seen as also consisting of three product levels which together all enhance the total product experience. These levels are depicted in Figure 1.

As specified in Figure 1, competition, by its very nature, is completely uncontrollable and unpredictable and it is the key to the passionate and committed following of many sport fans. Spectators can be satisfied with their experience, even if their team does not win, as long as the quality and intensity of competition is of a high standard (Morgan & Summer, 2005). The actual products and the augmented products simply enhance the entire experience, which then affects and impacts spectator satisfaction. Sports marketers can thus use past performances of the team in any marketing communication initiatives to intensify the expectation that fans have of the core product.

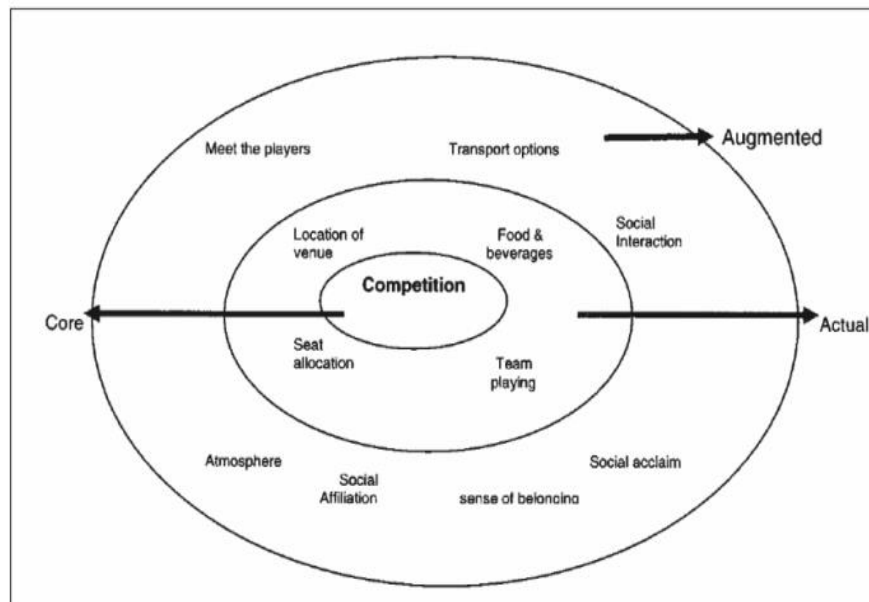


Figure1. Product Levels for A Sporting Event

Source: Morgan & Summers (2005)

A review of the literature suggests that there are two important constructs pertaining to the core product at sporting events: team characteristics (i.e., winning percentage, place in the standings, team history, number of star players on the team, and the quality of the opposing team) and player performance which is captured by players' on-field performance (i.e., skill, strategy, team effort, and drama; Garvin, 1984; Greenwell, 2001; James & Ross, 2004; Zhang et al., 1997). The special atmosphere in sport stadiums is one of the most important reasons why people attend events (Bauer, Sauer, & Exler, 2005; Holt, 1995; Pfaff, 2002; Wochnowski, 1996). More specifically, atmosphere is associated not only with the ambiance of the stadium, but also with the festive, party-like atmosphere of the game, history of a game, perceived rivalry, attractiveness of team colors and logos, and courteousness of event staff (Kahle, L., Aiken, D., Dalakas, V., & Duncan, M., 2003; Melnick, 1993).

In the study of Yoshida and James (2010) used the game quality in a multi-dimension nature in the context of sport spectatorship including core product quality as player performance and opponent characteristics and game atmosphere. However the player performance, opponent characteristics and games atmosphere dimensions failed to predict spectator satisfaction and behavior intension. In 2013, the study of Theodorakis and Alexandris was proposed game quality (i.e. competitiveness, level, spectacular games) and team performance (i.e. plays hard, win/lose record, great results) of outcome dimension, this study failed to examine the game atmosphere of game quality but the results indicated the outcome quality is significant strongly than service quality. In the sporting events context, the game atmosphere is one of the most important reason the spectators' attendance stadium. Based on the previously research and literature review, thus, in this study was proposed the relationship between game quality, customer satisfaction and behavior intension.

Hypothesis 3: The customer's perceptions of game quality have a positive impact on customer satisfaction.

Hypothesis 4: The customer's perceptions of game quality have a positive impact on behavior intensions.

2.3 Customer Satisfaction and Behavior Intensions

Customer satisfaction is treated as fundamental to the marketing concept the notion of satisfying the needs and desire of customers (Spereng, MacKenzie, & Olshavsky, 1996). Oliver (1997) defines customer satisfaction as a product or service feature or the product or service itself, providing a pleasurable level of consumption-related fulfillment. No longer can organizations afford to take their customers for granted as they can simply take their business elsewhere. Sports organizations are not an exception. Cronin and Taylor (1992) views customer satisfaction as the overall feeling customers have toward an organization. Customer satisfaction with a product can create long term benefits for firms

including positive word-of-mouth, cross-buying, and customer loyalty (Anderson, Fornell, & Lehmann, 1994; Palmatier, Dant, Grewal, & Evans, 2006). Spectators may be satisfied only when they truly believe that they have received value for their time and money.

A cognitive evaluation and affective elements are used to assess customer satisfaction (Homburg, Koschate, & Hoyer, 2006). Customer satisfaction has been defined as customer's emotional response to its evaluation of the perceived discrepancy between their prior experience with and expectation (Oliver, 1997; Parasuraman, A., Zeithaml, V. A., & Berry, L., 1985). It means that the customer's own experiences of a service where the outcome has been evaluated in terms of what was received in order word what the customer had given to get something. According Jae Ko and Pastore (2007) stress that to be competitive in the very competitive sporting event's market environment, sports organizations need to increase customer satisfaction by providing consistently high quality services.

In the context of spectator sports, the customer satisfaction that results from attending a game has been shown to be important indicator for developing fan loyalty and increasing team's revenues (Koo, Y. G., Andrew, D. P. S., & Kim, S., 2008). and customer satisfaction has been viewed as a significant predictor of intentions to attend future sporting events (Cronin, J. J., Brady, M. K., & Hult, G. T. M., 2000; Kwon, Trail, & Anderson; 2005; Wakefield & Blodgett, 1996). Yoshida and James (2010) defined spectators' satisfaction as "a pleasurable, fulfillment response to the entertainment of the sport competition and/or ancillary services provided during the game". The relationship between service quality and customer satisfaction has been widely studied in the service literature as the research of Theodorakis (2013) findings customer satisfaction was a partially mediate dimension among relationship of service quality and game quality in the context of a professional football game in Greece. Thus, in this study

was proposed the relationship among service quality, game quality and customer overall satisfaction.

In the literature of sports marketing, behavioral intentions have been used to examine the consequence of a service performance and are considered the most widely used outcome indicator (Kwon, Trail, and Anderson, 2005; Trail, Anderson, and Fink, 2005; Wakefield & Blodgett, 1996; Yoshida & James, 2010). The relationship among service quality game quality and behavior intension has been reported that positive perceptions about the quality lead to customer satisfaction, which in its turn leads to positive behavior intensions (Theodorakis, 2013).

Behavioral intention is not a single dimensional construct, but a multidimensional construct (Cronin et al., 2000; Yoshida & James, 2010; Zeithaml, Valerie A., Parasuraman, A. & Berry, Leonard L., 1996). Zeithaml et al. (1996) identified five dimensions of behavioral intentions: a) loyalty to company, b) propensity to switch, c) willingness to pay more, d) external response to problem (negative word of mouth), and e) internal response to problem (complaints to employees). According Cronin and his colleagues (2000) focused on the positive aspect of behavioral intentions and developed three indicators of behavioral intentions: repurchase intentions, positive word-of-mouth intentions, and customer loyalty.

The relationship between customer satisfaction and behavioral intentions is well documented by researchers across different service settings (Anderson & Fornell, 1994; Anderson & Sullivan, 1993; Athanassopoulos, Gounaris, & Stathakopoulos, 2001; Bolton & Lemon, 1999) and game setting (Theodorakis, 2013). Based on Zeithaml et al. (1996) conceptualized framework, Cronin et. al. (2000) proposed three determinants of behavioral intentions focusing on positive aspects: a) repurchase intentions, b) positive word of mouth intentions, and c) customer loyalty. With regard to the behavioral intentions, dimensions of repurchase intention and word of mouth are

frequently adapted for studies on the sporting events. Consistent with the literature review, we define behavior intentions at sporting events as a customer's favorable intentions to (1) recommend the team to other customers, (2) attend the team's future sporting events, and (3) remain loyal to the team. The literature review and previous research clearly defined customer satisfaction at sporting events will affect behavior intention. Thus, this study was proposed:

Hypothesis 5: Customer satisfaction has a positive impact on behavior intentions.

2.4 Summary

The previously research of sporting event such as the motivation, participation, customer satisfaction, behavior intentions, service quality, the experience on sporting event, in Vietnam was limited research regarding the customer satisfaction and behavior intension on sporting events.

In this chapter was presented the relationship among the service quality, game quality, customer satisfaction and behavior intentions in the context of sporting event can be understood that the factor influence the customer satisfaction on sporting events. Therefore, the study aimed to examine the relationship among service quality, game quality, customer satisfaction and behavior intension on 2014 Vietnam University Games. This study is limited research in Vietnam University Games for customer satisfaction and behavior intentions that can be recommendation to development of this field in professional sporting events in Vietnam.

CHAPTER 3

METHODOLOGY

This chapter presents the methodology used in the current study. It describes following (1) research procedure, (2) subjects, (3) instrumentation, (4) data collection, (5) data analysis.

3.1 Research Procedure

The procedure used in the current study was based on Churchill's (1979) recommendations for scale development. The first stage in Churchill's (1979) procedures is the specification and definition of the construct domain. The second step in the procedure for developing better measures is to generate items. Based on the literature review indicate the variable and dimension has been defined previously. Quantitative research is the focus of this current study. Survey research has been widely used in marketing academics and by practitioners for asking questions to understand, explain, and predict behaviors in the marketplace (Rindfleisch, Malter, Ganesan, & Moorman, 2008).

A survey questionnaire was set to distribute in the final round of Vietnam University Games for data collection. The assumption underlying the survey research method is that all respondents respond to questions honestly. Questionnaires allow more truthful responses by offering a sense of anonymity (Salkind, 2000). Each respondent will be requested to fill out the questionnaire about the experiences with the service quality and games quality, customer behavior and behavior intentions during the games.

In the current study was based on the research of the Yoshida & James (2010) and Theodorakis et. al. (2013), Lee, Lee, Seo, & Green, (2012), in the contexts of professional and collegiate spectator sports, respectively, treated it as a uni-dimensional construct. The questionnaire consisted of Likert scale ranging from "strongly disagree (1)" to strongly agree (7)" that were adapted from previous research studies showing high levels of reliability ($\alpha > 0.70$).

This study intends to understand sporting event spectators' perceptions of service quality, game quality, customer satisfaction at the event and future behavioral intentions toward the sporting events.

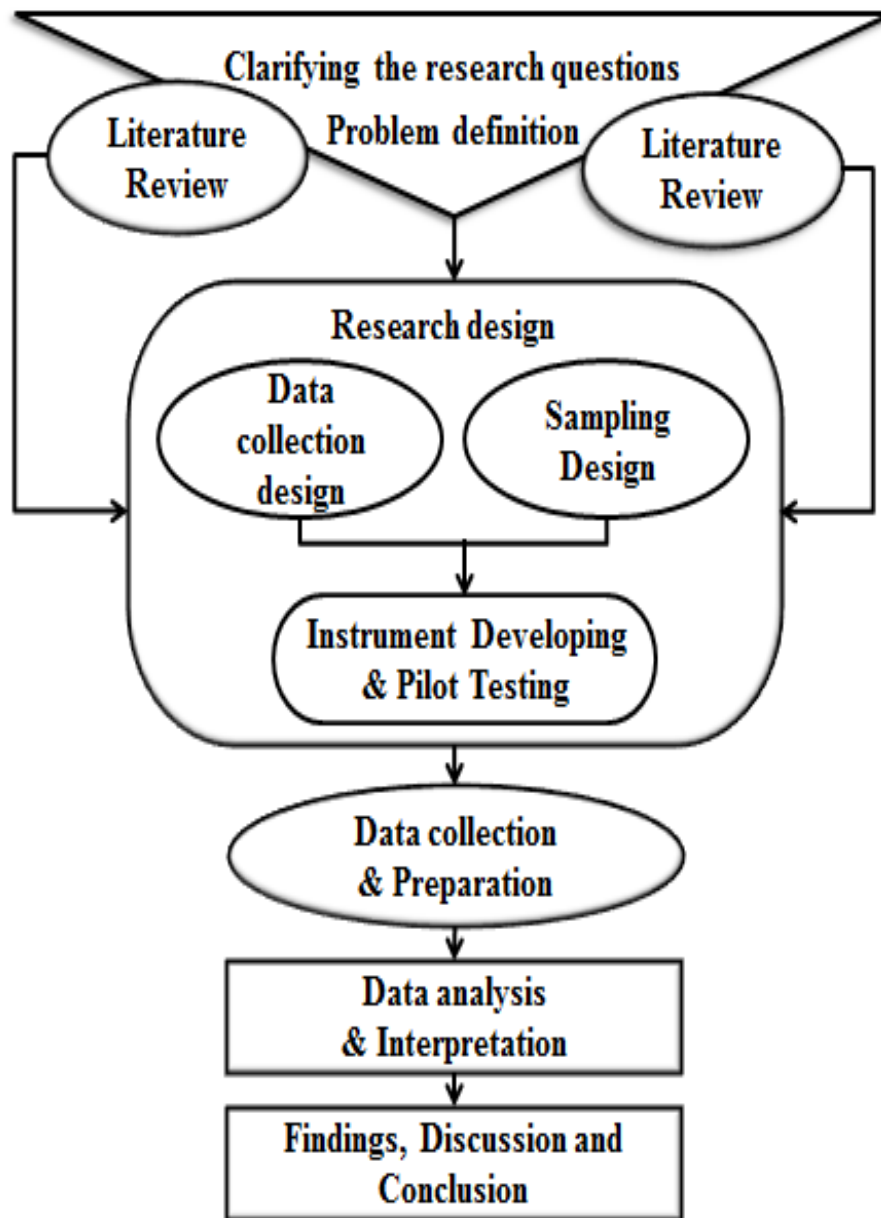


Figure 2. The process of this study

3.2 Subjects

The subjects for this study include spectators that who attendance in the national final round of 2014 Vietnam University Games. Participated volunteer in the study were 600 respondents. The 2014 Vietnam University Games during period from October 2013 to May 2014, over 40 team participating from 20 University in National Vietnam.

3.3 Developing Procedure of Instrumentation

The developing procedure of instrumentation was layout in the Figure 3 from the developing instrument total 37-items to measurement included service quality (15-items), game quality (14-items), customer satisfaction (4-items) and behavior intensions (4-items). The next step was to testing the validity of instrument by content analysis, questions translations into Vietnamese version and reliability test of 100 subjects were a spectators of the sporting event.

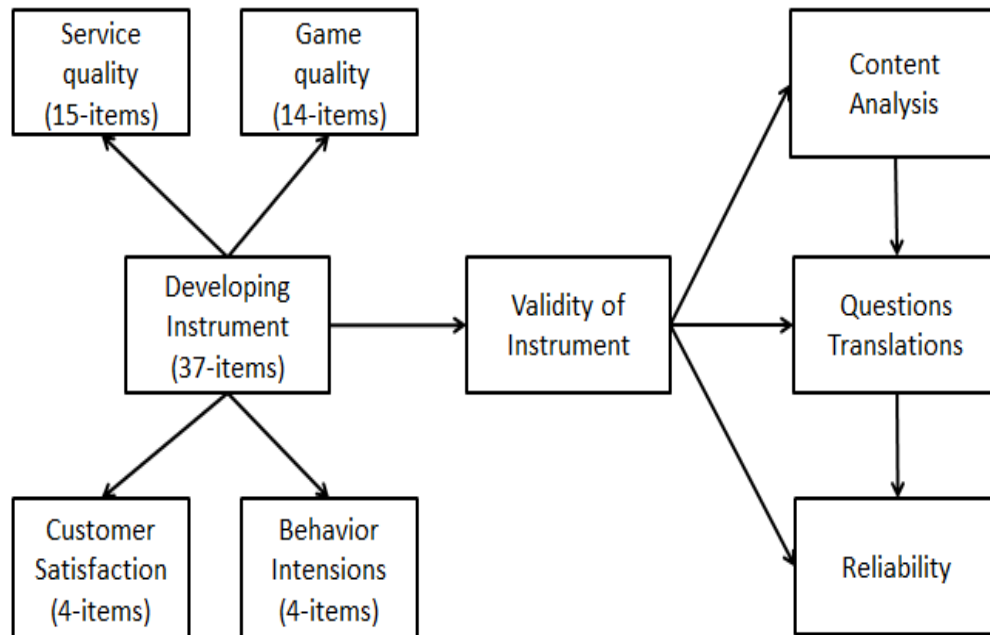


Figure 3. Developing Procedure of Instrument

3.3.1 Develop of Instrument

The research conducted an extensive review of literature from service quality, game quality, customer satisfaction, and behavior intension literature to identify initial measurements for the related constructs. The instrument use including measures of service quality, game quality, customer satisfaction, and behavior intensions.

Service quality consisted of two sub-dimensions: stadium employees and sensorycape experience. Sensorycape in sport as noted by Lee, Lee, Seo, and Green (2011) sensorycape include five sensory: sight, sound, touch, smell, and taste. Sensorycape experience was measured with nine-item scale from Lee, Lee, Seo, and Green (2011). Service employees dimension to measure the interaction with the stadium employees, a six-item scale was an adapted from Yoshida & James (2010). This scale was intended to measure three different types of employee quality: employee's attitude, behavior, and expertise. All service quality items were measured on a seven-point Likert type scale ranging from "strongly disagree (1)" to "strongly agree (7)".

Player performance and team characteristic was maintained player skill and effort scale excitement was used to assess perceptions of player performance. A five-item scale player performance and four-item scales team characteristic was adopted from Yoshida & James (2010). Game atmosphere was to measure by five-item scale from Yoshida & James (2010). All quality items were measured on a seven-point Likert type scale ranging from "strongly disagree (1)" to strongly agree (7)".

Customer satisfaction was measured scales two-item scales from Lee, Lee, Seo, and Green (2012); one-item scales from Dean and Fink (2005); and one-item scales from Hightower, R., Brady, M. and Baker, T. L. (2002). These scales expected to understanding the overall satisfaction of the customer on sporting event. Behavior intension was measured scales two-item scales from Hightower et al. (2002); two-item scales from

Williams & Soutar (2009). These scales intended to measure the different types of behavioral consequences: intentions to attend future sporting events, positive word-of-mouth intentions, and customer loyalty. Using a 7-point Likert type scale ranging from “very low (1)” to “very high (7),” participants were asked to rate the likelihood of their acting on the suggested behaviors. (Appendix 1)

3.3.2 Validation of Instrument

3.3.2.1 Pilot Study

Pilot study is conducted to detect the weaknesses in the design and instrumentation and to provide proxy data for selection of a probability sample. The following three pilot studies were including:

3.3.2.1.1 Pilot Study #1: Content analysis

To assess the content validity of the items in the survey form, three sport management Professor in Taiwan conducted a content analysis. Each expert received an e-mail from the researcher, which included the purpose of this study and content analysis, explanation of the procedures, construct definitions, and a list of the items.

3.3.2.1.2 Pilot Study #2: Questionnaire Translation

The original context of the instrument used for this study was described in English. The survey instrument was translated in to Vietnamese version to suit the subject’s understanding to questionnaires. According to Leedy (2001), the translation questionnaires not only need to be loyal to the original context of the source instrument but also should reflex a cultural understanding and effeteness of the target language.

This study adopted two translation techniques suggested by Brislin (1980), the use of interpreters and committee approach to create a reliable and valid measurement tool. The researcher was first translated all questions from English into Vietnamese and give

them to a lecture of English for correction of any word or sentence that had not reflected the original context of the source instrument. (See appendix 2 & 3)

3.3.2.1.3 Pilot Study #3: Reliability

Before the final form of the survey or questionnaires is conducted, this current study is useful to conduct a pilot study to determine if the items are yielding the kind of information that is needed. The pilot study may be indications that the instrument is unreliable and need revisions.

The pilot study use 37-items to survey randomly selected 100 students of Ton Duc Thang University in Vietnam, who was attended the Vietnam University Games. The results of pilot study were used to adapt and modify the instructions, pictorial frames, and comprehension questions.

The purposes of these pilot studies were to test the adequacy of the instruments, to review the questions, to translate questionnaires from the English version into the Vietnamese version and to establish the validity of the instruments.

3.3.2.2 Results of Reliability Test

A total of 100 students randomly selection was responded to the questionnaire which was evaluated the service quality, game quality, customer satisfaction and behavior intension in 2013 Vietnam University Games. The first, this study was employed items discrimination to assess performance of individual test items on the assumption that the overall quality of a test derives from the quality of its items. The results of items analysis indicated that a total of 37-items was significant at p-value smaller than 0.01. (See Appendix 4)

The second, this study was testing reliability of service quality, game quality, customer satisfaction and behavior intension. The measure of reliability used is Cronbach's Alpha. The results of the Cronbach's Alpha were presented in the Table 1. All the results of the Cronbach's Alpha were larger than 0.8 ranking from 0.868 to 0.918.

To explain the degree of reliability obtained in this study, the following general guidelines can be used to interpret reliability coefficients recommended by McGraw-Hill (1967).

- .90 and above Excellent reliability
- .80 - .90 Very good
- .70 - .80 Good
- .60 - .70 Somewhat low
- .50 - .60 Suggests need for revision of test
- .50 or below Questionable reliability (Psychometric Theory, 1967, p. 196)

Thus, the reliability coefficients for this instrument reflected a very good degree of reliability.

Table 1

Reliability of coefficient for the Constructs of Pilot-Study

Constructs	Mean	SD	Cronbach's Alpha
Service Quality (15 Items)	4.72	.95	.91
Game Quality (14 Items)	5.09	.95	.92
Customer satisfaction (4 Items)	5.19	1.13	.93
Behavior intension (4 Items)	5.27	1.07	.86

3.3 Research Framework

The review of the literature in service quality, game quality in sporting event that constructs of perceived service quality, game quality, customer satisfaction, and behavioral intentions. The relationship among these constructs will be test by this current study. The research framework is shown in Figure 4.

H1: The customer's perceptions of the services quality have a positive impact on customer satisfaction.

H2: The customer's perceptions of service quality have a positive impact on behavior intensions.

H3: The customer's perceptions of game quality have a positive impact on customer satisfaction.

H4: The customer's perceptions of game quality have a positive impact on behavior intensions.

H5: Customer satisfaction has a positive impact on behavior intentions.

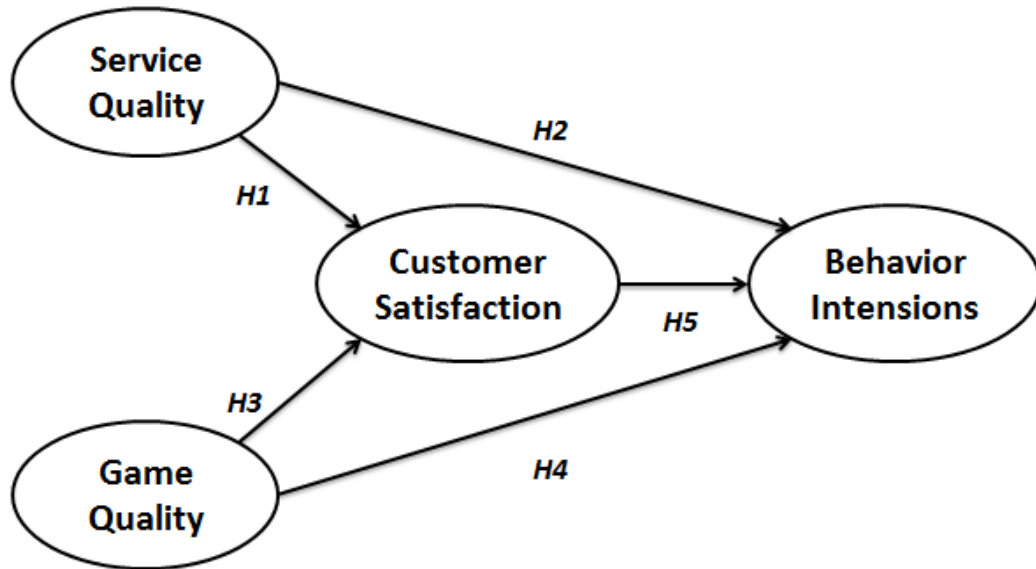


Figure 4. The research framework

3.4 Data Collection

After the pilot study, the data collection was set to survey on Tan Binh arena, Vietnam in the final round of the Vietnam University Games. Question was distributed around the arena after the game over during two weekends of the event from 19th to 26th April, 2014. In our study was distributed randomly to spectator who willing respondents the questionnaires. It was collected 600 respondents for this study.

3.5 Data Analysis

All of the return questionnaires would be review, and the research sorted out the invalid questionnaires. The Statistical Package for Social Science (SPSS) 20.0 was used to analysis the descriptive statistic; Exploratory Factor Analysis (EFA); Confirmatory Factor Analysis (CFA); Structural Equation Modeling (SEM) and Cronbach's Alpha were employed to ensure the construct validity and reliability. Cronbach's Alpha will test to ensure internal consistency of the scales. At least it should meet the minimum acceptable level of 0.7 or above (Nunnally & Bernstein, 1994).

Descriptive statistics will use to analyze subject's demographic profile including gender, age, marital status, educational level and occupation of the spectator's Vietnam University Games.

Exploratory Factor Analysis (EFA) is used to determine the number of continuous latent variables that are needed to explain the correlations among a set of observed variables. EFA helps researchers define the construct based on the theoretical framework, which indicates the direction of the measure (DeVon et al. 2007) and identifies the greatest variance in scores with the smallest number of factors (Delaney 2005; Munro 2005). This is statistical approaches used to examine the internal reliability of a measurement.

Structural Equation Modeling (SEM) is a stage to examine if the model can be useful and identify whether the scope of dimension fit or not. SEM encompass an entire family of the model by names, among them covariance, structure analysis, latent variables analysis, confirmatory factor analysis (Hair et al., 2006). It includes one or more linear regression equations that describe how the endogenous constructs depend upon the exogenous constructs. Their coefficients are called path coefficients, or sometimes regression weights (Reisinger & Turnes, 1999).

CFA and SEM will use to analysis by AMOS Statistical package software to testing hypothesis in this study. By convenience, the value of overall fit of a hypothesis model can test to evaluate significant when criteria Chi-square (P value > 0.05), fit indices such as the ratio of Chi-square to degrees of freedom ($\text{Chi-square/df} \leq 5$), goodness of fit index (GFI > 0.9), goodness of fit index (GFI > 0.9), root mean square error of approximation (RMSEA < 0.08) (Hair et al, 2006 an Patrick, 1997).

CHAPTER 4

RESULTS

This chapter provided analysis of the collected data and explained the results of the statistical analyses in this study. SPSS was used to initially screen data for statistical assumptions, to estimate Cronbach's alpha coefficient (α), bivariate correlation and descriptive statistics. Then, AMOS was employed to test all structural models, Confirmatory Factor Analysis (CFA) and Structural Equation Model (SEM). There are three sections included in this chapter. The first section contained the demographic characteristic data of the study sample. The second section provided descriptive statistics of the variable in this main study. Finally, the relationship among the hypothesis model by CFA and SEM was presented.

4.1 Demographic Characteristics

A frequency analysis was run on respondents' demographic information of spectator in 2014 Vietnam University Games. Demographic characteristics are provided in table 2. A total of six hundred surveys were distributed and there were a total of 536 usable surveys in this study for statistical data analysis. Among the respondent participants, the gender of female was 58.6% (n = 314) which was a higher than rate of male 41.4% (n = 222). In the term of age, the most participants were 18-24 years old with the rate of 99.8%. Almost of respondents in attendance at this sporting event were single or never married (99.8%), those who were divorced or separated only one of the sample size. In the review of participants' education background, majority respondents were undergraduate 99.4%, only 0.4% of respondents were graduated or above. The occupation of respondents approximately 100% were student, 0.4% were business and others.

Table 2

Demographic Characteristics (N = 536)

	Demographic Variables	Frequency	Percentage%
Gender	Male	222	41.4
	Female	314	58.6
Marital Status	Single/Never married	535	99.8
	Divorced/Separated	1	0.2
Age	18-24 years old	535	99.8
	25-30 years old	1	0.2
Education	High school/technical school	1	0.2
	Undergraduate	533	99.4
	Graduated or above	2	0.4
Occupation	Student	534	99.6
	Business	1	0.2
	Others	1	0.2

4.2 Frequency of Variable

The results of mean; standard deviation and percentage of frequencies was presented in (Appendix 5) included 37 variables to measurement which the perception of spectators' service quality dimension, game quality dimension, customer satisfaction dimension and behavior intentions dimensions.

Service quality dimension a score equal 1 disagree to 7 strongly agree. In the service employees, the respondents were most agree with "professional knowledge" of employees (M = 4.89, SD = 1.174). The respondents least agree with "attitude shows understand" (M = 4.66, SD = 1.128). Overall, respondents were evaluated neither agree or disagree ranking from 29.1% to 36% in employees service. For the experiences, the respondent evaluation "scoreboards are entertaining" were the most agree with (M = 5.34,

SD = 1.131). The spectators evaluation lowest “food better than outside” (M = 4.28, SD = 1.332). In general, spectators’ somewhere agree with the experiences in the arena.

Game quality dimension was evaluated by spectators’ equal one is disagree to seven is strongly agree. For opponent characteristics the highest agree with “opposing teams have a good history” (M = 4.95, SD = 1.160); player performance most agree with “players try to do their best” (M = 5.44, SD = 1.131) and game atmosphere most agree with “the team understand atmosphere is important to you” (M = 5.29, SD = 1.107). For the lowest evaluation of game quality dimensions as following “opposing teams have star players” (M = 4.47, SD = 1.081), “players on your team have superior skills” (M = 4.96, SD = 1.027) and “the excitement surrounding the performance of the players” (M = 5.11, SD = 1.105). In the overall, the perceptions of spectators’ of game majority was examined somewhere agree to agree, as the items “music exciting” 56.7% spectators strongly agree.

Customer satisfaction and behavior intension dimension was indicated the level satisfaction and behavior intension of spectators’ equal one is very low to seven is very high. For the customer satisfaction after perception the quality of the service and the game, the spectators’ were most satisfied “my experience very satisfied” with (M = 5.06, SD = 1.125). Where in satisfaction dimension “outcome of this game” was lowest satisfied with (M = 4.98, SD = 1.223). For the behavior intension dimension, the spectators highest “would like to visit this sporting event in the future” with (M = 5.18, SD = 1.186) and second was “recommend this sporting event to others” with (M = 5.14, SD = 1.239), finally, the lowest in behavior intension was “I would like to attend this sporting events in future” with (M = 5.07, SD = 1.219). According the presented in the table 3, spectators’ was evaluated somewhat high to high in the satisfaction and behavior intension ranking from 28% to 35%. (See Appendix 5)

Table 3 indicated the mean values, standard deviation and percentage of frequencies were obtained from top 5 highest and top 5 lowest mean values which the

evaluation of spectators' perception the service quality and game quality. According the evaluation of spectators', the most highest agree in the service was following as (1) "players on your team always try to do their best" (M = 5.44, SD = 1.131); (2) "your team plays hard all the time" (M = 5.39, SD = 1.090); (3) "your team gives 100% effort every game" (M = 5.38, SD = 1.095); (4) "the arena scoreboards are entertaining to watch" (M = 5.34, SD = 1.131); (5) "you like the excitement associated with player performance" (M = 5.3, SD = 1.061). The top five highest items percentage of frequency over 30% the spectators' at agree level with the service during the game, ranking from 31.2% to 36.2%.

Following in the table 4 the results clearly indicated the top five lowest in the performance of the service included (1) "the arena provides better food than outside" (M = 4.28, SD = 1.332); (2) "opposing teams have star players" (M = 4.47, SD = 1.081); (3) "the arena has a quality sound system" (M = 4.62, SD = 1.419); (4) "opposing teams have good win/loss records" (M = 4.66, SD = 1.186); (5) "the attitude of the employees at this arena shows that they understand your needs" (M = 4.66, SD = 1.128). The evaluation of spectators' majority 26.7% to 40% at neither agree or disagree level in the top five lowest of mean values.

Table 3

Mean, Standard Deviation and Percentage of Frequencies of Top 5 highest

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
1. Players on your team always try to do their best	5.44	1.131	0.0	0.6	3.5	17.9	27.2	31.2	19.6
2. Your team plays hard all the time	5.39	1.090	0.0	0.9	2.4	19.0	27.4	34.7	15.4
3. Your team gives 100% effort every game	5.38	1.095	0.0	0.2	3.5	20.1	26.9	33.0	16.2
4. The arena scoreboards are entertaining to watch	5.34	1.131	0.0	0.9	4.3	19.8	24.4	36.2	14.4
5. You like the excitement Associated with player performance	5.3	1.061	0.2	0.9	1.1	22.6	29.3	33.6	12.3

Table 4

Mean, Standard Deviation and Percentage of Frequencies of Top 5 lowest

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
1. The arena provides better food than outside	4.28	1.332	2.4	7.6	13.8	34.5	23.1	13.8	4.5
2. Opposing teams have star players	4.47	1.081	0.2	4.9	8.2	40.3	30.0	13.6	2.8
3. The arena has a quality sound system	4.62	1.419	3.2	4.5	11.8	26.7	22.2	25.4	6.3
4. Opposing teams have good win/loss records	4.66	1.186	0.6	4.5	7.1	34.5	28.0	20.5	4.9
5. The attitude of the employees at this arena shows that they understand your needs	4.66	1.128	0.2	3.7	8.4	33.4	29.5	21.5	3.4

4.3 Descriptive Statistics

4.3.1 Reliability test

Reliability refers to the extent to which a scale produces consistent results if repeated measurements are made (Malhotra, Hall, Shaw, & Crisp, 1996). The precise measurement of variables is an important step in the process of research. The reliability of the scales is measured in order to determine if the scales consistently reflect the construct it is measuring. Scale reliability was measured by calculating Cronbach's alpha (α), the most common measurement for scale reliability. Table 5 showed the reliability estimation for the four constructs. Service quality dimension included fifteen items with a Cronbach's Alpha of .93. Game quality dimension included fourteen items with a Cronbach's Alpha of .91. Customer satisfaction dimension included four items ($\alpha = .93$) and behavior intension included four items ($\alpha = .93$). Thus, the Cronbach's Alpha values for all scales were above .80, which is generally the accepted value indicating good reliability of scales (Nunnaly & Bernstein, 1994).

Table 5

Reliability Estimates for the Constructs

Constructs	Mean	SD	Cronbach's Alpha
Service Quality (15 Items)	4.83	0.86	.93
Game Quality (14 Items)	5.09	0.76	.91
Customer satisfaction (4 Items)	5.03	1.02	.93
Behavior intension (4 Items)	5.12	1.09	.93

Reliability estimates for the constructs between Pilot-test (n = 100) and Post-test (n = 536) was presented in the table 6. The results of Cronbach's Alpha are the correlation between scores from the same subjects test at two different seasons. The correlation coefficients for the variables ranged from .86 to .93. The closer the two seasons sets of

score are to each other and the greater in the Pilot test reliability. That refers to the correlations between two season consistent with the subjects is spectator in the content of college games.

Table 6

Reliability Estimates for Pilot-test and Post-test

Constructs	Pilot-test	Post-test
	Season 2013 VUG (n = 100) Cronbach's Alpha	Season 2014 VUG (n = 536) Cronbach's Alpha
Service Quality (15 Items)	.91	.93
Game Quality (14 Items)	.92	.91
Customer satisfaction (4 Items)	.93	.93
Behavior intension (4 Items)	.86	.93

4.3.2 Factor loading analysis

Factor validity is construct validity technique used in assessing the quality of questionnaire and it is obtained by means of factors analysis. The main measures used to test the validity of an instrument in factor analysis include:

Extraction communalities are estimates of the variance in each variable accounted by the components. The communalities values indicate that the extracted components represent the variables well. Thus, small values indicate variables that do not fit well with the factor solution, and should possibly be dropped from the analysis.

The Kaiser-Meyer-Olkin Measure of Sampling Adequacy is a statistic that indicates the proportion of variance in the variables that might be caused by underlying factors. High values (close to 1.0) generally indicate that a factor analysis may be useful with the data. If the value is less than 0.50, the results of the factor analysis probably won't be very useful.

Bartlett's test of sphericity tests the hypothesis that the correlation matrix is an identity matrix, which would indicate that the variables are unrelated and therefore unsuitable for structure detection. Small values (less than 0.05) of the significance level indicate that a factor analysis may be useful with the data.

Base on the original dimension of service quality, game quality, customer satisfaction and behavior intentions, the current study made an effort to examine underlying of four dimension. In this section we discuss the results of the exploratory factor analysis to assess the suitability of the instruments.

According to the results analyzed of factor loadings, table 7 indicated the service quality dimension rotated component matrix, it was recognized that there were two factor components to be correlated with all variables. The KMO for the service quality dimension of this study was .800. Bartlett's Test of Sphericity test ($\chi^2 = 1253.806, df = 15, sig. = .000$). The factor loadings of service employees factor (3 items) were ranking from (.864 - .841) with Cronbach's Alpha of .853. For the experiences factor (3 items) the factor loadings were higher than .7, ranking from (.701 - .859) and the Cronbach's Alpha at .733. In this dimension, nine items were deleted because their value is less than 0.50, the results of the factor analysis probably won't be very useful.

Table 7

Factor Analysis of the Service Quality Dimension

Factors	Items	Cronbach's Alpha	Factor loadings
Factor 1 Service Employees	The attitude of the employees at this arena shows you that they understand	.853	.841
	You can rely on the arena employees taking actions to address your needs		.843
	The employees at this arena respond quickly to your needs		.864
Factor 2 Experiences	The arena's scoreboards are entertaining to watch	.733	.758

	The arena's provides good sightlines to watch the game	.701
	The smell of the crowd is exciting	.859
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.800
Bartlett's Test of Sphericity	Approx. Chi-Square	1253.806
	df	15
	Sig.	.000
	% of Total Cumulative	71.71

From the table 8 indicated the factor analysis of the game quality dimension. The results showed factor loadings of eleven items were higher than .5 ranking from (.552 – .892), the factor loading of three items were less than .5. The KMO for the game quality dimension was .882. Bartlett's Test of Sphericity test ($\chi^2 = 3482.801, df = 55, sig. = .000$). After rotated component matrix, that was rotated 3 factor including opponent characteristics, player performance and game atmosphere. In the opponent characteristics factor (3 items) the results of factor loadings ranking from (.552-.892) with Cronbach's alpha was .786. For the player performance factor (4 items) with the factor loading ranking from (.713-.850) and Cronbach's alpha was .889. In the third factor of game quality dimension, game atmosphere (4 items) with the factor loadings ranking from (.746-.840), the Cronbach's alpha also larger than .7 that was .884 of game atmosphere.

Table 8

Factor Analysis of the Game Quality Dimension

Factors	Items	Cronbach's Alpha	Factor loadings
Factor 1		.786	
Opponent Characteristics	Opposing teams are high quality teams		.552
	Opposing teams have star players		.892
	Opposing teams have good win/loss records		.870
Factor 2		.889	
Player Performance	Your team's players perform well-executed plays		.713

Factors	Items	Cronbach's Alpha	Factor loadings
Factor 3 Game atmosphere	Your team gives 100% every game	.884	.850
	Your team plays hard all the time		.871
	Players on your team always try to do their best		.839
	At this stadium, you can rely on there being a good atmosphere.		.811
	This stadium's ambiance is what you want at a game.		.840
	The (team name) understand that atmosphere is important to you.		.820
	You enjoy the excitement surrounding the performance of the players		.746
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.882
Bartlett's Test of Sphericity	Approx. Chi-Square		3482.801
	df		55
	Sig.		.000
% of Total Cumulative			74.84

The results showed in table 9 & table 10 present the detail the factor loadings of customer satisfaction dimension and behavior intension dimension. In the customer satisfactions dimension the results factor loading of all items higher than .8, it ranges from .918-.903. "I am very satisfied" (.895), "I am satisfied with my decision" (.903), "I am satisfied with the outcome" (.849), "I truly enjoy to going this event" (.818) and the Cronbach's alpha was .889, "I would go on in the future" (.920). The KMO for the customer satisfaction dimension was .813. Bartlett's Test of Sphericity test ($\chi^2 = 1279.188, df = 6, sig. = .000$).

For the behavior intension dimension, Cronbach's alpha was highest with .932 and the factor loadings ranking from .904-.920. "I intend to visit this sporting event in the future" (.904), "I would say positive things" (.916), "I would go on in the future" (.920),

“I would recommend to other people” (.908). The KMO for the behavior intensions dimension was .855. Bartlett's Test of Sphericity test ($\chi^2 = 1767.142, df = 6, sig. = .000$).

Table 9

Factor Analysis of Customer Satisfaction Dimension

Factors	Items	Cronbach's Alpha	Factor loadings
Customer Satisfaction	Based on all my experience in this arena, I am very satisfied	.889	.895
	I am satisfied with my decision to attend this games		.903
	I am satisfied with the outcome of this game		.849
	I truly enjoy going to this sporting event		.818
			.813
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.813
Bartlett's Test of Sphericity	Approx. Chi-Square		1279.188
	df		6
	Sig.		.000
% of Total Cumulative			75.18

Table 10

Factor Analysis of Behavior Intensions Dimension

Factors	Items	Cronbach's Alpha	Factor loadings
Behavior Intensions	I intend to visit this sporting event in the future	.932	.904
	I would say positive things about going to this sporting event to others		.916
	I would go on sporting events in future		.920
	I would recommend going to this sporting event to other people		.908
			.855
Kaiser-Meyer-Olkin Measure of Sampling Adequacy			.855
Bartlett's Test of Sphericity	Approx. Chi-Square		1767.142
	df		6
	Sig.		.000
% of Total Cumulative			83.16

4.3.3. Correlation among Variables

A bivariate correlation was run between all continuous variables. The correlation coefficients (r) ranged from .683 to .833. No correlations were higher than .90 or lower than .10. The majority had a correlation greater than .6, a medium strength of relationship. The correlation among the variable in the contrast are presented in table 11, all the variables were significant correlated and the listed as following. Service quality was positively correlated with game quality (r = .722, p < .01), customer satisfaction (r = .692, p < .01), behavior intensions (r = .683, p < .01). Game quality variables were positively correlated with customer satisfactions (r = .711, p < .01), behavior intension (r = .692, p < .01). Finally, customer satisfactions was also positively correlated with behavior intensions (r = .833, p < .01).

Table 11

Correlation among the variable in the contrast

Measure	Correlation Matrix			
	1	2	3	4
1. Service quality	1.00			
2. Game quality	.722**	1.00		
3. Customer satisfactions	.692**	.711**	1.00	
4. Behavior intensions	.683**	.692**	.833**	1.00

***. Correlation is significant at the 0.01 level*

4.3.4 CFA Model Parameter

The CFA measurement model was identified on the 7 factors. Table 12 presented the standardized CFA model results. All items loaded significantly (p < .001) on the 7 theorized latent variables. The values of the factor loadings ranged from .550 to .910. Most values of the factor loadings were greater than .70; while only 3 values were smaller than .70. The results provided evidence that the indicators are good measures of their

conceptual constructs. In addition, each item only loaded on one factor, which suggests convergent and discriminant validity. Figure 4 depicts the CFA diagrams for the 7 factors, with factor loadings and error terms.

Table 12

Standardized CFA measurement model results

Constructs	Indicators	β	p-value
Service employees	S5	.810	***
	S4	.813	***
	S3	.814	***
Experiences	Ac9	.879	***
	Ac8	.667	***
	Ac1	.547	***
Opponent Characteristics	C4	.646	***
	C3	.858	***
	C2	.777	***
Player Performances	P5	.880	***
	P4	.885	***
	P3	.805	***
	P1	.696	***
Game Atmosphere	A4	.746	***
	A3	.805	***
	A2	.854	***
	A1	.836	***
Customer Satisfaction	CS3	.740	***
	CS2	.911	***
	CS1	.891	***
Behavior intentions	BI4	.875	***
	BI3	.894	***
	BI2	.886	***
	BI1	.868	***

*** $p < .001$

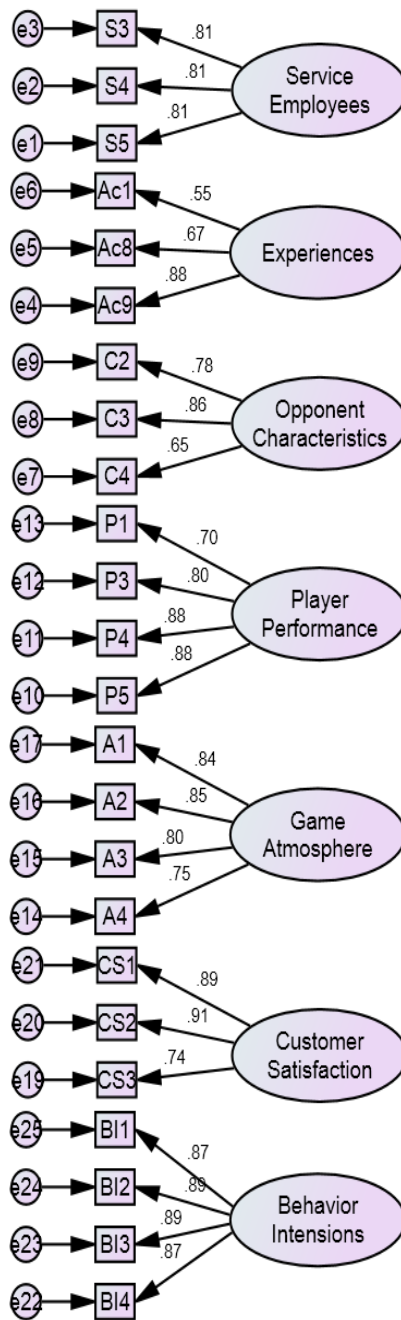


Figure 5. CFA diagrams for the 7 factors with factor loadings

4.3.5. Confirmatory Factor Analysis

A confirmatory factor analysis was conducted using AMOS for measurement model of determinants of customer satisfactions and behavior intension. Confirmatory factor analysis (CFA) serves as a measurement model for a structural equation model. Anderson and Gerbing (1988) argue that, in customer behavior research it is common to analyze the measurement model before the structural models. CFA allows the researcher to assess the contribution of each observed variable and determine how well the observed variable measures its underlying latent construct. The purpose of CFA is to specify the relationship between each scale item and its underlying latent constructs (factors).

After the data were screened, the CFA was run for the measurement model in Figure 5 including the seven latent constructs: service employees, access, opponent characteristics, player performance, game atmosphere, customer satisfaction and behavior intension. The results are presented and discussed for the model fit indices, factor loadings (the correlation between the latent variable and the observer variable). The results of the CFA measurement model indicated a good fit of the data to the hypothesized structure. The value of CFI was .952, the value of GFI was .902, and the value of RMSEA was .60. All model indices exceeded the suggested criteria indicating a good fit. Table 14 provided the results of fit indices for the CFA measurement model and the recommended value of the good-of-fit indices.

Table 13

Results of model fit indices for CFA measurement model

Absolute fit indices	Obtained	Recommendations on fit indices
CFI	.952	> .90
GFI	.902	> .90
RMSEA	.060	< .08 or < .1
χ^2/df	2.906	< 5

Absolute fit indices	Obtained	Recommendations on fit indices
χ^2	677.025	$P < 0.05(N > 250)$
d.f	.000	

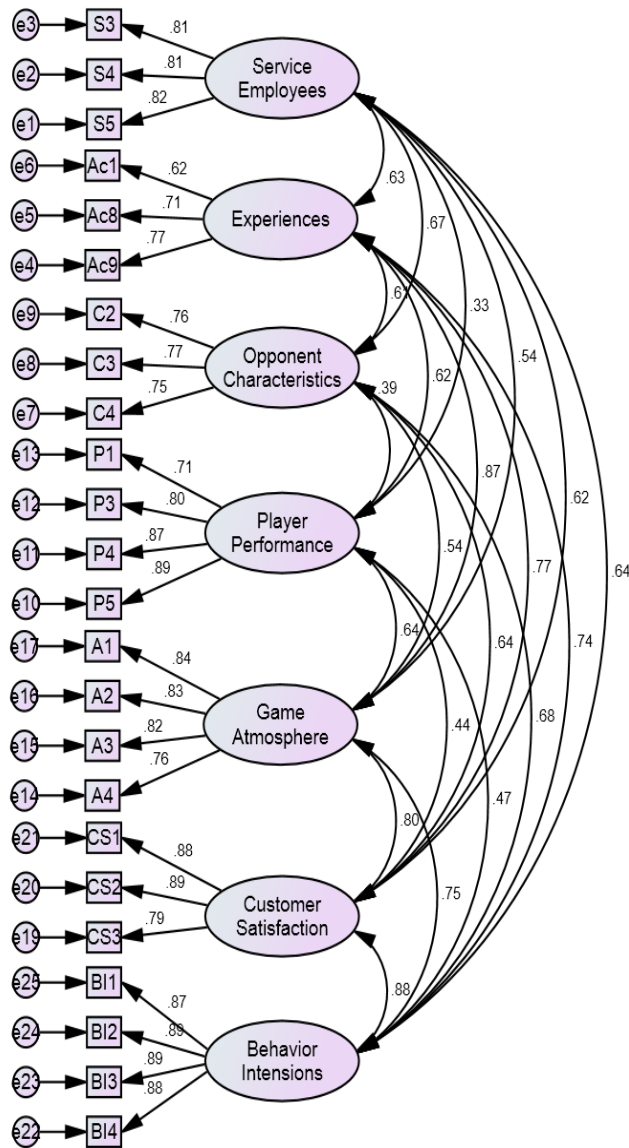


Figure 6. Confirmatory factor analysis a measurement model

Table 14

Correlation matrix between the CFA measurement model

Correlations	Estimates
Service employees ↔ Experiences	.629
Service employees ↔ Opponent characteristics	.665
Service employees ↔ Player performance	.335
Service employees ↔ Game atmosphere	.544
Service employees ↔ Customer satisfaction	.619
Service employees ↔ Behavior intension	.640
Experiences ↔ Opponent characteristics	.611
Experiences ↔ Player performance	.622
Experiences ↔ Game atmosphere	.868
Experiences ↔ Customer satisfaction	.773
Experiences ↔ Behavior intension	.738
Opponent characteristics ↔ Player performance	.385
Opponent characteristics ↔ Game atmosphere	.539
Opponent characteristics ↔ Customer satisfaction	.640
Opponent characteristics ↔ Behavior intension	.684
Player performance ↔ Game atmosphere	.635
Player performance ↔ Customer satisfaction	.436
Player performance ↔ Behavior intension	.473
Game atmosphere ↔ Customer satisfaction	.795
Game atmosphere ↔ Behavior intension	.750
Customer satisfaction ↔ Behavior intension	.880

4.3.6 Estimated Correlations of Latent Variables for CFA

The model had 67 parameters to be estimated and 233 degrees of freedom. The correlations among 7 latent variables were estimated. Table 15 was presents the estimated correlation matrix for the 7 latent variables. The results show that all correlations among 7 latent variables were statistically significant at the .001 level and ranged from .334 to .948. According Green & Salkind (2008) correlation coefficients of .10, .30, and .50 are usually interpreted as small, medium, and large coefficients respectively. Only 5 of 21 correlations were smaller .50 – the correlations between stadium employees and player performance (.309); between stadium employees and opponent characteristics (.476); between opponent

characteristics and player performances (.334); between opponent characteristics and game atmosphere (.389); and between player performance and customer satisfaction (.434). The rest of the correlations had high coefficient values (greater than .05). The results suggest that all latent variables were highly correlated to each other in the CFA measurement model.

Table 15

Estimated Correlation Matrix of Latent Variables for CFA

Measure	Correlation Matrix						
	1	2	3	4	5	6	7
1. Stadium employees	1.00						
2. Experiences	.521**	1.00					
3. Opponent characteristics	.529**	.476**	1.00				
4. Player performance	.309**	.563**	.334**	1.00			
5. Game atmosphere	.417**	.653**	.389**	.533**	1.00		
6. Customer satisfactions	.564**	.690**	.547**	.434**	.658**	1.00	
7. Behavioral intentions	.639**	.723**	.642**	.517**	.681**	.948**	1.00

4.3.7 The Second-order-factor Model

The second-order model represents the hypothesis that these seemingly distinct, but related constructs can be accounted for by one or more (Chen, 2005). CFA was used to confirm the expected relationship of service quality latent variable and game quality latent variable and their corresponding dimensions. As a two latent factor of service quality and three latent factor of game quality were significantly correlated, second order-factor-model was tested. Figure 7 & Figure 8 was showed that all the items loaded significant on their respective factors ($p < .01$) and the factor loading ranking from .56 to .89. The overall, the fit of the model to the data were moderate as following. For the service quality model (CFI = .981; GF I= .981; RMSEA = .075) and for the game quality model (CFI = .964; GFI = .946; RMSEA = .076).

Table 16

Results of model fit indices for CFA second-order-model

	Service Quality Model	Game Quality Model	Recommended Value
CFI	.981	.964	> .90
GFI	.981	.946	> .90
RMSEA	.075	.076	< .08 or < .1
χ^2/df	4.026	4.077	< 5
χ^2	32.206	167.172	P < 0.05
d.f	8	41	

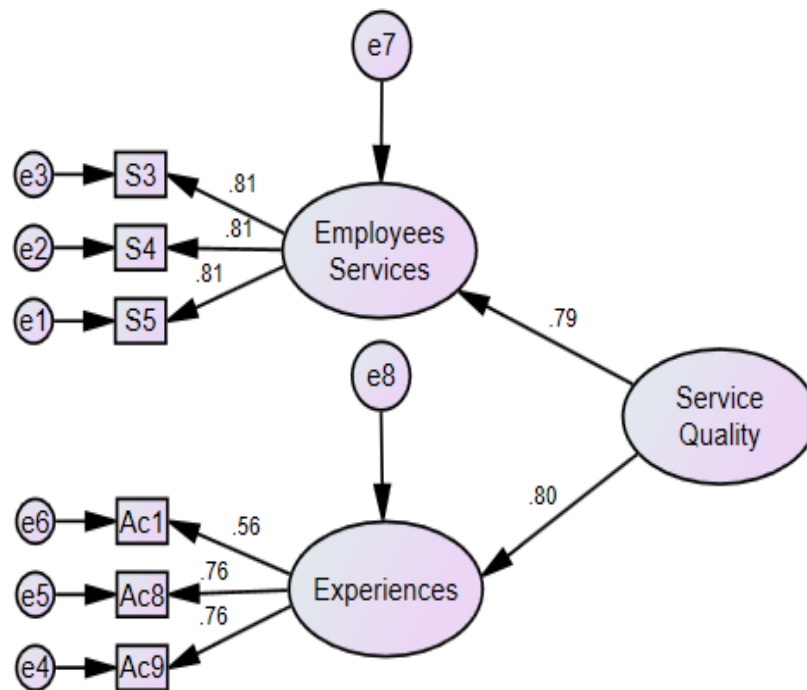


Figure 7. The second-order-factor model for service quality

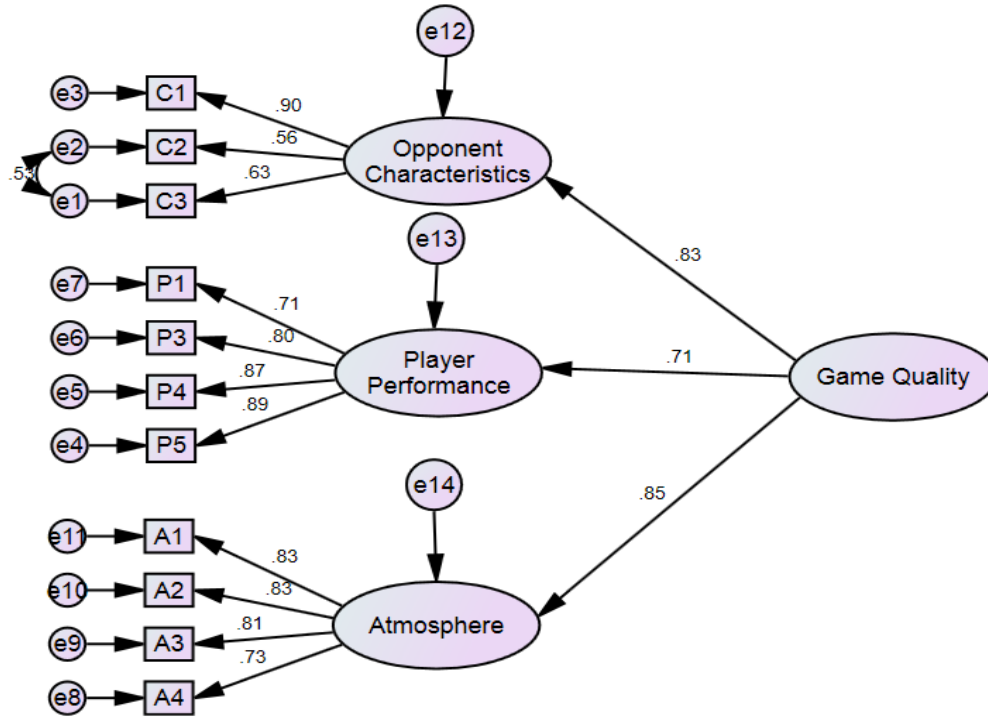


Figure 8. The second-order-factor model for game quality

4.3.8. Structure Equation Model

In this study formulated a SEM to analyze the proposed model using AMOS to test the relationship among the proposed model. According to many scholars, the first issue to consider in examining a structural model is to examine the goodness of fit (GOF) of the model (Hair, et al.2006; Patrick 1997). Benchmarks for recommendable values for an overall fit have been suggested in previous studies (Table 17).

The results of the standardized path coefficients (β) indicated that service quality had a significant influence on customer satisfaction ($\beta = .43, p > 0.001$) and behavior intentions ($\beta = .22, p > 0.001$); game quality had a significant on customer satisfaction ($\beta = .67, p > 0.001$) and behavior intentions ($\beta = .20, p > 0.001$); customer satisfaction had a

direct significant influence on behavior intentions ($\beta = .61, p > 0.001$). The structural equation model was illustrated in Figure 8.

Table 17

Results of Model Fit Indices for SEM

Absolute fit indices	Obtained	Recommendations on fit indices
CFI	.908	> .90
GFI	.877	> .90
RMSEA	.082	< .08 or < .1
χ^2/df	4.57	< 5
χ^2	1088.766	$P < 0.05(N > 250)$
d.f	238	

4.3.9 Individual Hypothesis Testing

In the table 18 presented the results of hypothesis testing. The research model proposed service quality has a direct positive relationship with customer satisfaction and behavior intension. The results of structural equations model estimates in Figure 8 show that service quality is a significant predictor of customer satisfaction (H1: $\beta = .43, p < .001$) and behavior intentions (H2: $\beta = .22, p < .001$). Game quality has a direct significant influence on customer satisfaction (H3: $\beta = .67, p < .001$) and behavior intentions (H4: $\beta = .20, p < .001$). Finally, in the hypothesis 5, customer satisfaction has a direct significant influence on behavioral intentions.

Table 18

Results of research hypothesis testing

	Hypothesis	β	p-value	Path Pattern	Test Outcome
H1:	Service Quality → Customer Satisfaction	.434	***	Direct	Supported
H2:	Service Quality → Behavior intension	.222	***	Direct	Supported
H3:	Game Quality → Customer Satisfaction	.666	***	Direct	Supported
H4:	Game Quality → Behavior intension	.198	***	Direct	Supported

	Hypothesis	β	p-value	Path Pattern	Test Outcome
H5:	Customer satisfaction → Behavior intension	.610	***	Direct	Supported

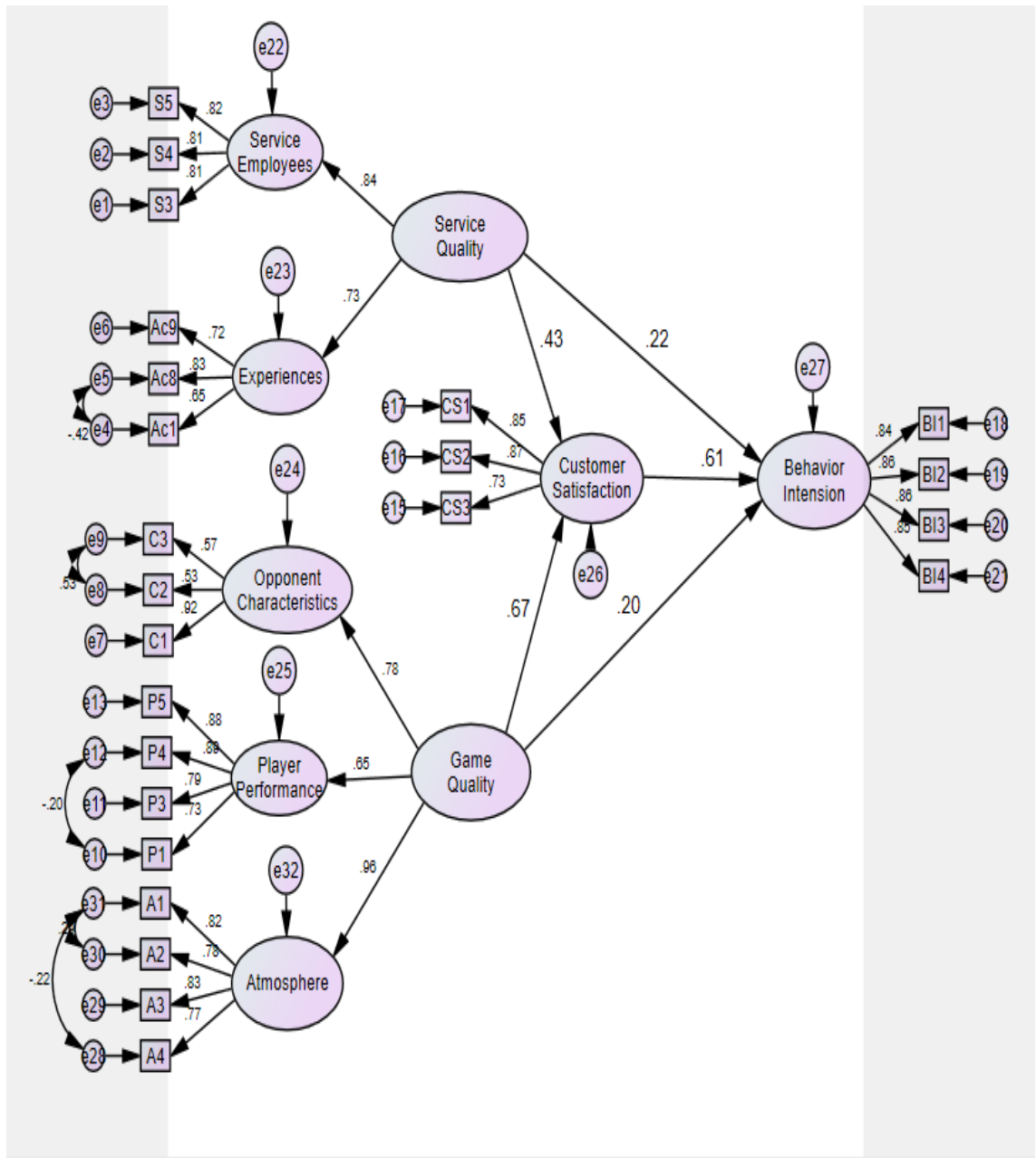


Figure 9. The structural equation model

CHAPTER 5

CONCLUSION

This chapter summarizes the purpose of the study, the major findings and limitation. This chapter is divided into several sections. This information is presented in the following sections: a) overview of the study, b) implication of findings, c) limitations and future research.

5.1 Overview of the Study

The primary purpose of this study was to investigate sport spectators' perceptions of the service evaluation variables: service quality, game quality and satisfaction in relation to their behavioral intentions while attending a college sporting event. A conceptual model with four dimensions was proposed, which were spectators' perceptions of service quality, game quality, customer satisfaction, and behavioral intentions. The final scale generated a total of 37 items. All constructs were measured using seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

The final scope of the study was to test the proposed conceptual model by using service quality, game quality, customer satisfaction and behavior intention questionnaire. 536 usable surveys were collected from spectators who participated the 2014 Vietnam University Games held in Ho Chi Minh City.

The first part, the study was to understanding the satisfaction of spectators' perceptions service quality and game quality during the game. Based on the evaluation of spectator indicated that they are most satisfied with (1) "player try to do best", (2) "home team plays hard", (3) "home team give 100% effort", (4) "score board entertaining", (5) "home player associated with player". And the spectator was most unsatisfied with (1) "the food in arena", (2) "guest team have start player"; (3) "quality of sound in arena"; (4) "guest team have win/lose records"; (5) "attitude of employees".

The second part, the data was analyzed using by structural equation modeling, consisting of two parts: measurement model and structural model. Confirmatory factor analysis was first assessed to determine the appropriateness of the measurement model which generated 4 factors. Finally, the structural model was assessed to identify the causal link among the 4 latent variables. The results reveal that the proposed conceptual model explained 63.1 % in customer satisfaction, 73.9% variance in behavioral intentions to the sporting event. In addition, the results indicated the model fits the data well. For the hypothesis testing, all other hypothesized paths were significantly with p-value small than .01.

5.1.1 Service Quality

Service quality refers to the element of the service quality in the sporting events content. The current study reveals that service quality had a positive influence on both customer satisfaction and behavior intension. Thus this findings support hypothesis 1 ($\beta = .434, p < .001$) and hypothesis 2 ($\beta = .222, p < .001$). That implies which is high quality service is a key determinant of spectator's satisfaction and behavior intension. This also consisted with the previous studies (Theodorakis et. al., 2013) the findings in this study suggest service quality lead to the customer satisfaction; customer satisfaction was a mediated factor influence on behavior intension. In this current study found service quality also has a direct effect on behavior intension; therefor, the results were suggested the path from service quality to customer satisfaction was significantly than the path from service quality to behavior intension. The above results suggested that the relationship between service quality dimension and behavior intension was partially mediated by customer satisfaction.

5.1.2 Game quality

Game quality in the spectator industry refers to the entertainment of the competition based on the game outcome, associated of player with excitement of the sporting event. The findings indicate that the relationship between game quality customer satisfaction and behavior intension was significantly different support hypothesis 3 ($\beta = .666, p < .001$) and support hypothesis 4 ($\beta = .198, p < .001$). The game quality has been widely discussed by pervious researches (Yoshida & Jame, 2010; Theodorakis et. al., 2013), the results findings game quality also has a direct effect on customer satisfaction on behavior intension, and however, game quality was strongest effect among customer satisfaction and behavior intension. Thus, customer satisfaction also was a partially mediated factor to behavior intension. The results of game quality in this current study consisted with the previous research.

5.1.3 Customer Satisfaction and Behavior Intentions

A positive relationship between satisfaction and behavioral intentions has been confirmed by many researchers (Caro & Garcia, 2007; Hightower et al., 2002; Kaplanidou & Gibson, 2010; Shonk, 2006; Shonk & Chelladurai, 2008; Yoshida & James, 2010; Theodorakis et. al., 2013). The path between customer satisfaction and sports spectator behavioral intentions toward the sporting event was statistically significant. The findings support hypothesis 5 ($\beta = .610, p < .01$), indicating that when satisfied with the service and game will be more likely to recommend the sporting event to others and revisit the sporting event.

5.2 Implication of Findings

The study aimed to investigate customer satisfaction and behavior intention in the context of college games. Both dimensions of service quality and game quality were included in the model and were tested in the relationship to customer satisfaction and behavior intentions. Studies have provided on the measurement of the previous research and its influence on spectators' satisfaction and behavior intentions (Yoshida & James, 2010; Theodorakis et. al., 2013).

The first theoretical contribution of our study was proposed two clear dimension service quality (service employees and experiences environment). These two dimensions were incorporated within an integrated model of service quality, as the experiences environment (sensorycape), which was proposed by Lee, Lee, Seo, and Green (2012) in the general service marketing literature. The both of service employees and experiences environment dimensions were found to be reliable, valid and applicable in this context. As previously research discussed, in this present study the service quality covered the sub-dimensions of employees and environment experiences. There are typical dimensions that had been used in the previously research in a spectator sporting event and describe the process part of service quality (Lee, Lee, Seo, and Green, 2012; Yoshida & James, 2010).

A second theoretical contribution of the study was to get clarification the relationship between the three dimensions of game quality (opponent characteristics, player performance and game atmosphere). The results indicated that the game atmosphere was strongest significant of the game quality in the content of college games. In the previously research such as Yoshida & James (2010), found the game atmosphere was significantly influence on game satisfaction with one sample in Japan and the other in United States. Thus, in the game quality dimension, the game atmosphere is an important factor in the context of college games; therefore, it should not be overlooked in the future studies and organizations.

A third theoretical contribution of our study is to support all theoretical models proposed before; service quality and game quality has direct influence on customer satisfactions and behavior intentions. The results clarified that game quality has a stronger influence on customer satisfaction than service quality; furthermore, customer satisfaction partially mediates the relationship among service quality, game quality and behavior intention. As a previously research discussed, the results had been reported so far for above relationship. Regarding our hypothesis, we found that customer satisfaction was a partially mediated the relationship between service quality, game quality and behavior intentions in the context of college games in Vietnam.

Finally, hypothesized model provides a starting point of service quality and game quality for sporting events. The management of college games should understand and recognize that the game quality and the service quality, the quality of the players, the performance of the university team, are important element quality of the games; those influence spectators' satisfaction and loyalty toward the games. In addition, the history of the team, the quality of the players, the personality of the coach, the personality of the referee and the brand of the university are issues that should be communicated. Furthermore, perceptions about fairness and equal treatment of the teams from referees and the league administration bodies play an important role in the development of the outcome dimension of service quality (Theodorakis & Alexandris, 2008).

The service quality dimension has been widely discussed by previous researcher (Theodorakis & Alexandris, 2008, 2009, 2013; Yoshida & James, 2010). Issues related to the stadium such as the design, space, safety, and atmospherics, as well as the supportive services, such as parking, accessibility, concessions and in game competitions are important aspects of the functional dimension of service quality (Wakefield et al., 1996). It also note that by Yoshida and James (2011) provided service

quality which as the interaction between service employees and service environment. In conclusion, the present study provided empirical evidence that game quality, as measured by the opponent characteristics, player performances, game atmosphere; is an important element of quality construct in the context of college games. From a marketing standpoint, it is implied that marketing professional sport teams should include efforts to foster customers' game and service quality.

5.3 Limitations and Future Research

Several limitation of the study should be influenced the study results. The first limitation might be omission of the important variable. For example, this study did not include various ancillary entertainment activities such as cheerleaders, halftime shows, halftime games, mascots design, and giveaways in the research model, because our model was largely based on the traditional definition of service quality and game quality which was a customer's perception of the quality of the customer-service environment interaction and the customer-frontline employee interaction.

The second limitation, this study did not exam the relationship between the service quality and game quality. According Zhang et al. (1997) was defined ancillary service as the set of the items supporting the core product, that given the definition supplementary service may be affect a customer' perceptions of the game quality. In the future research, the relationship of service quality and game quality should be examined.

The third limitation is in relation in data collection, the data were collected from spectators of the college game, which the mean that results are only indicative cannot be generalized. For the future studies should be use lager samples, including spectator of more kind of the sporting event in Vietnam such as championship, international open, professional games, young championship, and mega-event, to allow results to be generalized with more confidence.

Finally, the differences between spectators' perception of service and game quality on different sport such as beach games, motor sport, indoor games and outdoor games is also an issue that should be investigated in future studies. This request the testing of the customer satisfaction and behavior intensions while the spectator's perception in the different sports and different environment. That could understand evaluations of spectators make an effort to enhance of service quality and game quality in the difference sports context.

5.4 Managerial Implication

The scope of this study was to understand the perceptions of spectator's about the service quality and game quality in sporting events. The study examined service performance during the final round in 2014 Vietnam University Games. Thus, based on the evaluation of spectator's viewpoint, some suggestions need to carry out for organization. First point, 34.5% spectator was evaluated the food outside is better than the ones in the arena. Second, the quality of sound in arena is important. Third, the attitudes of employees while interacting with spectators are critical. Four, the professional knowledge of font line employees is necessary. Finally, the player performance including the home team and guest team play an important role on the games itself. For the future organizations, the manager should pay attention to improve such as providing training sections for employees, offering high quality food and sound system in the arena, and preparing high quality technology scoreboards and decorations in the arena.

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APPENDIX

APPENDIX 1

Scales Used for Constructs and References

Scales and Item	References
Service Quality Dimension	
Stadium employees	
1. You can rely on the employees at this arena being friendly	1-6 Yoshida & James, 2010
2. The attitude of the employees is willingness to help spectator's	
3. The attitude of the employees at this arena shows you that the understand your needs	
4. You can rely on the arena employees taking actions to address your needs	
5. The employees at this arena respond quickly to your needs	
6. The arena's employees understand that you rely on their professional knowledge	
Sensorycape	
1. The arena's scoreboards are entertaining to watch	1-9 Lee, Lee, Seo & Green (2012)
2. The arena's decorations are enjoyable	
3. The arena's has a quality sound system	
4. The music at the area is exciting	
5. The arena provides comfortable seating	
6. The arena's has appropriate spatial arrangement of the aisles and seats	
7. The arena's provides good tasting food than outside	
8. The arena's provides good sightlines to watch the game	
9. The smell of the crowd is exciting	
Game Quality Dimension	
Opponent characteristics	
1. Opposing teams are high quality teams	1-4 Yoshida & James, 2010
2. Opposing teams have star players	

Scales and Item		References
3. Opposing teams have good win/loss records		
4. Opposing teams have a good history		
Player performance		
1. Your team's players perform well-executed plays	1-6	Yoshida & James, (2010)
2. Players on your team have superior skills		
3. Your team gives 100% every game		
4. Your team plays hard all the time		
5. Players on your team always try to do their best		
Game atmosphere		
1. At this stadium, you can rely on there being a good atmosphere.	1-5	(Yoshida & James, 2010)
2. This stadium's ambiance is what you want at a game.		
3. The (team name) understand that atmosphere is important to you.		
4. You enjoy the excitement surrounding the performance of the players		
5. You like the excitement associated with player performance		
Customer satisfaction		
1. Based on all my experience in this arena, I am very satisfied	1-2	Lee, Lee, Seo, & Green, (2012)
2. I am satisfied with my decision to attend		
3. I am satisfied with the outcome	3	Dean and Fink, (2005)
4. I truly enjoy going to this sporting event	4	Hightower et al. (2002)
Behavioral intentions		
1. I intend to visit this sporting event in the future	1-2	Hightower et al. (2002)
2. I would say positive things about going to this sporting event to others		
3. I would go on sporting events in future	3-4	Williams & Soutar (2009)
4. I would recommend going to this		

Scales and Item	References
sporting event to other people	

APPENDIX 2

Questionnaire Form English version

The customer satisfaction and behavior intension on
2014 Vietnam University Games questionnaire

Dear,

The purpose of this questionnaire is to understanding your experiences in 2014 Vietnam University Games which will be useful to investigate the customer satisfaction and behavior intension.

The questionnaire contains (1) service quality, (2) game quality, (3) customer satisfaction and behavior intensions. Please respond to all the items, by completing the questionnaire in about 15 minutes, you are giving us permission to use the information you provide, which will be totally confidential.

Nation Taiwan University of Physical Education and Sport
Phan, Danh Na
Master student

I. Demographic information

1. Gender:

Male

Female

2. Age:

Under 18 years olds

18 to 24 years olds

25 to 30 years olds

Over 30 years olds

3. Marital status:

Single

Married

Divorced

4. Education background:

Below high school

High school

University/College

Graduated

5. Occupation:

Student

Teacher/Lecture

- Employee
- Engineer
- Doctor/Nurse
- Housekeeper
- Other

6. Did you attendance the 2014 Vietnam University Games?

- Yes
- No

II. Survey questionnaires

PART 1

The purpose of the part is to understand your evaluation on service quality and service satisfaction; and your service employees and sensorycape experience on Vietnam University games.

Please take a close look on these questions and choose the level of agreement on each of items below based on your owned experiences about the Vietnam University Games.

- 1. Strongly Disagree
- 2. Disagree
- 3. Somewhat Disagree
- 4. Neither agree or disagree
- 5. Somewhat Agree
- 6. Agree
- 7. Strongly Agree

Service Quality Dimension

Stadium employees	Strongly Disagree		Somewhat Disagree to Somewhat Agree			Strongly Agree	
	①	②	③	④	⑤	⑥	⑦
1. You can rely on the employees at this arena being friendly	①	②	③	④	⑤	⑥	⑦
2. The attitude of the employees demonstrates their willingness to help	①	②	③	④	⑤	⑥	⑦
3. The attitude of the employees at this arena shows that they understand your needs	①	②	③	④	⑤	⑥	⑦
4. You can rely on the arena employees take actions to address	①	②	③	④	⑤	⑥	⑦

your needs							
5. The employees at this arena respond quickly to your needs	①	②	③	④	⑤	⑥	⑦
6. The employees arena's understand that you rely on their professional knowledge	①	②	③	④	⑤	⑥	⑦
Sensorycape							
1. The arena's scoreboards are entertaining to watch	①	②	③	④	⑤	⑥	⑦
2. The arena's decorations are enjoyable	①	②	③	④	⑤	⑥	⑦
3. The arena has a quality sound system	①	②	③	④	⑤	⑥	⑦
4. The music at the area is exciting	①	②	③	④	⑤	⑥	⑦
5. The arena provides comfortable seating	①	②	③	④	⑤	⑥	⑦
6. The arena's has appropriate spatial arrangement of the aisles and seats	①	②	③	④	⑤	⑥	⑦
7. The arena provides better food than outside	①	②	③	④	⑤	⑥	⑦
8. The arena's provides good sightlines to watch the game	①	②	③	④	⑤	⑥	⑦
9. The atmosphere of the crowd is exciting	①	②	③	④	⑤	⑥	⑦

PART 2

The purpose of this part is to understand your evaluation on game quality and game satisfaction; and your perceived opponent characteristics, player performance and game atmosphere in Vietnam University games.

Please take a close look on these questions and choose the level of agreement on each of items below based on your own experiences about the Vietnam University Games.

- | | |
|------------------------------|-------------------|
| 1. Strongly Disagree | 5. Somewhat Agree |
| 2. Disagree | 6. Agree |
| 3. Somewhat Disagree | 7. Strongly Agree |
| 4. Neither agree or disagree | |

Game quality dimension

Opponent characteristics	Strongly Disagree		Somewhat Disagree to Somewhat Agree			Strongly Agree	
	①	②	③	④	⑤	⑥	⑦
1. Opposing teams are high quality teams	①	②	③	④	⑤	⑥	⑦
2. Opposing teams have star players	①	②	③	④	⑤	⑥	⑦
3. Opposing teams have good win/loss records	①	②	③	④	⑤	⑥	⑦
4. Opposing teams have a good history	①	②	③	④	⑤	⑥	⑦
Player performance							
1. Your team's players perform well-executed plays	①	②	③	④	⑤	⑥	⑦
2. Players on your team have superior skills	①	②	③	④	⑤	⑥	⑦
3. Your team gives 100% effort every game	①	②	③	④	⑤	⑥	⑦
4. Your team plays hard all the time	①	②	③	④	⑤	⑥	⑦
5. Players on your team always try to do their best	①	②	③	④	⑤	⑥	⑦
Game atmosphere							
1. At this stadium, you can rely on there being a good atmosphere.	①	②	③	④	⑤	⑥	⑦
2. This stadium's ambience is what you want at a game.	①	②	③	④	⑤	⑥	⑦
3. The (team name) understand that atmosphere is important to you.	①	②	③	④	⑤	⑥	⑦
4. You enjoy the excitement surrounding the performance of the players	①	②	③	④	⑤	⑥	⑦
5. You like the excitement associated with player performance	①	②	③	④	⑤	⑥	⑦

PART 3

The purpose of this part is to understand your satisfaction with the overall of the event and will you intentions in the next season.

Please take a close look on these questions and choose the level of agreement on each of items below based on your owned experiences about the Vietnam University Games.

- 1. Very Low
- 2. Low
- 3. Somewhat Low
- 4. Average
- 5. Somewhat High
- 6. High
- 7. Very High

Customer Satisfaction and Behavior Intentions Dimensions

Customer satisfaction	Very low		Somewhat Low to Somewhat High			Very High	
	①	②	③	④	⑤	⑥	⑦
1. Based on all my experience in this arena, I am very satisfied	①	②	③	④	⑤	⑥	⑦
2. I am satisfied with my decision to attend this games	①	②	③	④	⑤	⑥	⑦
3. I am satisfied with the outcome of this game	①	②	③	④	⑤	⑥	⑦
4. I truly enjoy going to this sporting event	①	②	③	④	⑤	⑥	⑦
Behavioral intentions							
1. I would like to visit this sporting event in the future	①	②	③	④	⑤	⑥	⑦
2. I would say positive things about going to this sporting event to others	①	②	③	④	⑤	⑥	⑦
3. I would like to attend this sporting events in future	①	②	③	④	⑤	⑥	⑦
4. I would recommend this sporting event to others	①	②	③	④	⑤	⑥	⑦

APPENDIX 3

Questionnaire Form Vietnamese version

Xin chào bạn,

Nhằm đánh giá mức độ hài lòng của khán giả khi đến tham dự giải thể thao sinh viên (VUG) mùa giải 2014. Thông qua nghiên cứu này chúng tôi có thể hiểu thêm sự hài lòng của khán giả thông qua chất lượng phục vụ và chất lượng trận đấu của giải (VUG). Chân thành cảm ơn sự hợp tác của các bạn.

Trân trọng!

Khoa quản lý thể thao trường đại học thể thao quốc gia Đài Loan

Người hướng dẫn: Giáo sư Tiến sĩ Mark-Lin
Người thực hiện: Phan Danh Na

Phần 1: Thông tin cá nhân

Bạn vui lòng đánh dấu (X) vào các ô vuông thích hợp với chọn lựa sau:

1. Giới tính:

Nữ

Nam

2. Tuổi:

Dưới 18 tuổi

từ 18 đến 24 tuổi

từ 25 đến 30 tuổi

trên 30 tuổi

3. Trình độ học vấn:

Tốt nghiệp THPT hoặc dưới THPT Chưa tốt nghiệp ĐH, CĐ

Đã tốt nghiệp Đại học, Cao đẳng Sau Đại học

4. Công việc chuyên môn:

Học sinh/sinh viên

Nhân viên

Kinh doanh

Bác sỹ/y tá

Giáo viên/giảng viên

Kỹ sư

Khác

5. Tình trạng hôn nhân:

Độc thân

Kết hôn

Đã ly hôn

6. Bạn đã đến tham dự giải VUG mùa giải 2014?

Có*

Không

**Nếu câu trả lời của bạn là có mời bạn tiếp tục trả lời phần 2, 3 và 4 của phiếu phỏng vấn.*

Phần 2: Chất lượng phục vụ

Mô tả: Phần chất lượng phục vụ nhằm hiểu được mức độ đánh giá của bạn về chất lượng phục vụ và trải nghiệm của khán giả khi tham dự giải thể thao sinh viên (VUG) mùa giải 2014. Bạn hãy đánh dấu (X) vào các ô trống mức độ trải nghiệm của bạn tại giải từ hoàn toàn không đồng ý đến hoàn toàn đồng ý theo 7 mức độ.

<i>a. Về chất lượng phục vụ</i>	<i>Hoàn toàn không đồng ý</i>	<i>Không đồng ý</i>	<i>Gần không đồng ý</i>	<i>Bình thường</i>	<i>Gần đồng ý</i>	<i>Đồng ý</i>	<i>Hoàn toàn đồng ý</i>
7. Bạn tin vào sự thân thiện của nhân viên tại nhà thi đấu	①	②	③	④	⑤	⑥	⑦
8. Thái độ của nhân viên cho thấy họ luôn sẵn sàng để giúp đỡ bạn	①	②	③	④	⑤	⑥	⑦
9. Thái độ của nhân viên ở nhà thi đấu tỏ ra họ hiểu những điều bạn cần	①	②	③	④	⑤	⑥	⑦
10. Bạn có thể tin tưởng ở	①	②	③	④	⑤	⑥	⑦

nhà thi đấu này nhân viên luôn thực hiện theo nhu cầu của bạn							
11. Nhân viên đáp lại lập tức khi bạn cần	①	②	③	④	⑤	⑥	⑦
12. Bạn có thể tin vào mức độ chuyên nghiệp của nhân viên làm việc tại nhà thi đấu	①	②	③	④	⑤	⑥	⑦
b. Về trải nghiệm	<i>Hoàn toàn không đồng ý</i>	<i>Không đồng ý</i>	<i>Gần không đồng ý</i>	<i>Bình thường</i>	<i>Gần đồng ý</i>	<i>Đồng ý</i>	<i>Hoàn toàn đồng ý</i>
1. Bảng điểm của nhà thi đấu hiển thị rõ ràng	①	②	③	④	⑤	⑥	⑦
2. Trang trí của nhà thi đấu rất bắt mắt	①	②	③	④	⑤	⑥	⑦
3. Hệ thống âm thanh của nhà thi đấu đạt chất lượng	①	②	③	④	⑤	⑥	⑦
4. Âm nhạc tại nhà thi đấu rất thú vị	①	②	③	④	⑤	⑥	⑦
5. Ghế ngồi của nhà thi đấu thoải mái	①	②	③	④	⑤	⑥	⑦
6. Nhà thi đấu sắp xếp không gian giữa ghế ngồi và hành lang thích hợp	①	②	③	④	⑤	⑥	⑦
7. Thức ăn của nhà thi đấu ngon hơn so với bên ngoài	①	②	③	④	⑤	⑥	⑦
8. Nhà thi đấu cung cấp tầm quan sát tốt khi bạn ngồi xem thi đấu	①	②	③	④	⑤	⑥	⑦
9. Không khí của khán đài làm cho bạn hứng thú	①	②	③	④	⑤	⑥	⑦

Phần 3: Chất lượng trận đấu

Mô tả: Phần chất lượng trận đấu nhằm hiểu được mức độ đánh giá của bạn về chất lượng trận đấu của khán giả khi tham dự giải thể thao sinh viên (VUG) mùa giải 2014. Bạn hãy đánh dấu (X) vào các ô trong mức độ trải nghiệm của bạn tại giải từ hoàn toàn không đồng ý đến hoàn toàn đồng ý theo 7 mức độ.

<i>a. Đặc trưng đội đối phương</i>	<i>Hoàn toàn không đồng ý</i>	<i>Không đồng ý</i>	<i>Gần không đồng ý</i>	<i>Bình thường</i>	<i>Gần đồng ý</i>	<i>Đồng ý</i>	<i>Hoàn toàn đồng ý</i>
1. Đội đối phương là đội thi đấu có chất lượng cao	①	②	③	④	⑤	⑥	⑦
2. Đội đối phương có tuyển thủ nổi tiếng	①	②	③	④	⑤	⑥	⑦
3. Đội đối phương có kỹ lược thắng hoặc thua	①	②	③	④	⑤	⑥	⑦
4. Đội đối phương có tiền sử thi đấu tốt	①	②	③	④	⑤	⑥	⑦
<i>b. Về thực hiện của người chơi</i>	<i>Hoàn toàn không đồng ý</i>	<i>Không đồng ý</i>	<i>Gần không đồng ý</i>	<i>Bình thường</i>	<i>Gần đồng ý</i>	<i>Đồng ý</i>	<i>Hoàn toàn đồng ý</i>
1. Tuyển thủ của trường bạn thực hiện các tốt các lượt chơi.	①	②	③	④	⑤	⑥	⑦
2. Tuyển thủ của trường bạn có lối chơi đẳng cấp cao	①	②	③	④	⑤	⑥	⑦
3. Đội tuyển của Trường bạn nỗ lực ở 100% mỗi trận đấu	①	②	③	④	⑤	⑥	⑦
4. Đội tuyển của Trường bạn chơi cố gắng suốt trận đấu	①	②	③	④	⑤	⑥	⑦
5. Tuyển thủ của Trường bạn luôn cố gắng hết sức trong trận đấu	①	②	③	④	⑤	⑥	⑦
<i>c. Về không khí của trận đấu</i>	<i>Hoàn toàn</i>	<i>Không đồng ý</i>	<i>Gần không</i>	<i>Bình thường</i>	<i>Gần đồng</i>	<i>Đồng ý</i>	<i>Hoàn toàn</i>

	<i>không đồng ý</i>		<i>đồng ý</i>		<i>ý</i>		<i>đồng ý</i>
1. Bạn tin ở giải VUG đem lại một bầu không khí sôi động	①	②	③	④	⑤	⑥	⑦
2. Không khí tại nhà thi đấu đúng là những gì bạn cần ở một trận đấu	①	②	③	④	⑤	⑥	⑦
3. Đội chơi hiểu rằng bầu không khí là rất quan trọng đối với người xem	①	②	③	④	⑤	⑥	⑦
4. Bạn có được thưởng thức trận đấu với xung quanh người chơi	①	②	③	④	⑤	⑥	⑦
5. Bạn có thích thú với không khí hào hứng cùng với phong cách thể hiện của người chơi	①	②	③	④	⑤	⑥	⑦

Phần 4: Đánh giá sự hài lòng của giải VUG

Mô tả: Nhằm đánh giá sự hài lòng về giải VUG của khán giả và dự định đến tham dự giải thể thao sinh viên (VUG) trong mùa giải tiếp theo. Bạn hãy đánh dấu (X) vào các ô trống theo mức độ hài lòng của bạn tại giải (VUG) từ mức độ rất thấp đến mức độ rất cao theo 7 mức độ.

<i>a. Về mức độ hài lòng của khán giả</i>	<i>Mức độ rất thấp</i>	<i>Mức độ thấp</i>	<i>Mức độ gần thấp</i>	<i>Mức độ trung bình</i>	<i>Mức độ gần cao</i>	<i>Mức độ cao</i>	<i>Mức độ rất cao</i>
1. Bạn hài lòng khi tham dự giải VUG	①	②	③	④	⑤	⑥	⑦
2. Bạn hài lòng khi quyết định đến tham dự giải này	①	②	③	④	⑤	⑥	⑦
3. Bạn hài lòng với kết quả của giải VUG	①	②	③	④	⑤	⑥	⑦
4. Bạn thật sự thích khi đến xem giải VUG	①	②	③	④	⑤	⑥	⑦
<i>b. Dự định đến tham dự giải</i>	<i>Mức</i>	<i>Mức</i>	<i>Mức</i>	<i>Mức</i>	<i>Mức</i>	<i>Mức</i>	<i>Mức</i>

<i>vào mùa sau</i>	<i>độ rất thấp</i>	<i>độ thấp</i>	<i>độ gần thấp</i>	<i>độ trung bình</i>	<i>độ gần cao</i>	<i>độ cao</i>	<i>độ rất cao</i>
1. Bạn muốn đến xem giải VUG trong tương lai	①	②	③	④	⑤	⑥	⑦
2. Bạn muốn nói những điều tốt đẹp về giải VUG đến với những bạn khác	①	②	③	④	⑤	⑥	⑦
3. Bạn muốn thường xuyên đến xem giải VUG trong tương lai	①	②	③	④	⑤	⑥	⑦
4. Bạn muốn giới thiệu giải VUG đến với những người bạn khác	①	②	③	④	⑤	⑥	⑦

APPENDIX 4

Results of items analysis in pilot-study

Items		Levene's Test for Equality of Variances				
		F	Sig.	t	df	Sig. (2-tailed)
S1	Equal variances assumed	.027	.869	-5.969	53	.000
	Equal variances not assumed			-5.988	51.516	.000
S2	Equal variances assumed	9.611	.003	-6.837	53	.000
	Equal variances not assumed			-6.891	45.943	.000
S3	Equal variances assumed	.635	.429	-5.793	53	.000
	Equal variances not assumed			-5.821	50.491	.000
S4	Equal variances assumed	.015	.903	-5.649	53	.000
	Equal variances not assumed			-5.646	52.727	.000
S5	Equal variances assumed	.525	.472	-6.162	53	.000
	Equal variances not assumed			-6.169	52.970	.000
S6	Equal variances assumed	2.599	.113	-7.596	53	.000
	Equal variances not assumed			-7.633	50.390	.000
E1	Equal variances assumed	16.215	.000	-5.156	53	.000
	Equal variances not assumed			-5.228	34.802	.000
E2	Equal variances assumed	.001	.982	-6.648	53	.000
	Equal variances not assumed			-6.642	52.632	.000
E3	Equal variances assumed	9.283	.004	-5.907	53	.000
	Equal variances not assumed			-5.957	44.974	.000
E4	Equal variances assumed	2.597	.113	-7.636	53	.000
	Equal variances not assumed			-7.684	48.379	.000
E5	Equal variances assumed	1.867	.178	-8.253	53	.000
	Equal variances not assumed			-8.291	50.753	.000
E6	Equal variances assumed	1.709	.197	-7.690	53	.000
	Equal variances not assumed			-7.718	51.693	.000
E7	Equal variances assumed	1.578	.215	-5.048	53	.000
	Equal variances not assumed			-5.069	51.261	.000
E8	Equal variances assumed	.268	.607	-6.820	53	.000

	Equal variances not assumed			-6.847	51.415	.000
E9	Equal variances assumed	5.122	.028	-6.069	53	.000
	Equal variances not assumed			-6.115	46.330	.000
C1	Equal variances assumed	4.061	.049	-6.014	53	.000
	Equal variances not assumed			-6.065	44.784	.000
C2	Equal variances assumed	.977	.327	-5.842	53	.000
	Equal variances not assumed			-5.854	52.704	.000
C3	Equal variances assumed	1.052	.310	-4.455	53	.000
	Equal variances not assumed			-4.482	48.768	.000
C4	Equal variances assumed	7.895	.007	-6.353	53	.000
	Equal variances not assumed			-6.426	39.425	.000
P1	Equal variances assumed	6.260	.015	-10.653	53	.000
	Equal variances not assumed			-10.760	42.096	.000
P2	Equal variances assumed	4.550	.038	-5.761	53	.000
	Equal variances not assumed			-5.792	49.848	.000
P3	Equal variances assumed	16.675	.000	-5.169	53	.000
	Equal variances not assumed			-5.230	38.672	.000
P4	Equal variances assumed	8.342	.006	-5.947	53	.000
	Equal variances not assumed			-6.021	37.704	.000
P5	Equal variances assumed	9.973	.003	-6.874	53	.000
	Equal variances not assumed			-6.968	35.462	.000
A1	Equal variances assumed	8.359	.006	-8.292	53	.000
	Equal variances not assumed			-8.395	37.635	.000
A2	Equal variances assumed	4.718	.034	-7.106	53	.000
	Equal variances not assumed			-7.166	45.058	.000
A3	Equal variances assumed	6.803	.012	-6.344	53	.000
	Equal variances not assumed			-6.400	44.593	.000
A4	Equal variances assumed	3.980	.051	-8.927	53	.000
	Equal variances not assumed			-9.028	39.786	.000
A5	Equal variances assumed	1.655	.204	-5.800	53	.000
	Equal variances not assumed			-5.810	52.840	.000
CS1	Equal variances assumed	.123	.727	-8.161	53	.000

	Equal variances not assumed			-8.184	52.324	.000
CS2	Equal variances assumed	.103	.749	-7.379	53	.000
	Equal variances not assumed			-7.426	48.408	.000
CS3	Equal variances assumed	.407	.526	-8.689	53	.000
	Equal variances not assumed			-8.735	49.897	.000
CS4	Equal variances assumed	.756	.389	-8.932	53	.000
	Equal variances not assumed			-8.992	47.967	.000
BI1	Equal variances assumed	6.621	.013	-7.353	53	.000
	Equal variances not assumed			-7.440	38.969	.000
BI2	Equal variances assumed	1.957	.168	-7.042	53	.000
	Equal variances not assumed			-7.086	48.735	.000
BI3	Equal variances assumed	.015	.902	-5.468	53	.000
	Equal variances not assumed			-5.458	52.041	.000
BI4	Equal variances assumed	.054	.816	-6.886	53	.000
	Equal variances not assumed			-6.920	50.290	.000

APPENDIX 5

Mean Standard Deviation and Percentage of Frequencies

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
Service quality									
Service employees									
1. You can rely on the employees at this arena being friendly	4.77	1.098	0.2	1.7	7.8	36.2	22.0	29.5	2.6
2. The attitude of the employees demonstrates their willingness to help	4.88	1.003	0.0	1.1	5.2	31.5	32.3	26.7	3.2
3. The attitude of the employees at this arena shows that they understand your needs	4.66	1.128	0.2	3.7	8.4	33.4	29.5	21.5	3.4
4. You can rely on the arena employees take actions to address your needs	4.71	1.147	0.2	3.7	8.4	33.4	29.5	21.5	4.7
5. The employees at this arena respond quickly to your needs	4.67	1.127	0.0	3.4	9.5	33.8	27.1	23.1	3.2
6. The employees arena's understand that you rely on	4.89	1.174	1.1	1.9	5.2	29.1	32.1	22.8	7.8

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
their professional knowledge Experiences									
1. The arena scoreboards are entertaining to watch	5.34	1.131	0.0	0.9	4.3	19.8	24.4	36.2	14.4
2. The arena's decorations are enjoyable	4.95	1.168	0.6	3.0	5.0	25.2	32.2	26.9	7.1
3. The arena has a quality sound system	4.62	1.419	3.2	4.5	11.8	26.7	22.2	25.4	6.3
4 .The music at the area is exciting	4.67	1.349	2.6	4.3	9.7	25.0	30.2	21.5	56.7
5. The arena provides comfortable seating	4.95	1.218	0.2	2.6	8.8	24.6	26.9	28.5	8.4
6. The arena's has appropriate spatial arrangement of the aisles and seats	4.93	1.174	0.2	2.8	7.1	25.9	28.5	28.7	6.7
7. The arena provides better food than outside	4.28	1.332	2.4	7.6	13.8	34.5	23.1	13.8	4.5
8. The arena's provides good sightlines to watch the game	4.96	1.209	0.9	2.1	7.6	23.1	29.7	29.1	7.5
9. The atmosphere of the crowd is exciting	5.19	1.174	0.2	1.9	4.1	22.4	28.5	29.7	13.2
Game quality dimension									

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
Opponent characteristics									
1. Opposing teams are high quality teams	4.90	1.050	0.6	0.7	6.3	28.0	31.9	29.3	3.2
2. Opposing teams have star players	4.47	1.081	0.2	4.9	8.2	40.3	30.0	13.6	2.8
3. Opposing teams have good win/loss records	4.66	1.186	0.6	4.5	7.1	34.5	28.0	20.5	4.9
4. Opposing teams have a good history	4.95	1.160	1.1	0.9	4.3	31.2	29.5	24.1	9.0
Player performance									
1. Your team's players perform well-executed plays	5.25	.998	0.0	0.6	2.1	22.6	29.5	37.1	8.2
2. Players on your team have superior skills	4.96	1.027	0.0	0.6	4.7	30.2	34.3	23.1	7.1
3. Your team gives 100% effort every game	5.38	1.095	0.0	0.2	3.5	20.1	26.9	33.0	16.2
4. Your team plays hard all the time	5.39	1.090	0.0	0.9	2.4	19.0	27.4	34.7	15.4
5. Players on your team always try to do their best	5.44	1.131	0.0	0.6	3.5	17.9	27.2	31.2	19.6
Game atmosphere									
1. At this stadium, you can rely	5.15	1.239	1.7	0.7	3.9	25.4	23.3	33.0	11.9

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
on there being a good atmosphere.									
2. This stadium's ambience is what you want at a game.	5.14	1.117	0.2	0.9	4.5	24.3	30.0	29.1	11.0
3. The (team name) understand that atmosphere is important to you.	5.29	1.107	0.2	1.1	3.2	20.9	26.7	36.0	11.9
4. You enjoy the excitement surrounding the performance of the players	5.11	1.105	0.0	1.3	4.5	25.2	29.9	29.5	9.7
5. You like the excitement associated with player performance	5.30	1.061	0.2	0.9	1.1	22.6	29.3	33.6	12.3
Customer satisfaction									
1. Based on all my experience in this arena, I am very satisfied*	5.06	1.125	1.9	0.2	3.0	26.1	28.0	35.4	5.4
2. I am satisfied with my decision to attend this games*	5.04	1.129	1.9	0.7	2.8	24.1	33.4	31.0	6.2
3. I am satisfied with the outcome of this game*	4.98	1.223	2.2	1.9	2.6	26.7	29.9	29.1	7.6
4. I truly enjoy going to this	5.06	.992	0.6	0.9	2.8	20.9	30.8	38.6	5.4

Items	Mean	Standard Deviation (SD)	Percentage of Frequencies (%)						
			1 Strongly Disagree	2 Disagree	3 Somewhat Disagree	4 Neither agree or disagree	5 Somewhat Agree	6 Agree	7 Strongly Agree
sporting event *									
Behavioral intentions									
1. I would like to visit this sporting event in the future*	5.18	1.186	1.9	0.4	4.1	19.2	30.4	33.8	10.3
2. I would say positive things about going to this sporting event to others*	5.11	1.166	1.7	1.1	3.2	20.5	34.7	29.5	9.3
3. I would like to attend this sporting events in future*	5.07	1.219	1.7	1.7	4.1	22.8	29.7	31.0	9.1
4. I would recommend this sporting event to others*	5.14	1.239	1.7	1.7	2.2	24.4	28.2	29.1	12.7

*Note: * 1. Very Low, 2. Low, 3. Somewhat Low, 4. Average, 5. Somewhat High, 6. High, 7. Very High.*