The Effect of Service Quality Factors on Gallery Satisfaction in the Korea Ladies Professional Golf (KLPGA) Tour

Seung-hwan Jang[1], Sang-hyun Shin[2]

[1] *Professor, School of Science and Technology Innovation, Pusan National University, Korea, jangh02@pusan.ac.kr*
[2] *Professor, Chamirisa Liberal Arts College, Duksung Women`s University, Korea, sean0607@duksung.ac.kr*

Corresponding author: Sang-hyun Shin

Abstract: This study analyzes the influence of KLPGA Tour gallery satisfaction factors on willingness to revisit. The empirical analysis using a statistical methodology is conducted to diagnose the adhesion to regions and improvements in service quality. A total of 674 questionnaires were collected during the H Games held in the Seoul metropolitan area in September 2019. For statistical analysis, we performed factor analysis, cluster analysis, multiple regression analysis, etc. The findings show the relationship of service quality factor-gallery' satisfaction-intention to revisit-intention to recommend. We decided that this issue should be conducted as important to increase gallery' satisfaction, revisit, and recommendation. Moreover, from the path analysis, it is found that there are effects of co-prosperity among regions, golf course and Tour. The KLPGA Tour has been held while making Tour across golf course that meet certain requirements. In the process, gallery usually visit golf course including round that they have never experienced, or necessarily visit some regions to which they have never went. This results in increase of influx of outsiders who do not reside in the regions, which is favorable for local Tourism. From the empirical analysis, it is also found that the gallery who are satisfied with the KLPGA Tour are willing to revisit the regions. Thus, the KLPGA Tour is can be determined to have positive effects on related industries and also contribute to local effects such as local tourism and publicity. In conclusion, the KLPGA Tour have positive effects on regions, golf course and gallery, which is supported by various results of the empirical analysis.

Keywords: Sports Event, KLPGA, Korea Ladies Professional Golf, Gallery Satisfaction, Service Quality Factors

1. Introduction

Sports events bring development and change to the host city[1]. In terms of developmental aspects, important non-financial outcomes such as social growth, awareness and public relations can be achieved together in addition to financial outcomes such as economic growth. Advanced countries with well-developed local government systems are already actively utilizing sports events as regional development strategies. Successful hosting of sporting events has important administrative and economic value to improve the status of international events in the future.

In addition, interest in physical activity and health has increased recently as disposable income has increased through capitalism and economic growth. As the opportunity to participate in sports activities increased, the professional sports association took advantage of this to introduce management[2] and

business mindset and actively utilize these changes to lead the development of the industry[3].

The Korea Ladies Professional Golf Tour (KLPGA Tour), which has grown continuously with the development of the Korean sports industry, has become the foundation for popularization of golf as Korean professional golfers have played well on the LPGA Tour. Although the men's professional golf tour achieved better results than the women's professional golf tour until the mid-2000s, the only women's professional golf tour in the world has more competitions and prize money than the men's professional golf tour.

The key driving force behind the growth of Korean women's professional golf is the excellent competitiveness of the players. As can be seen from the case of Pak Se-ri of Korea and Tiger Woods of the U.S., the professional golf industry has grown around players with excellent competitiveness[4]. Therefore, corporate sponsorships are mainly held by athletes with excellent competitiveness, and visitors visit golf courses to see the play of players with excellent competitiveness.

However, trusting the growth of these players and expanding the tour could negatively affect the Korean market. If the current market value is player-centered, the future market value will be focused on galleries where golfers enjoy and watch the KLPGA tour. Understanding the problems and improvements of sports events such as the KLPGA Tour will prevent the KLPGA from wasting money on unnecessary service development and administrative costs, as well as lower market value due to the KLPGA Tour's saturation. It is also an important issue to be researched to increase the satisfaction of visitors in the policy-making process for service development such as attracting new competitions, continuously attracting interest and increasing economic value. Therefore, it is necessary to research the impact of KLPGA tour service factors on gallery satisfaction, which can be said to be the actual consumers of industry, and the corresponding consumer behavior.

The purpose of this study is to research the effect of KLPGA Tour service factors on tour-related satisfaction of galleries, which are consumers, and to lead the growth of Korean women's professional golf in a progressive direction. In order to achieve this goal, the satisfaction and expectation effects of service factors were researched by galleries, and improvements were derived by using them as basic data to find the direction of development in attracting sports events. The research question of this study is, "Can the KLPGA Tour have a positive impact on related industries and contribute to regional effects such as local tourism and promotion?".

2. Research Methods

2.1 Relation between Variables and Hypothesis Setting

2.1.1 Sports Event Service Quality and Gallery Satisfaction

Visitors who participate in and watch sports events are satisfied with various factors. In particular, according to Ko Ho-seok[5], quality of service plays a major role as a factor affecting satisfaction with sports events. Tsuji & Zhang[6] also made an empirical analysis, claiming that quality of service is the leading factor in satisfying active sports event visitors. In other studies[7-13], quality of service is claimed as a factor that affects the satisfaction of visitors. The KLPGA Tour also has the characteristics of a sporting event, and as derived from prior research, it was divided into tour facilities, staff, tour progress, information and access, and hypothesized as follows.

H1: Tour facilities, a quality factor for sports event service, will affect KLPGA Tour Gallery satisfaction.
H2: Sports event service quality factor facilitator will affect KLPGA Tour gallery satisfaction.
H3: Tour progression, a factor of quality of sports event service, will affect KLPGA Tour Gallery satisfaction.

H4: Information and access, a quality factor for sports event service, will affect KLPGA Tour gallery satisfaction.

2.1.2 Derivation of Service Quality Improvements

Even if the overall linear relationship of the collected data is checked through a regression model, it is possible to observe a cluster shape with a low number of factors from a partial perspective[14]. The purpose of this study is to understand the quality of service factors that need to be improved and the pattern of behavior shown by the less satisfactory population in the process of investigating the causal relationship between quality of service, satisfaction, revisit, and recommendation intent. For this reason, we try to categorize groups based on satisfaction levels and analyze the differences between groups, thereby establishing the following hypothesis.

H5 : Based on gallery satisfaction, it will show the difference between high and low crowds.

H6: There will be differences in quality of service factors between crowds formed based on gallery satisfaction.

2.2 Composition of Questionnaires

The questionnaires and variables used in this study consist of prior studies consistent with the purpose of the study. 20 items related to tour facilities, staff, tour progress, information and access, and gallery satisfaction were adopted and used in the survey composition. And the questionnaire used a seven-point scale. [Table 1] shows the composition of the questionnaire.

[Table 1] Composition of Questionnaires

Factor	Item	Researcher
Tour facilities	- Overall golf course facilities - Various food and beverage facilities - Golf course parking facilities - Convenient tour participation - Additional facility management status	Park, Y. M. et al. [15] Kim, K. T. [16]
Staff of progression	- Deploy the progressing staff on tour - Communicate with the progressing staff - Sufficient number of progressing staff - Understand the information of the progressing staff - the kindness of the progressing staff	Anil [17] Kim et al. [18]
Tour progress	- Overall ability to proceed - Gallery-focused operations - Medical personnel ready. - Quickly resolve inconvenience	Baker & Crompton [19] Crompton & Love [20]
Guidance and accessibility	- Accessibility of the golf course - Golf Course Information Sign - Tour size and reputation - Detailed instructions for use	Kim et al. [18] Chen et al. [21]
Gallery Satisfaction	- Overall satisfaction of watching the KLPGA tournament - re-watch and recommendation	Cole & Chancellor [22]

2.3 General Characteristics of Samples

A questionnaire survey was conducted on galleries visiting the KLPGA Tour to improve the quality of service for the development of the KLPGA Tour and to achieve the goal of this study to identify the symbiosis between regions, golf courses, and tours. The KLPGA Tour has not been held sufficiently

since 2020 because of COVID-19. The survey used convenience sampling, which is non-probability sampling. The survey respondents consisted of seven graduate students with survey experience, including the researcher, and proceeded while explaining the purpose of the study.

So, a total of 685 questionnaires were collected during the H Games held in the Seoul metropolitan area in September 2019. Of these, 674 were used as subjects of research analysis, except for 11 data that did not have sufficient answers to the questionnaire. [Table 2] summarizes the demographic characteristics of the sample.

[Table 2] Demographic Characteristics of The Sample (Unit : Number, %)

Variable	Category	Frequency	Percentage
Gender	Man	390	57.9
	Woman	284	42.1
Main purpose	Support for specific athletes	247	36.6
	Interested in KLPGA	162	24.0
	leisure activities	123	18.2
	Child education	89	13.2
	Networking	53	7.9
Acquire information about the tour	TV / Radio	195	28.9
	Newspaper / magazine	41	6.1
	Pamphlets and notices	7	1.0
	Placard	10	1.5
	People around you	200	29.7
	Last Tour	2	0.3
	Internet	214	31.8
	Accidental visit	5	0.7
Age	Under 20 years of age	32	4.7
	20 to 29 years old	157	23.3
	30 to 39 years old	149	22.1
	40 to 49 years old	225	33.4
	50 to 59 years old	108	16.0
	60 years of age or older	3	0.4
Academic background	Graduated from Elementary school	6	0.9
	Graduated from Middle school	26	3.9
	Graduated from High school	8	1.2
	Graduated from university	580	86.1
	Graduated from graduate school	54	8.0
Occupation	Self-Employed Business	543	80.6
	Housewife	44	6.5
	University student	5	0.7
	Office / administrative position	14	2.1
	Professional occupation	8	1.2
	Research and technology position	33	4.9
	Sales service position	1	0.1
	Agricultural sector	2	0.3
	Not employed	24	3.6
Party number (Average)		4.11	
Number of annual tour visits (average)		4.00	

3. RESEARCH RESULTS

3.1 Factor Analysis and Reliability Verification Results for Unidimensionality Verification

It is necessary to measure some of the measurement factors that make up this study by multi-item measurements and to confirm whether these measurement items explain the dimension defined by each measurement factor well, namely, the unidimensionality. To ensure the validity of research variables and enhance reliability of research results through factor purification, exploratory factor analysis was conducted on multi-dimensional factors. Exploratory factor analysis and confirmatory factor analysis were conducted to ensure unidimensionality, and the results of the verification removed any items that were inappropriate to explain the unidimensionality.

Reliability analysis using Cronbach's Alpha values was carried out for the measurement factors used in this study: tour facilities, staff, tour progress, guidance and accessibility, and gallery satisfaction. The Cronbach's Alpha value for all factors is 0.7 or higher, indicating internal consistency[23]. Although removing some items may further enhance the reliability analysis results, the results above the standard value were shown and the following analysis was conducted without special factor purification. First, the results of exploratory factor analysis and reliability are shown in [Table 3].

[Table 3] Exploratory Factor Analysis and Reliability Analysis Results

Item	Factor 1	Factor 2	Factor 3	Factor 4	H1
Staff 2	.827	.196	.072	.281	.806
Staff 1	.805	.192	.052	.250	.750
Staff 3	.777	.185	.195	.181	.709
Staff 5	.761	.145	.150	.231	.676
Staff 4	.726	.172	.148	.336	.691
Facilities 2	.337	.868	.079	.171	.903
Facilities 1	.339	.845	.044	.139	.850
Facilities 5	.266	.830	.027	.116	.774
Facilities 3	-.014	.688	.371	.140	.630
Facilities 4	.027	.647	.329	.320	.631
Progress 4	.151	.056	.913	.119	.874
Progress 3	.151	.056	.913	.119	.874
Progress 1	.123	.144	.802	.147	.701
Progress 2	.083	.272	.798	.046	.720
Accessibility 3	.259	.126	.026	.818	.753
Accessibility 2	.286	.205	.159	.790	.774
Accessibility 1	.375	.211	.219	.734	.773
Accessibility 4	.309	.185	.138	.720	.667
Eigen	7.935	2.554	1.891	1.175	
Variance %	44.085	14.188	10.504	6.530	
Accumulated %	44.085	58.273	68.775	75.308	
Cronbach's Alpha	.886	.907	.912	.880	
KMO=.813, χ2=7624.584, p=.000					

3.2 Correlation between Variables

The correlation between each factor was performed and the results were obtained as shown in [Table 4]. The table shows that the correlation coefficient is. It's in the range of .326 to .804. No variable was found to show higher correlation than .90. Thus, discrimination validity has been established between concepts.

[Table 4] Correlation Between Service Quality and Satisfaction

	(1)	(2)	(3)	(4)	(5)
(1)					
(2)	.491***				
(3)	.394***	.326***			
(4)	.489***	.652***	.348***		
(5)	.484***	.573***	.804***	.750***	

**p<.001, **p<.01, *p<.05
(1) Tour facilities (2) Staff of progression (3) Tour progress (4) Guidance and accessibility
(5) Gallery Satisfaction

3.3 Quality of Tour Service and Gallery Satisfaction

The results of multiple regression analysis to verify the causal relationship between tour service quality and gallery satisfaction are shown in [Table 5]. The explanatory power of the quality of service of the tournament on gallery satisfaction is 90.0% (r-squared) of the total variable, and the standardized regression coefficient (β) is used to progress the tour (β=.623), followed by information and access (β=.519), facilitator (β=.051), and tour facilities (β=-041). However, tour facilities have a negative effect on gallery satisfaction among service quality.

[Table 5] Causal Relationship Between Quality of Service and Gallery Satisfaction

Variable	Standardized Regression Coefficient		Unstandardized Coefficients	t
	B	Standard error	β	
(Constant)	-.369	.072		-5.133
Tour facilities	-.036	.013	-.041	-2.720**
Staff of progression	.049	.016	.051	3.054**
Tour progress	.605	.013	.623	45.754***
Guidance and accessibility	.459	.015	.519	30.867***
Dependent variable : Gallery Satisfaction F:1502.195 r-squared:.900				

3.4 Cluster Analysis

The distinction between groups with low gallery satisfaction and groups with high gallery satisfaction is necessary to derive service quality factors that require improvement for the purposes of hypotheses H5 and H6. To this end, we use hierarchical cluster analysis based on gallery satisfaction factors. We first identified the existence of extreme response data (outliers) with undesirable effects on hierarchical cluster formation, but we found no extreme response data to be specifically excluded from the analysis.

Based on the rate of change in the agglomeration coefficient that occurs when two clusters are grouped, the analysis of the appropriate number of clusters shows that it is desirable to classify them into two clusters, as shown in [Table 6].

[Table 6] Cluster Analysis Results

Target Factors	Cluster means		Number of cases in cluster	
	Group 1	Group 2	Group 1	Group 2
Gallery Satisfaction	5.09	3.64	493	181
F = 1114.254***				

***p<.001, **p<.01, *p<.05

The following [Table 7] shows the results of a test of the difference between the mean values of the gallery satisfaction factors by group divided into two clusters.

[Table 7] Sample T-Test For Hierarchical Cluster Analysis Results

Variable	Average		Standard deviation	
	high-satisfaction group (n=493)	low-satisfaction group (n=181)	high-satisfaction group (n=493)	low-satisfaction group (n=181)
Gallery Satisfaction	5.092	3.645	0.528	0.424
t = 33.380**				

***p<.001, **p<.01, *p<.05

As shown in [Table 7], cluster 1 (high satisfaction group) shows that the average values of all gallery satisfaction factors are significantly higher compared to cluster 2 (low satisfaction group). Therefore, H5, 'will show a difference between high-level and low-level clusters based on gallery satisfaction', was adopted.

3.5 Multiple Regression Analysis

Multiple regression analyses were conducted in groups for verification of the classification shown through cluster analysis, 'It will show differences in service quality factors between clusters formed based on gallery satisfaction.', which is H12. Both groups showed no multicollinearity, with the Durbin-Watson values remaining approximately 1.6 to 1.8, and the regression p-values showed significant levels. Even as a result of regression analysis, there was a significant difference in prior factors between groups with high gallery satisfaction and low gallery satisfaction. In the case of groups with high gallery satisfaction, all prior factors were positively significant to gallery satisfaction, and in the case of low groups, only tour facilities were positively influential.

Next, the r-squared difference between groups was tested. The r-squared difference test was conducted to verify that there is a significant difference between the regression descriptive power of the group with high gallery satisfaction and the regression descriptive power of the low group, and Fisher's Z-test was used. The results of the test by entering information from the high (R=.904, n=493) and low (R=.850, n=181) satisfaction groups presented in [Table 8] into the FZT Computerator were Z=2.714, p=0.003, indicating significant differences between the two groups. Therefore, it shows that the composition of prior factors and the magnitude of influence vary depending on the gallery satisfaction group, and H6 was adopted. The above empirical analysis shows whether the hypothesis is verified or not in [Table 9].

[Table 8] Multiple Regression By Cluster Results

Cluster	Independent variable	B	Standard error	β	t	p
high-satisfaction group (1)	Tour facilities	-.045	.016	-.065	-2.851	.005
	Staff of progression	.066	.017	.093	3.915	.000
	Tour progress	.567	.016	.712	36.284	.000
	Guidance and accessibility	.396	.016	.571	24.268	.000
	Constant=0.156 / R=.904, r-squared=.818, Adj. r-squared=.816, / F=547.009***, Durbin-Watson = 1.800					
low-satisfaction group (2)	Tour facilities	.015	.018	.039	.859	.391
	Staff of progression	-.012	.026	-.022	-.467	.641
	Tour progress	.427	.025	.764	17.168	.000
	Guidance and accessibility	.249	.035	.326	7.069	.000
	Constant=1.011 / R=.850, r-squared=.723, Adj. r-squared=.717, F=114.755***, Durbin-Watson = 1.657					

***$p < .001$, **$p < .01$, *$p < .05$

[Table 9] Hypothesis Testing Results

Hypothesis	Content	The result of verification
H1	Tour facilities, a quality factor for sports event service, will affect KLPGA Tour Gallery satisfaction.	Rejection
H2	Sports event service quality factor facilitator will affect KLPGA Tour gallery satisfaction.	Adoption
H3	Tour progression, a factor of quality of sports event service, will affect KLPGA Tour Gallery satisfaction.	Adoption
H4	Information and access, a quality factor for sports event service, will affect KLPGA Tour gallery satisfaction.	Adoption
H5	Based on gallery satisfaction, it will show the difference between high and low crowds.	Adoption
H6	There will be differences in quality of service factors between crowds formed based on gallery satisfaction	Adoption

4. Discussion

This study researches the factors of gallery satisfaction with regard to the service quality factors of domestic golf competitions.

First of all, as a service quality factor, progress staff, tour progress, guidance, and accessibility had a positive effect on gallery satisfaction. Host personnel are most importantly emphasized as a service factor at the forefront of direct connection with visitors[24]. Therefore, continuous management is required for the hosting personnel through C/S training, pre-information training before the tour, and an increase in the number of agents deployed.

In the case of tour progress, it should be managed through gallery-centered operation in areas other than the game. Due to the nature of golf, galleries move with the movement of players, so securing sufficient movement lines is the most important for smooth progress[25].

In the case of guidance and accessibility, since most tour sites are far from the center of the city, measures should be prepared to overcome the shortcomings of physical constraints. For example, it is necessary to select a tour site in consideration of the accessibility and movement of the gallery.

Finally, only tour facilities were having a negative impact. This is believed to have not played a significant role in the proportion of factors because it has already been verified through preliminary

inspections at KLPGA to host the competition. However, it is an important part to be dealt with in order to increase gallery satisfaction and revisit and recommendation intention[26].

Second, among the service quality factors, there was a difference in service quality factors between the group with high satisfaction and the group with low satisfaction. In the results of the overall route analysis, tour facilities did not have a significant effect on gallery satisfaction, which could be found through dualized classification. In the case of high-satisfaction groups, all factors of tour facilities, progress, guidance, and accessibility have a significant positive (+) effect, while in the case of low groups, there is a need to increase gallery satisfaction by identifying and improving problems with tour facilities and progressors.

5. Conclusions and Suggestions

For the development of the KLPGA Tour, an empirical analysis using statistical methodology was conducted to improve service quality and to diagnose locality, and as a result, the cause and effect of service quality factor-gallery satisfaction was revealed. It was intended to present management implications by analyzing them empirically.

As a result of the study, the quality of service factors were researched, the staff of progression, tour progress, guidance and accessibility had a positive effect on the Gallery Satisfaction, and the tour facilities had no significant impact.

In addition, there is a difference between groups with high satisfaction and low satisfaction in cluster analysis according to gallery satisfaction.

The group with high gallery satisfaction was showed satisfaction in the order of tour progress, guidance and accessibility, and Staff of progression, and statistically meaningless results were found at the tour facilities.

On the other hand, groups with low gallery satisfaction was showed satisfaction in the tour progress, guidance and accessibility, tour facilities. However, staff of progression had statistically meaningless results.

This study tried to reflect the phenomenon as much as possible and predict the future with objective data and analysis, but there are some limitations as follows, and future suggestions for this are as follows.

First, we failed to use accurate and optimized questions for KLPGA tours in constructing the survey. The questions were organized through a prior study of the sports event, and some were modified by the researchers according to the current situation, but the customized questions for the KLPGA tour were not developed, and scale development should be carried out through future research.

Second, if the overall KLPGA tour survey had inferred the conclusion, it would have been possible to present a more generalizable result, but only on tours held in a particular region, and there is a limit to generalization. If the implications of each region and golf course can be inferred through comparison of various tours in the future, more detailed and specific strategies can be presented to improve service quality and improve satisfaction.

References

[1] M. Walo, A.Bull, H. Breen, Achieving economic benefits at local events: A case study of a local sports event, Festival Management and Event Tourism, (1996), Vol.4, No.3-1, pp.95-106.

[2] J. Amis, N. Pant, T. Slack, Achieving a Sustainable Competitive Advantage: A Resource-Based View of Sport Sponsorship, Journal of sport management, (1997), Vol.11, No.11, pp.214-235.

[3] B. Stewart, A. Smith, The special features of sport, Annals of Leisure Research, (1999), Vol.2, No.1, pp.87-99.

[4] M. Lee, Korean LPGA Golfers: Factors of Success, SERI Quarterly, (2010), Vol.3, No.1, pp.94-103.

[5] H. S. Ko, The Relationship among Service Quality of Sports Event Participants` Satisfaction Re-Participation Intention Word-of-Mouth Intention, International Journal of Tourism Management and Science, (2009), Vol.24, No.5, pp.175-195.

[6] Y. Tsuji, G. Bennett, and J. Zhang, Consumer satisfaction with an action sports event, Sport Marketing Quarterly, (2007), Vol.16, No.4, pp.199-212.

[7] T. C. Greenwell, J. S. Fink, D. L. Pastore, Assessing the influence of the physical sports facility on customer satisfaction within the context of the service experience, Sport Management Review, (2002). Vol.5, No.2, pp.129-148.

[8] J. Hall, B. O'mahony, J. Vieceli, An empirical model of attendance factors at major sporting events, International journal of hospitality management, (2010), Vol.29, No.2, pp.328-334.

[9] J. Hamilton, M. Prideaux, S. Tee, Monitoring customer groups: a sports event satisfaction study, Eleventh International Conference on Electronic Business, (2011), Vol.29, No.2, pp.50-53.

[10] Y. J. Ko, J. Zhang, K. Cattani, D. Pastore, Assessment of event quality in major spectator sports, Managing Service Quality: An International Journal, (2011), Vol.21, No.3, pp.304-322.

[11] P. A. Kennett, J. Z. Sneath, S. Henson, Fan satisfaction and segmentation: A case study of minor league hockey spectators, Journal of Targeting, Measurement and Analysis for Marketing, (2001), Vol.10, No.2, pp.132-142.

[12] H. Nogawa, Y. Yamaguchi, Y. Hagi, An empirical research study on Japanese sport tourism in sport-for-all events: Case studies of a single-night event and a multiple-night event, Journal of Travel Research, (1996), Vol.35, No.2, pp.46-54.

[13] D. J. Shonk, P. Chelladurai, Service quality, satisfaction, and intent to return in event sport tourism, Journal of sport management, (2008), Vol.32, No.2, pp.587-602.

[14] J. F. Dawson, A.W. Richter, Probing three-way interactions in moderated multiple regression: development and application of a slope difference test, Journal of Applied Psychology, (2006), Vol.9, No.4, pp.917-931.

[15] Y. M. Park, S. C. Yang, D. S. Ryu, A Study on Golf Ball Brand Preference through Analysis of Actual Condition of Usage, Journal of Leisure and Recreation Studies, (2006), Vol.30, No.2, pp.5-14.

[16] K. T. Kim, Structural Relationships between Sport Consumption Emotion: Customer Satisfaction and Attitudes, Korean Journal of Sport Management, (2007), Vol.12, No.1, pp.1-13.

[17] N. K. Anil, Festival visitors' satisfaction and loyalty: An example of small, local, and municipality organized festival, Turizam: znanstveno-stručni časopis, (2012), Vol.60, No.3, pp.255-271.

[18] S. K. Kim, B. H. Yim, K. K. Byon, J. G. Yu, S. M. Lee, J. A. Park, Spectator perception of service quality attributes associated with Shanghai Formula One: Importance and performance analysis approach, International Journal of Sports Marketing and Sponsorship, (2016), Vol.17, No.2, pp.153-171.

[19] D. A. Baker, J. L. Crompton, Quality satisfaction and behavioral intentions, Annals of tourism research, (2000), Vol.27, No.3, pp.785-804.

[20] J. L. Crompton, L. L. Love, The predictive validity of alternative approaches to evaluating quality a festival, Journal of travel research, (1995), Vol.34, No.1, pp.11-24.

[21] W. C. Chen, C. F. Lee, L. Z. Lin, Investigating factors affecting festival quality: a case study of Neimen Song Jiang Jhen Battle Array-Taiwan, African Journal of Marketing Management, (2012), Vol.4, No.2, pp.43-54.

[22] S. T. Cole, H. C. Chancelor, Examining the festival attributes that impact visitor experience, satisfaction and re-visit intention, Journal of Vacation Marketing, (2009), Vol.15, No.4, pp.323-333.

[23] J. J. SONG, SPSS/AMOS Statistical Analysis Method, Seoul: The history of the 21st century history, (2014)

[24] Y. J. Lee, N. S. Kim, Classification of Viewing Satisfaction of Golf Tournament using Three-factor Model of Customer Satisfaction, Journal of Golf Studies, (2018), Vol.12, No.4, pp.61-76.

[25] C. H. Choi, C. H. Bum, Comparative Analysis of Attraction Factors and Spectator Satisfaction between Korean Men's and Women's Professional Golf Tournament. Journal of Golf Studies, (2020), Vol.14, No.1, pp.77-87.

[26] H. K. Park, A Study on KLPGA Tour's Gallery Satisfaction and Economic Value Analysis, Hanyang University, Doctoral dissertation, (2017)