

**An empirical analysis of synthesizing the effects  
of service quality, perceived value, corporate  
image and satisfaction on gamblers' behavioral  
intentions in the gaming industry: The case of  
Macau**

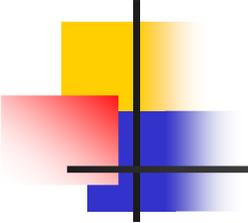
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*Presented*

*by*

**(Jonathan) Hung-Che Wu**

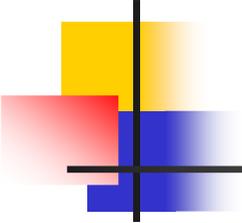
Faculty of Hospitality and Tourism Management  
Macau University of Science and Technology  
Macau



# Outline

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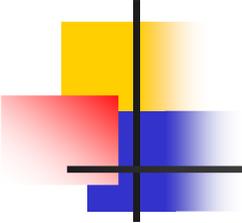
- **Introduction**
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# Introduction

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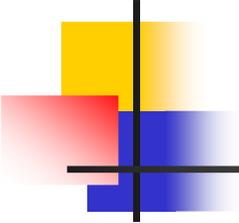
- Gaming tourism is Macau's largest source of revenue, occupying approximately 50% of the economy. By the end of 2010, there were 33 legal casinos competing in Macau). In order to maintain a strong and long-term relationship with gamblers, casinos are required to provide good services resulting in the gamblers' favorable behavioral intentions through high levels of satisfaction.



# Introduction

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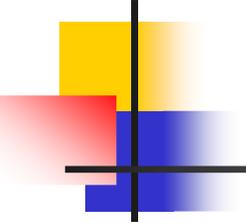
- Wong and Fong (2010) indicate that the relationships between service quality, satisfaction and behavioral intentions have attracted little attention. Prior studies have explicitly modeled perceived performance or quality as a direct antecedent of value and corporate image, which, in turn, directly drive satisfaction (Clemes, Wu, Hu, & Gan, 2009; Clemes, Gan, & Ren, 2011; Wu, Lin, & Hsu, 2011).



# Purpose of this Study

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- To identify the primary dimensions of service quality and their relative importance as perceived by gamblers in the Macau gaming industry.
- To determine if perceived value plays a moderating role between service quality and satisfaction as perceived by gamblers in the Macau gaming industry.
- To determine if corporate image plays a moderating role between service quality and the service quality dimensions as perceived by gamblers in the Macau gaming industry.
- To examine the relationships between behavioral intentions, satisfaction, perceived value, corporate image and service quality as perceived by gamblers in the Macau gaming industry.

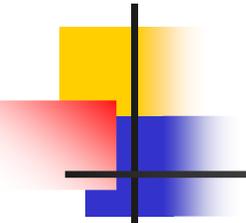


# Contribution

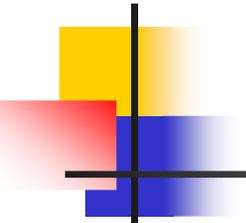
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- This study will contribute to the marketing literature in the gaming industry. From the academic point of view, this research will examine the service marketing constructs in the gaming industry. The findings of this study would enhance the current understanding of gamblers' behavioral intentions and their relative constructs such as service quality perceptions and other influential factors in the Macau gaming industry.
- From the practical perspective, this study will benefit casino management in the Macau gaming industry. The research findings may help the casino managers and marketers to develop and implement marketing strategies and policy to deliver quality services to their casino gamblers.

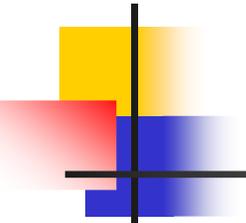
# Concepts and Operational Definitions

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- **Behavioral Intentions:** In this study, they are described as a stated likelihood to return to the tourist night markets, to comment on the casinos positively, and to recommend the casinos to family, friends, and others in the future, which is imperative to the committee of casinos.
  - **Satisfaction:** Churchill and Surprenant (1982) define satisfaction as “disconfirmation paradigm” which is a result of confirmation/disconfirmation of expectation that compares a product’s performance with their expectation and desire.

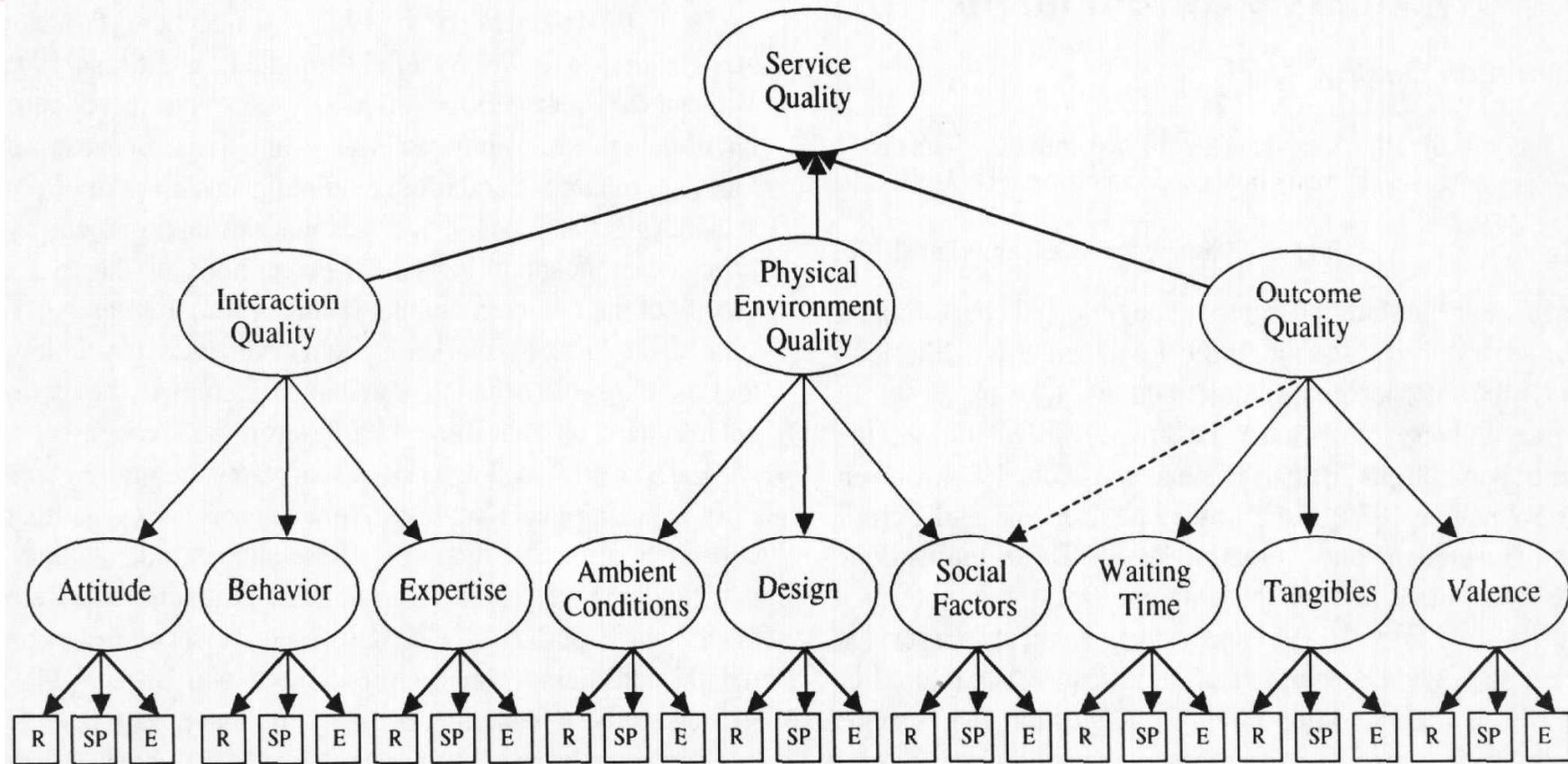
# Concepts and Operational Definitions

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- **Perceived Value:** Heskett et al. (1994) refer to perceived value as a comparison of weighted “get” attributes to “give” attributes. In order to understand whether perceived value plays a vital role in the relationship between service quality and satisfaction, this construct should attract more attention in the gaming research.
  - **Image:** Barich and Kotler (1991) describe image as the overall impression made on the minds of the public about an organization.

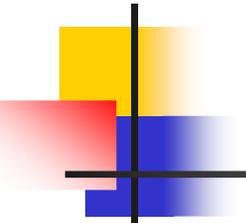
# Concepts and Operational Definitions

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- **Service Quality:** It is a subjective concept, implying that understanding how customers think about service quality is essential to effective management (Cronin & Taylor, 1992; Rust & Oliver, 1994).
  - Cronin and Taylor (1992) and Dabholkar et al. (2000) note that the measurement of service quality should be made based on the customers' subjective overall assessment of the service performance they encounter. However, Clemes et al. (2008) argue that the debate on service quality dimensions remains scant.

# Service Environment Hierarchical Model



- Note: R = a reliability item, SP = a responsiveness item, E = an empathy item. The broken line indicates that the path was added as part of model respecification. (Brady & Cronin, 2001, p. 37).



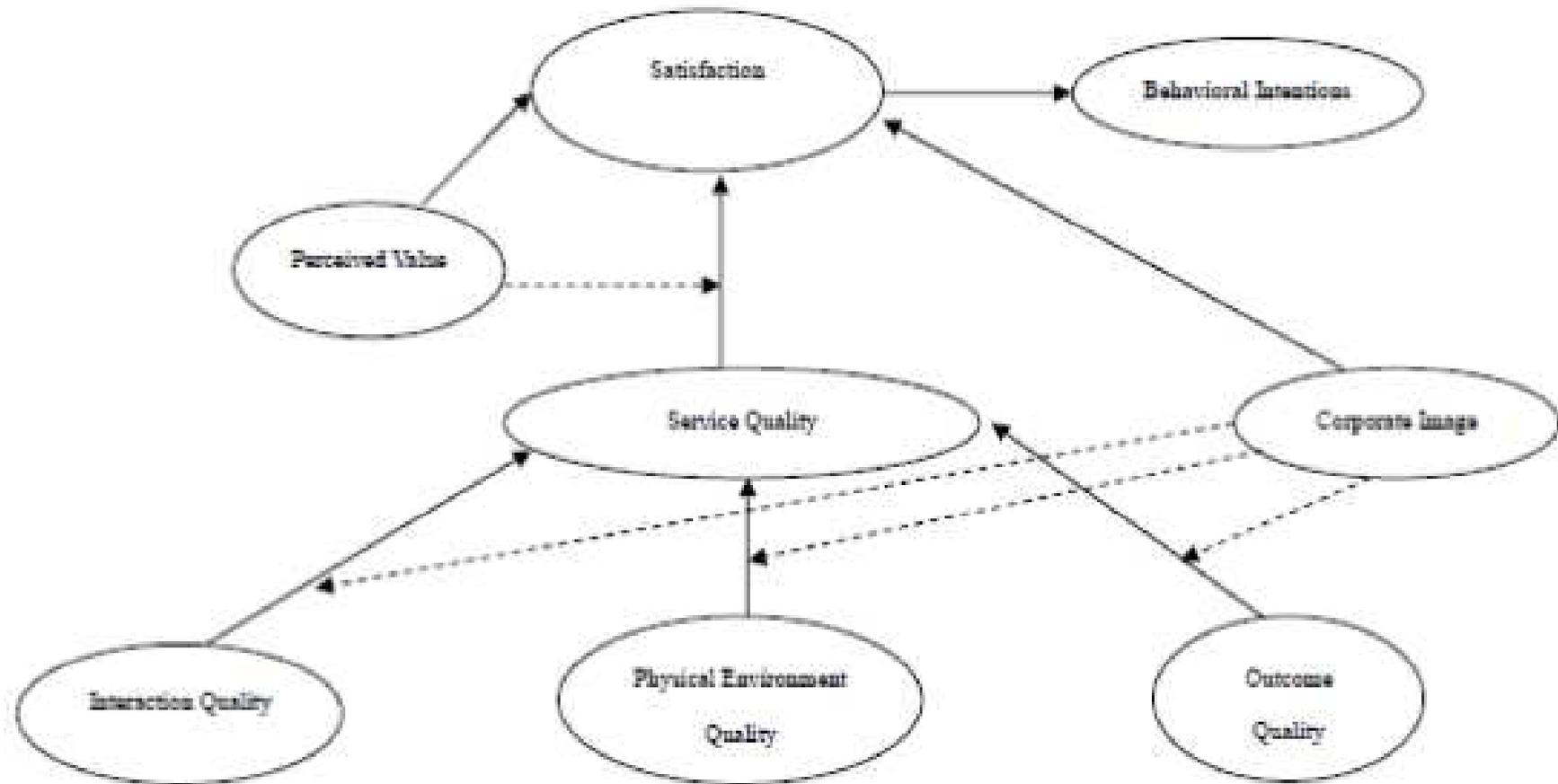
# Conceptual Gaps

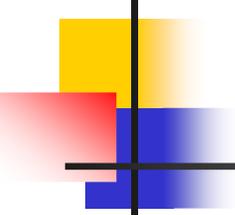
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- The first gap identified in the literature relates to the lack of empirical research on the dimensions of service quality in the context of the Macau gaming sector.
- The second conceptual gap relates to a lack of empirical research on the gaming sector using a multi-level structure to conceptualize service quality and satisfaction.
- The third gap focuses on few studies using a multi-level model, which includes the service quality dimensions, satisfaction, corporate image, perceived value and behavioral intentions to measure gamblers' evaluations of casino performance.

# Conceptual Model

----- Moderating Effect

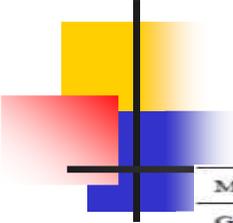




# Research Design and Method

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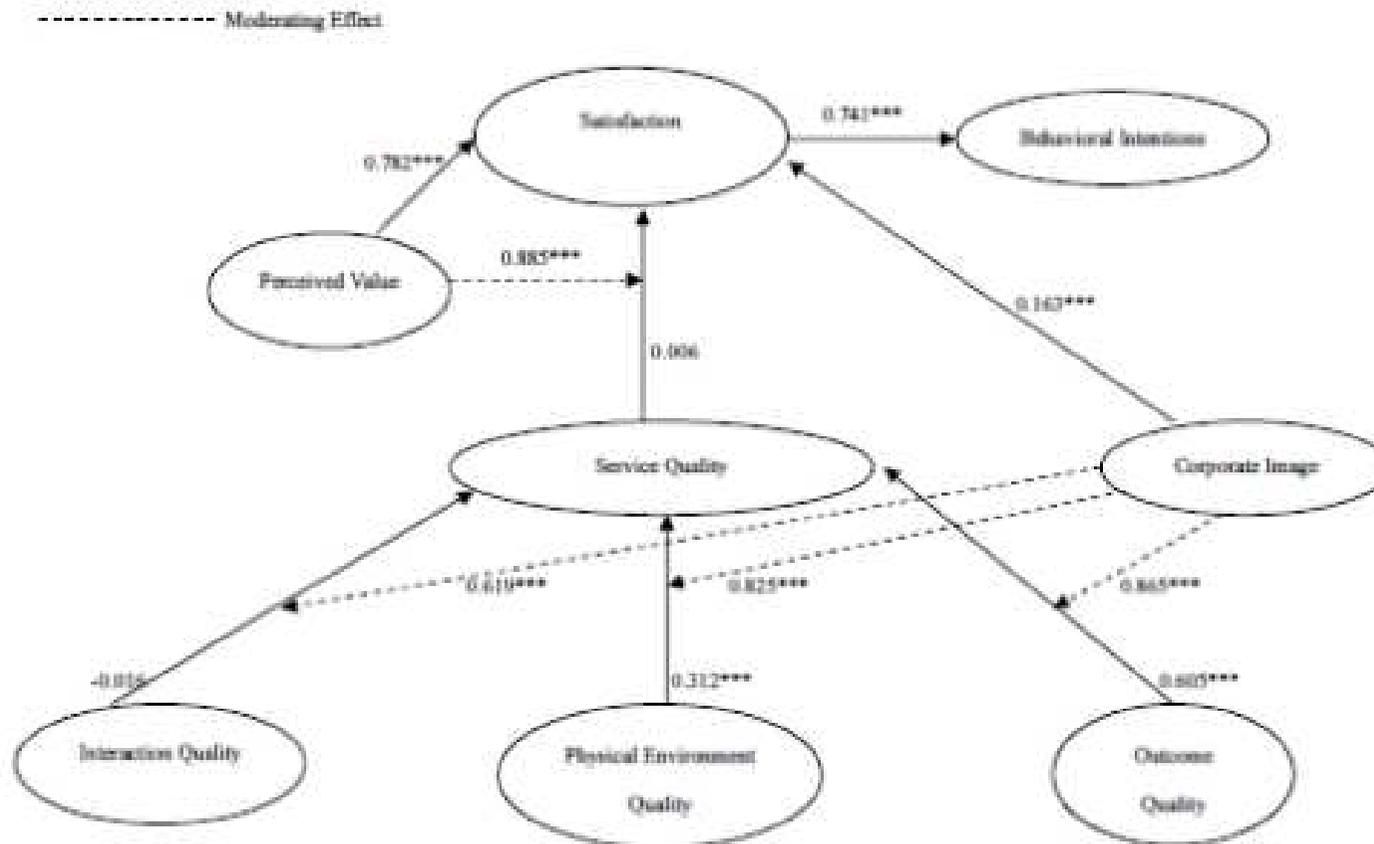
- The first stage consisted of focus group interviews to gain in-depth insights into the participants' overall playing experiences in Macau casinos.
- The second stage consisted of self-administered questionnaires conducted to verify the dimensions of casinos' service quality (based on the Stage 1 findings), the variations of service quality perceptions over time, and the antecedents and consequences of service quality in the gaming industry. A face-to-face survey was conducted at three large-scale casinos in Macau (the Venetian, Galaxy, and MGM) between March 1 and May 1, 2012.



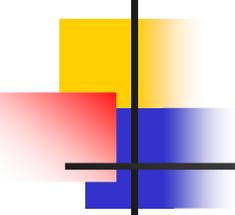
# Demographic Information

Measure	Option	Frequency	Percentage
Gender	Male	242	55.0
	Female	198	45.0
Total		440	100.0
Age	18-25	63	14.3
	26-35	230	52.3
	36-45	82	18.6
	46-55	42	9.5
	56-65	16	3.6
	66 or over	7	
Total		440	100.0
Educational level	Secondary school or below	36	8.18
	Senior high school	119	27.0
	College/university	215	48.9
	Graduate school or above	70	15.9
Total		440	100.0
Occupation	Student	53	12.0
	Professional	185	42.0
	Tradesperson	54	12.3
	Retired	20	4.5
	Unemployed	14	3.2
	Clerical	70	15.9
	Homemaker	27	6.1
	Labor	6	1.3
	Other	11	2.5
Total		440	100.0
Residence	Local	165	37.5
	Tourist	275	62.5
Total		440	100.0

# Data Analysis



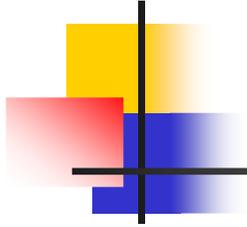
- *Notes.* \*\*\* significant at 1% level; \*\* significant at 5% level; \* significant at 10% level.



# Implication

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- The results of this study support the use of a multi-level approach for conceptualizing and measuring service quality, similar to the framework developed by Dabholkar et al. (1996) and Brady and Cronin (2001).



*Thank you for listening to my  
presentation. Any questions  
and comments are welcome!*