

Loyalty amongst casino players- a quantitative and qualitative investigation

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Customer Loyalty

- Customer loyalty is multidimensional (Dick & Basu, 1994)
- Attitudinal and behavioural loyalty
- Attitudinal loyalty: commitment, trust, behavioural intentions
- Behavioural loyalty: repeat purchase, customer retention

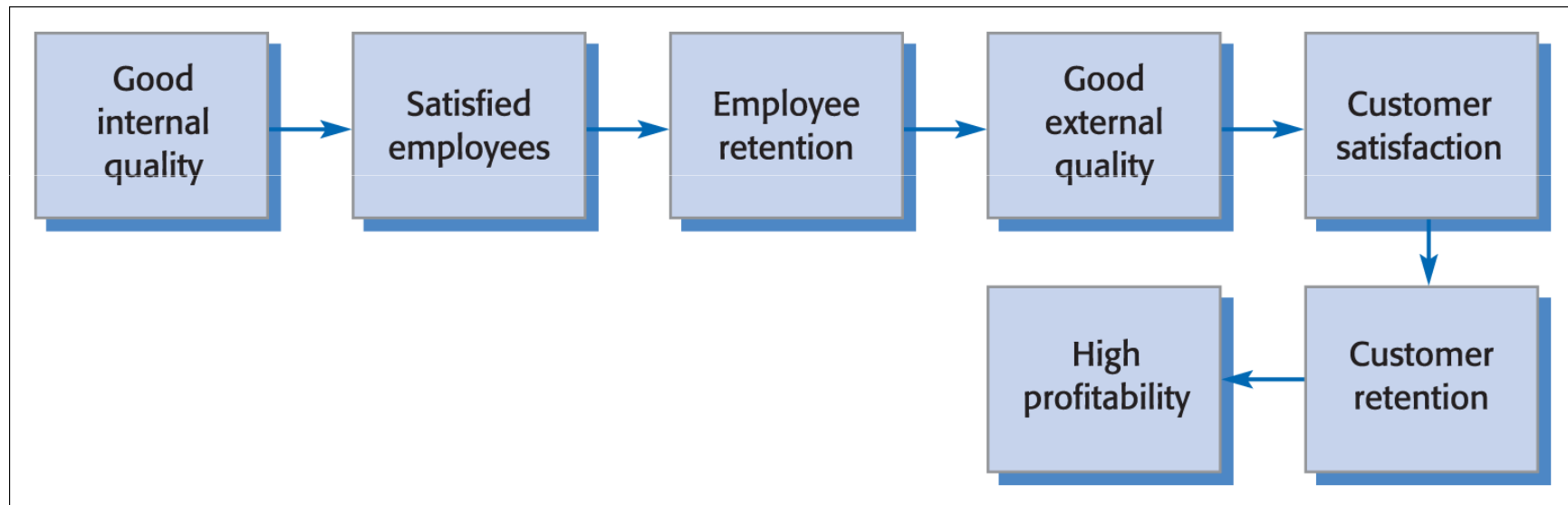
Casino player loyalty

- Behavioural loyalty represented by casino player retention and patronage is not indicative of genuine loyalty
- Attitudinal loyalty indicates positive or favourable behavioural intentions such as likeliness of spreading positive word of mouth, being a referral, intention to return.
- Inclusion of both dimensions capture customer loyalty

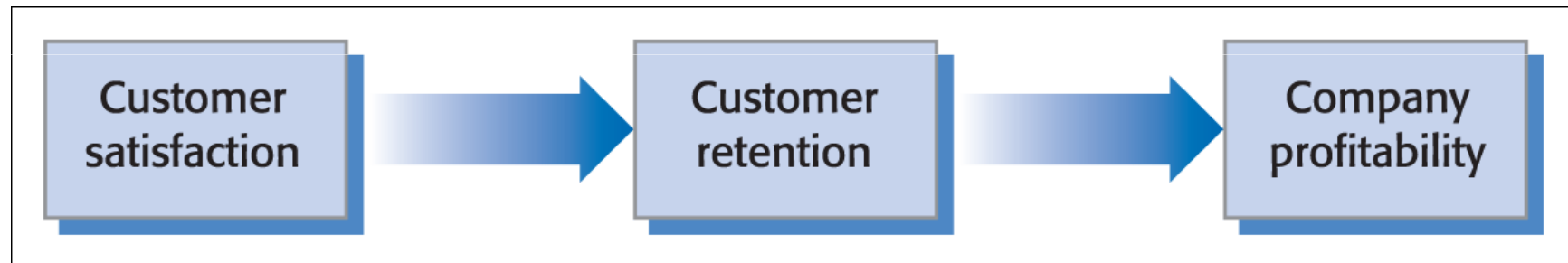
Antecedents of customer loyalty

- Customer satisfaction?
- Service quality?
- What about casino player satisfaction?

Service profit chain



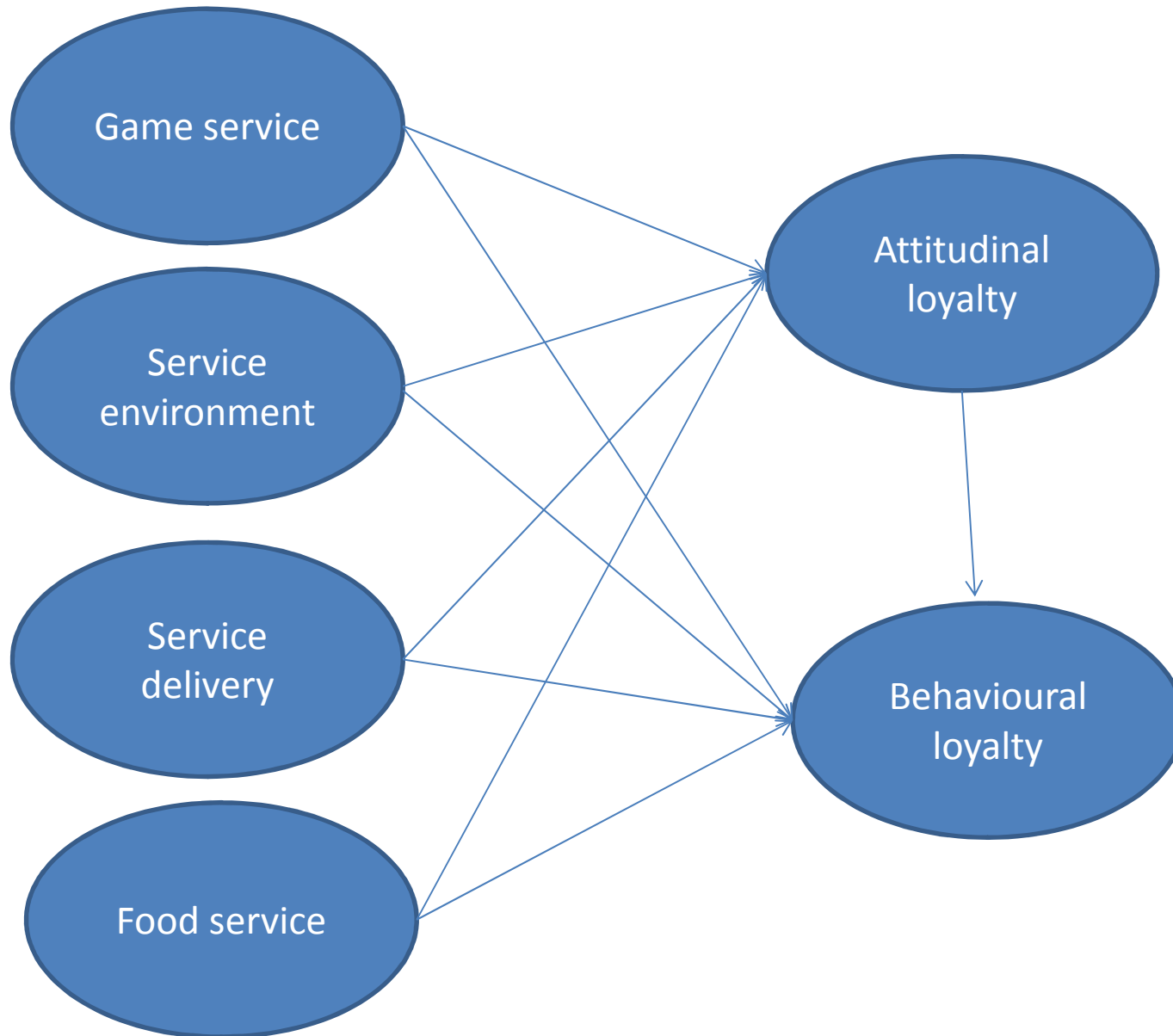
Customer satisfaction – loyalty



Service quality and player loyalty

- Service quality is an assessment of a firm's overall service excellence, assessed on the basis of the gap between customer expectation and perception
- A global construct, more stable in predicting customer loyalty
- Customer perception is adequate to measure service quality

The model



Method

- Sample: casino players from different segments
- Instruments:
 - CASERV – service quality
 - Attitudinal loyalty – behavioural intentions
 - Attitudinal loyalty – average annual visit, average betting, length of stay
 - Quantitative – questionnaire survey
 - Qualitative – focus group interview

Results

Table 1							
Correlation coefficients, means and standard deviations of the CASERV scale and Customer Behavioral Intentions							
	Coefficients	Means	SD	1	2	3	4
1. Game service	.77	3.41	0.61				
2. Service environment	.78	3.67	0.67	.32*			
3. Service delivery	.91	3.29	0.57	.45**	.44**		
4. Food service	.71	3.21	0.66	.40**	.40**	.55**	
5. attitudinal loyalty	.81	3.38	0.72	0.20	.36*	.50**	0.21

Note: *p < .01, **p < .001.

Table 2
Multiple Regression Analyses of CASERV dimensions as predictors of player loyalty

Predictor	Coefficients					
	AL	BL	AL	BL	AL	BL
	IP				DP	
	R ² = .42 (p<.0005)	R ² = .34 (p<.0005)	R ² = .38 (p<.0005)	R ² = .32 (p<.0005)	R ² = .33 (p<.0005)	R ² = .16 (p=.012)
GS	.11 (1.23)	.09 (1.03)	.06 (0.98)	.08 (1.12)	.13 (1.78)	.07 (1.07)
SE	.37** (4.01)	.32** (3.92)	.26* (2.12)	.29* (2.41)	.24* (2.13)	.16 (1.89)
FS	.14 (1.56)	.09 (1.01)	.11 (1.73)	.11 (1.75)	.14 (1.89)	.13 (1.49)
SD	.43*** (4.94)	.41*** (4.62)	.37** (2.99)	.46*** (5.03)	.19* (1.98)	.16 (1.92)

Player perceptions of service quality by frequency of visit Note: D=disagree, N=Neutral, A=Agree

CASERV dimensions CASERV ITEMS	CASERV items	LFVS	MFVS	HFVS
Game service	1. The casino has sufficient number of table games available	N	N	N
	2. The casino has sufficient number of slot machines available	N	N	N
	3. The casino provides a variety of games	A	A	A
Service environment	4. The casino's ambience is comfortable	D	N	A
	5. The casino's physical facilities are clean	D	A	D
	6. The casino's decor and layout are stylish	N	A	N
Service delivery	7. Staff give prompt service to customers	D	N	N
	8. Staff strive consistently to be courteous with customers	D	A	A
	9. Staff give customers personal attention	D	A	N
Food service	10. The casino offers a variety of food and beverage	A	A	A
	11. The price of food and beverage is reasonable	D	N	N
	12. The quality of food and beverage is excellent	D	A	N

Discussion

- Service delivery and service environment explains significant variance in both dimensions of loyalty
- When analysing separately international from domestic players, none of service quality dimensions are significantly related to domestic player's behavioural loyalty
- Results from interviews are consistent with the quantitative results

Implications

- More specific marketing strategies
- Training casino frontline employees
- Domestic and international players react differently towards casino services
- Attitudinal loyalty is different from behavioural loyalty in the casino context.
- Extending the service quality – loyalty relationship in the casino context.