



Relationships between Service Quality, Satisfaction, Event Image and Behavioral Intentions of Participants in Mass Participation Sport Events

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Abstract

Although the number of sporting events has been increased in the last years, the participation has been stagnated. Therefore, the investigation of the factors that can influence the future behavioral intentions of the participants can assist event organizers to develop effective marketing strategies. The purpose of the present study was to investigate the relationships among service quality, satisfaction from participation, and event image, as well as to examine the contribution of satisfaction and event image on the prediction of participants' behavioral intentions in sporting events. The sample of the study was consisted by 483 (N = 483) individuals who participated in the 13th International Marathon «Alexander the Great». The results of the structural equation model (SEM) analysis revealed that three dimensions of service quality (personnel, equipment, and race) contributed to the prediction of satisfaction and event image. In addition, satisfaction from participation and event image predicted future behavioral intentions. The theoretical and practical implications of the study's results were discussed.

Key words Sports events, service quality, satisfaction, event image, behavioral intentions.