

FACTORS INFLUENCING GOLFERS' REVISIT INTENTIONS OF GOLF COURSES IN BANGKOK METROPOLITAN REGION

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Abstract

The purpose of this study is to investigate in relationships among perceived service quality of the golf course, the price of playing golf, past experience of playing golf in this golf course, overall customer satisfaction, and revisit intentions. This study employed the questionnaire survey method in total, 423 responses were sent out on hand. Although a random selection process was employed to generate a list of 7 golf courses (Hi-End golf courses) in Bangkok and Metropolitan. This result suggests the priority of an investment to manager competing against other golf courses. If they plan to improve service quality or other factors of the golf course, it would be more beneficial to enhance interpersonal quality. Therefore, this research could be useful information for golf course managers in an environment of keen competition with many courses.

Keywords: golf courses, golfer, past experience, service quality, price fairness, overall customer satisfaction, revisit intention

1. Introduction

Golf has developed rapidly and has been developed to the same standards as the International. The course designed by world-class standards in order to play golf and attract golfers and those interested in golf with nice golf course for more in Thailand. That's golf course in Thailand as an attention of foreign. As the price, golf course in Thailand is more than any other country in the Asian region, except Vietnam, Myanmar or Laos as well as the popularity of the golf course of foreign-invested enterprises are more. Business golf is steadily growing at a rate of not less than 10 percent of the current popularity of golf still hot in Thailand golfers. For the family market in Thailand to expand the market coverage golfer of all ages, from youth to elderly group. This study investigates in relationships among perceived service quality of the golf course, the price of playing golf, past experience of playing golf in this golf course, overall customer satisfaction, and revisit intentions. Knowledge of these differences could provide the managers of golf courses with vital

information to help them establish more efficient marketing strategies to attract more golfers. However, the research has focused on factors to impact intentions to revisit. Investigating relationships among service quality of golf course that provides to customer, price of playing golf, overall customer satisfaction and revisit intentions of golfers.

2. Objectives of the Study

The objective of this study is to determine the relationships between service quality, price fairness, and overall customer satisfaction and revisit intentions among golfers. The study will investigate as follows:

2.1 To study relationship among service quality, price fairness, and past experience in relationship to overall customer satisfaction.

2.2 To study relationship among service quality, price fairness, past experience, and overall customer satisfaction in relationship to revisit intentions.

3. Expected Benefit

The relationships that influence golfers' intentions to revisit public golf facilities is an important issue to address. In other words, investigating perceived service quality including the facilities provides customers and the price of playing golf in the relationship to overall customer satisfaction and revisit intentions among golfers. Service quality and satisfaction have been shown to be positively related to reuse behavior; thus:

3.1 It would be profitable for golf course managers to have better understandings to their determinants. Obtaining an understanding of customer satisfaction and service quality will enhance understanding of customer needs and help organization management to produce the products and services that their customers desire.

3.2 The study of factors influencing patronizing of golf courses may provide golf course managers necessary information to improve the quality of service and satisfaction in relationship to price in order to attract potential golfers and retain their current golfers.

3.3 This relationship is identified because it impacts customer behavioral intentions (e.g. revisit, and reuse).

To understanding the impact of service quality and satisfactions on behavioral intentions will provide golf managers the important information on revisit intentions.

4. Literature Review

In this section, we summarized relevant literature on factors and defines the basic element of the conceptual framework involving service quality, price fairness, past experience, overall customer satisfaction and revisit intention that serves as the theoretical foundation for the study.

4.1 Past Experience

Past Experience is defined as the “sum of accumulated life experience a recreationist has within a particular recreation activity or style of participation” (Virden, 1992). Moreover, Petrick (2002b) concluded that golfers with less experience were more likely to be satisfied with the golf experience than golfers with more experience. Although golfers with less experience were more satisfied, golfers with more experience were found to have higher intentions to revisit. This finding suggests that golf course managers should focus their golf courses efforts on golfer with less experience since they are more unsure of their intentions to revisit.

4.2 Service Quality

In the services are defined as intangible occurrences, processes, or performances produced and consumed simultaneously (Chelladurai, 2005), and as intangible or nonphysical products (Shank, 2004). Service quality is more difficult to be evaluated than goods quality. Thus, we are referring to suggested from Joon Choel Lee (2010) that eliminating the expectations measure and relying just on the perception component would improve the SERVQUAL model. Then, we adopt the SERVQUAL measure from Parasurman, Zeithaml, and Berry (1988), in the table presented the SERVQUAL framework, there are five dimensions of service quality (tangibles, reliability, responsiveness, assurance, and empathy) and presented SERVQUAL, a 22-item instrument that assesses five dimensions of service quality (Table 1).

Table 1 Five Dimensions of Service Quality

Tangibles	Appearance of physical facilities, equipment, personnel, and communication materials.
Reliability	Ability to perform the promised service dependably and accurately.
Responsiveness	Willingness to help customers and provide prompt service.
Assurance	Knowledge and courtesy of employees and their ability to convey truth and confidence.
Empathy	The caring, individualized attention that the firm provides to its customers.

Source: Parasuraman, Zeithaml, and Berry (1988): “Communication and Control Processes in the Delivery of Service Quality,” *Journal of Marketing*, Vol. 52 (1988), 36 – 48.

4.3 Price Fairness

Hwang (2008) explained that *Price* is the significant element to impact consumer satisfaction of recreational experiences. Spending some amount of money is inevitable for recreational participants to enjoy their recreational activities. In the other hand, Xia et al., (2004) explained that *Fairness* perception is a comparative process that in pricing area means a comparison between current price and a reference point, which might be a price paid in another buying occasion, a price set by another store, the level of estimated cost for the product, the price paid by another person. The last type is a social comparison that has a more intense effect on perceived price fairness, because people accept with difficulty to pay more than other persons. Hence, Price Fairness is the consumer satisfaction of pricing to enjoy their activities or another buying occasion.

4.4 Overall Customer Satisfaction

Satisfaction is an overall affective response to a perceived discrepancy between prior expectation and perceived performance after consumption. In practice, service quality and

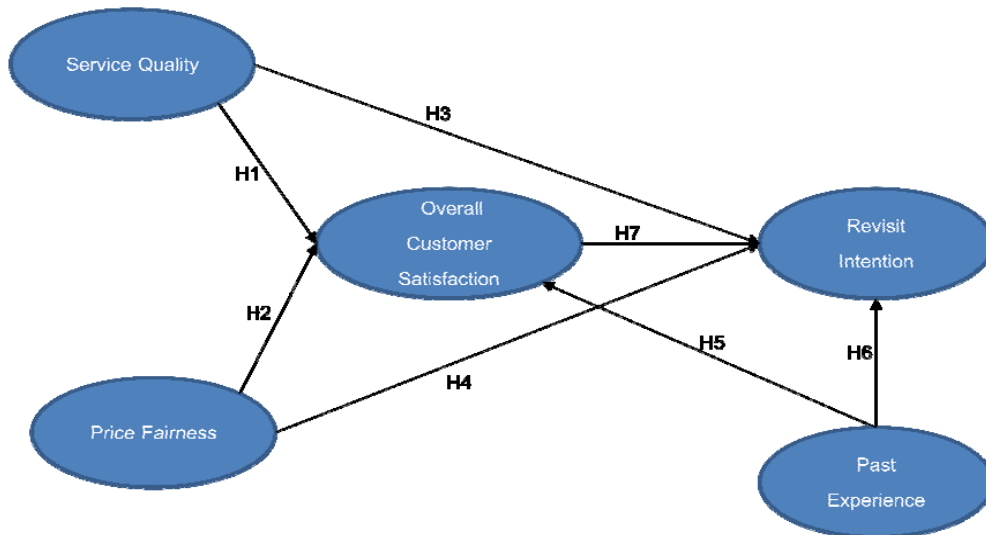
satisfaction are often used interchangeably, because both are evaluation variables relating to consumers' perceptions about a given product or service. However, some authors have made an effort to suggest a set of differences between service quality and customer satisfaction. Overall satisfaction refers to the customer's overall subjective post-consumption evaluation judgment base on all encounters and experiences with a particular organization. The researcher expected that, the golfers would be quite satisfied with the sport of golf if they perceived service quality and perceived price fairness by own past experience. This study is focused on golfers' need-satisfaction concerning the service quality and price fairness of golf courses to repeat visitation.

4.5 Revisit Intention

Revisit intention from repurchase intentions, a term usually used when discussing buying something. Repurchase intentions are the customers' intentions to purchase some goods or services from the same organization again (Hwang, 2008); its importance is emerging from decisions of customers regarding goods and services. Establishments that create customer loyalty have a big advantage among their rivals. Repurchase intentions are a vital factor to measure customer loyalty. Therefore, one expectation is that perception of service quality and price fairness dimensions depending on golfers' past experience. Consequently, relationships among dimensions of service quality and price fairness, golfers' satisfaction, and intentions to revisit the same golf courses might be influenced by golfers' feel to their past experience. Hence, the revisit intention construct has been conceptualized as Chen and Tsai (2001, p.1116) was offers through the "visitor's judgment about the likeliness to revisit the same destination".

5. Conceptual Framework

Figure 1 Modified Model for golfers' intentions to revisit a golf course



6. Hypothesis

This study seeks to find the answers for the following research questions;

Q1: How does perceived service quality, price fairness, past experience of the golf course relate to overall customer satisfaction?

Q2: How does perceived service quality, price fairness, past experience and overall customer satisfaction of the golf course relate to revisit intentions?

The answer the mentioned questions, the following hypothesis are set;

Hypothesis 1: Perceived service quality has a positive effect on overall customer satisfaction.

Hypothesis 2: Perceived price fairness has a positive effect on overall customer satisfaction.

Hypothesis 3: Perceived service quality has a positive effect on revisit intention.

Hypothesis 4: Perceived price fairness has a positive effect on revisit intention.

Hypothesis 5: Perceived past experience has a positive effect on overall customer satisfaction.

Hypothesis 6: Perceived past experience has a positive effect on revisit intention.

Hypothesis 7: Perceived overall customer satisfaction has a positive effect on revisit intention.

7. Methodology

7.1 Population and Sample Size

This study is conducted at private at 7 clubs of *High-Ended* golf courses only in Bangkok and Metropolitan Regions (Thailand).

1. Ayodhya Links Golf Club - Ayutthaya
2. Thai Country Club - Chachoengsao
3. The Royal Golf & Country Club - Samutprakarn
4. Bangpoo Golf & Sport Club - Samutprakarn
5. Green Valley Country Club - Samutprakarn
6. Muang Kaew Golf Course - Samutprakarn
7. Panya Indra Golf Club - Bangkok

This study has 6 paths, so require the sample size at 30 questionnaires; and one limitation of this study lies in its inability to generalize the results, because data were collected only from golf course in Bangkok and Metropolitan, findings and conclusions of the study may not be golfers other cities or provinces in Thailand. This research was distributed 450 questionnaires for 7 golf course and which have been returned 423 questionnaires.

7.2 Validity

The researcher sent the questionnaire to 3 experts to evaluate of the University of the Thai Chamber of Commerce, to evaluate the questionnaire object and the results were higher than 0.5 in all case. The validity test using IOC is presented in table 2.

Table 2 Validity test using IOC

Variables	IOC
Past Experience	0.833
Service Quality	0.863
Price Fairness	0.866
Overall Customer Satisfaction	0.833
Revisit Intention	0.888

7.3 Reliability

Reliability analysis was conducted by examining the value of Cronbach's alpha to test instruments' reliability. The internal consistency of measures used in this study is verified by considering Cronbach alpha. The rule of thumb of Cronbach's alpha is that a value greater than 0.9 means the internal consistency is excellent. A value greater than 0.7 is generally considered acceptable. The Cronbach's alpha of all constructs was calculated to test the reliability of the scale used in the study. Reliability analysis was conducted by examining the value of Cronbach's alpha to test instruments' reliability. The internal consistency of measures used in this study is verified by considering Cronbach alpha. The rule of thumb of Cronbach's alpha is that a value greater than 0.9 means the internal consistency is excellent. A value greater than 0.7 is generally considered acceptable. The Cronbach's alpha of all constructs was calculated to test the reliability of the scale used in the study. Hence, the results are presented Cronbach's Alpha score in table 3.

Table 3 Reliability test using Cronbach's Alpha

Variables	Amount of Items	Cronbach's Alpha	
		(Pre-Test)	(Final)
Past Experience	4	0.917	0.925
Service Quality	22	0.966	0.965
Price Fairness	5	0.814	0.889
Overall Customer Satisfaction	4	0.918	0.850
Revisit Intention	3	0.930	0.954

In the table shows the results of factor analysis (Variables). All items loaded at more than 0.7 and indicated that the use of factor analysis was appropriated, and that extracted factors were distinct and reliable. The result shows that the reliability coefficients were acceptable (>0.7) for all constructs. The five constructs are Past Experience, Service Quality, Price Fairness, Overall Customer Satisfaction and Revisit Intention. Then each of the constructs was formed by adding the scores of each of the items included in the construct.

7.4 Hypotheses Test

This study seeks to find the answers for the following research questions;

Q1: How does perceived service quality, price fairness, past experience of the golf course relate to overall customer satisfaction?

Q2: How does perceived service quality, price fairness, past experience of playing golf and overall customer satisfaction relate to revisit intentions?

"Multiple Regression" this statistics is widely used in determining the relationship between more than one independent variables and one dependent variable. Decide whether there is a significant relationship between the variables in the linear regression model of the data set faithful at 0.05 significance level. As the result of p-value is much less than .05, reject the null hypothesis that $\beta=0$. Hence there is a significant relationship between the variables in the linear regression model of the data set faithful.

Base on adjusted the *Multiple Excluded Variables of Determination*, the analysis result reveals the p-value > 0.05 (.000). This implies a positive relationship between those two variables of the data set has faithful or has not faithful.

Table 4 Brief of Hypothesis Testing

Hypothesis	The Result
H1: Perceived service quality has a positive effect on overall customer satisfaction.	Accept
H1o: Perceived service quality doesn't have a positive effect on overall customer satisfaction.	Reject
H2: Perceived price fairness has a positive effect on overall customer satisfaction.	Accept
H2o: Perceived price fairness doesn't have a positive effect on overall customer satisfaction.	Reject
H3: Perceived service quality has a positive effect on revisit intention	Accept
H3o: Perceived service quality doesn't have a positive effect on revisit intention	Reject
H4: Perceived price fairness has a positive effect on revisit intention	Accept
H4o: Perceived price fairness doesn't have a positive effect on revisit intention	Reject
H5: Perceived past experience has a positive effect on overall customer satisfaction.	Accept
H5o: Perceived past experience doesn't have a positive effect on overall customer satisfaction.	Reject
H6: Perceived past experience has a positive effect on revisit intention	Accept
H6o: Perceived past experience doesn't have a positive effect on revisit intention	Reject
H7: Perceived overall customer satisfaction has a positive effect on revisit intention.	Reject
H7o: Perceived overall customer satisfaction doesn't have a positive effect on revisit intention.	Accept

As per hypothesis, in the table 4 is show all research hypotheses are tested and hypothesis 1 to hypothesis 6 are retained or accepted, and just has only one hypothesis (H7) is rejecting. Rejected the null hypothesis (H7) because base on adjusted the Multiple Excluded Variables of Determination in table below show that; the analysis result reveals the p-value > 0.05 (0.427). Therefore, the researcher accepts H7o and rejects H7a. This can be concluded that "Perceived Overall Customer Satisfaction" has not a positive effect on "Revisit Intention" with the regression coefficient ($\beta = 0.035$). This implies a very weak positive linear relationship between those two variables of the data set has not faithful.

8. Conclusion and Discussion

The results of this dissertation provide golf course managers with the managerial information on launching a more effective marketing strategy to attract more customers. This study explains why service quality should be ameliorated to enhance customer satisfaction which impacts revisit intentions for customer retention. Furthermore, when establishing a

marketing plan, managers should present prices or promotions for customers. To do this, managers should first know the characteristics of their customers.

This study supported the relationships between service quality, price fairness, overall customer satisfaction, and revisit intentions. In addition, the results of this study were consistent with the common concept presented by several studies indicating that satisfaction with price is positively related to customer satisfaction and repurchase intentions (Grewal et al., 2004; Homburg et al., 2005; Matzler et al., 2006). In the golf context, general golfers' satisfaction with service quality, price fairness and past experience positively affect overall customer satisfaction. However, service quality, price fairness, past experience positively influenced revisit intentions in the overall sample, excepted overall customer satisfaction did not positively affect on revisit intentions.

The results of this study have several implications for golf course managers. First, we suggest that golf course managers need to understand their customers of satisfaction and perceived service quality in order to better predict golfers' future revisit intentions. This result suggests that real-time golf course surveys include a measure of service quality associated with satisfactions. Further, results suggest that it be important for golf course management to understand the variables related to golfers of satisfaction and perceived service quality and their intentions. In addition, the result of intentions past experience and revisit intention measuring the effect of golfer relationship from their accumulated experiences suggests that golf course management should realize that golfers utilize multiple sources when they determine their future to revisit. Also, the result of intentions price fairness with overall customer satisfaction and revisit intention measuring the effect of golfer relationship from price promotions, including a discount on greens fees, coupons, and reasonable packages, should be provided for golfers because they consider price as a determinant of customer satisfaction with the golf course.

Golf course managers should realize the use of each variables measurement. If their goal is the prediction of revisit intentions, measuring overall satisfaction will attract golfers' future revisit intentions. This result suggests the priority of an investment to manager competing against other golf courses. If they plan to improve their service quality or other related factors of the golf course, it would be more beneficial to enhance interpersonal quality. Therefore, this research could be useful information for golf course managers in an environment of keen competition with other courses.

9. Limitation of the study

The current study was an initial attempt to gain a more thorough understanding of the relationship between golfers' perceived service quality, price fairness, past experience, overall satisfaction, and revisit intention. The study are investigated to study test relationship between service quality, price fairness, and past experience in relationship to overall customer satisfaction; and to study test relationship among service quality, price fairness, past experience, and overall customer satisfaction in relationship to revisit intentions.

As stated in chapter 1, the study is limited only golfers in Bangkok and metropolitan regions. And it was focused on high-ended golf course and limit private class of golf course. The model tested in this study intended to be a complete look at all influences of each

variable on satisfaction formation, which are expected the golfer to revisit in golf courses. Thus, future research is necessary in order to determine if the results of this study are representative of other golf courses in Bangkok and metropolitan regions.

10. Recommendation for the Future Research

A study in the topic of "Factors influencing golfers' revisit intentions of golf courses in Bangkok and Metropolitan Region" involved with more complication in term of definitions and measurements. Hence, the study should investigate the relationship between golfers' perceived service quality, price fairness, past experience, overall satisfaction, and revisit intention.

Thus, future research should study factors influencing golfers' satisfaction between private and public golf courses. The differences of relationships between private and public golf courses should be investigated based on customer satisfaction.

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