

Satisfaction of users of aquatic activities: Free swimming vs. guided activities

VICENTE PRADO-GASCÓ¹; FERRAN CALABUIG²; JOSE CRESPO²; JUAN NUÑEZ-POMAR²

¹Social Psychology Department, University of Valencia, SPAIN

²Physical Education Department, University of Valencia, SPAIN

Published online: August 31, 2018

(Accepted for publication July 15, 2018)

DOI:10.7752/jpes.2018.s3211

Abstract:

The relationship among satisfaction, perceived value, and future intentions is a recurring theme in the service literature. Traditional models in sports management have not studied the indirect effect (moderation) of instructors on activities in the aquatic environment or the effect of satisfaction with instructors. For this reason, the objective of this study is twofold: on the one hand, it aims to analyze the moderating effect that aquatic activities with an instructor has on management variables, and on the other hand, it seeks to observe the moderating effect of the satisfaction with this instructor on the rest of the variables. The study sample consisted of 424 users, aged 18 to 84 years, (M=48.57, SD=14.21; 58.3% female (247)), obtained by an intentional sampling among the users of the public aquatic facilities from a town in the Valencian region (Spain), Paterna, during the 2016-2017 season by trained personnel. Data were obtained through a self-compliant instrument composed of an ad hoc question regarding type of activity (“free swimming” or “guided water activities”) and other scales that measure service perception of user. Based on the results obtained, there only seem to be significant differences in perceived value depending on the type of activity (free swimming vs guided aquatic activities). Taking into account the moderating effect of the type of activity, it is only observed in the effect of general user satisfaction on future intentions, with a greater effect in the case of free swimming than in the case of guided aquatic activities. Along the same lines, the results suggest that there is no moderating effect of satisfaction with the instructors on any of the relationships established.

Key words: sports management, moderating effect, aquatic environment, satisfaction, perceived value, future intentions.

Introduction

Currently, within the area of marketing, there is a growing interest among academics regarding knowledge about users' perceptions of service quality and value as predictors of their satisfaction and future intentions (Gil & Gallarza, 2008). There is also increasing interest in studies on sporting events (Bodet & Bernache-Assollant, 2011; Tsitskari, Tsiotras, & Tsiotras, 2006). From the knowledge of the relationships between these constructs, models that offer a better understanding of the attitudes of customers in later encounters with the service can be established.

The interest in identifying the customers' appreciation of the services derives from the importance of this issue in the viability of companies (Martín-Consuegra et al., 2007). As the literature suggests, from the users' perspective, quality of service is the first indicator of the company's performance, followed by perceived value and satisfaction, which affects customers' future intentions.

In this context, the relationship among satisfaction, perceived value, and future intentions is a recurring issue in the service literature in general (Cronin, Brady & Hult, 2000) and in the sports management literature in particular (Kwon, Trail & Anderson, 2005). More recently, interest in this subject has shifted to the study of service quality and user satisfaction in sport facilities (Baena, Gálvez, Sánchez-Oliver, & Bernal, 2016; García-Fernández, Gálvez-Ruiz, Pitts, Vélez-Colon, & Bernal, 2018; Tsitskari, Tsiotras, & Tsiotras, 2006). Such interest arises from the influence of consumer satisfaction on the benefits associated with speaking well about the company, cross buying or customer loyalty (Anderson, Fornell and Lehman, 1994). Satisfaction is a key element in retention strategies and customer loyalty (Cronin et al., 2000), and therefore is of great interest for sport managers and researchers alike.

From this perspective, satisfaction is related to feelings of happiness and surprise in response to the service (Oliver, 1997), which is more emotional and somewhat more holistic than service quality. Customer satisfaction is a pleasurable fulfillment response toward a good, service, benefit, or reward (Oliver, 1997). On the other hand, perceived value is the consumer's overall assessment of the utility of a product on the basis of perceptions of what the consumer receives and the seller provides (Zeithaml, 1988). Finally, future intentions refers to two different aspects: the recommendation of the service, i.e., word of mouth (WOM), and the intention to repeat the use of the service, i.e., customer loyalty (Zeithaml, 1988).

Moreover, according to Martínez and Martínez (2009), customer loyalty in public and nonprofit organizations is desirable for two main reasons: for increased efficacy of marketing instruments (and the consequent gains in efficiency) and for favorable word of mouth (WOM) and corporate image evaluations (politician's returns).

According to the literature, satisfaction has a direct effect on consumer loyalty (Chang, Wang, & Yang, 2009), which involves several dimensions, such as positive WOM, reduced price sensitivity and repurchases (Anderson et al., 1994). In this sense, numerous studies have observed how satisfaction has a direct effect on intention (Cronin & Taylor, 1992; Price & Arnould, 1999; Wangenheim & Bayón, 2007), and some of these studies have been focused specifically on sport management (Calabuig, Burillo, Crespo, Mundina, & Gallardo, 2010; Cronin et al., 2000; García-Fernández et al., 2018; Prado-Gascó, & Calabuig, 2016; Trail, Anderson, & Fink, 2005).

In addition, several studies suggest that perceived value is one of the most relevant determinants of repurchase intentions (Bojanic, 1996; Jayanti & Ghosh, 1996). Research by Calabuig et al. (2010) and Cledes, Brush, and Collins (2011) stands out in the field of sport management and confirms the relationship between perceived value and future intentions.

According to the literature, perceived value (Calabuig et al., 2010; Cledes, Brush, & Collins, 2011) appears to be one of the main antecedents of user loyalty, as well as user satisfaction (Calabuig, Núñez-Pomar, Prado-Gascó & Añó, 2014; Cronin et al., 2000; Hightower, Brady, & Baker, 2002). Similarly, user satisfaction has been observed as the other major predictor of such loyalty (Calabuig et al., 2014; Zeithaml, 1988).

Figure 1 shows the model of causal relationships suggested by the specialized literature, which will be considered in this research.

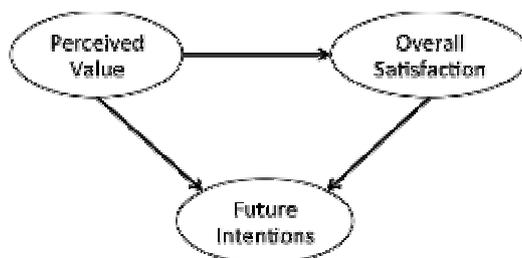


Fig. 1. Causal relationships of value-satisfaction-intention chain

Another construct that seems to have an impact on user satisfaction and that in turn could also have an impact on the relationships established between these variables refers to whether or not the activities are directed (Baena et al., 2016). In general, the literature suggests that satisfaction is usually higher in those situations where there is a person to support and direct the activity, that is, an instructor (Nuviala, Grao, Pérez-Turpin, & Nuviala, 2012). However, a key aspect of this influence seems to be the assessment of this instructors. Traditional models in sports management have not studied the indirect effect (moderation) of instructors on activities in the aquatic environment or the effect of satisfaction with instructors. For this reason, the study presented here will be meaningful.

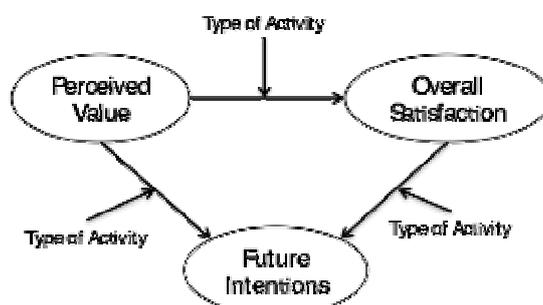


Fig. 2. Moderating effect of type of activity on causal relationships of service quality

The objective of this study is twofold: on the one hand, it aims to analyze the moderating effect that the instructors of aquatic activities has on management variables (Figure 2), and on the other hand, it seeks to observe the moderating effect of the satisfaction with the instructors on the rest of the variables (Figure 3).

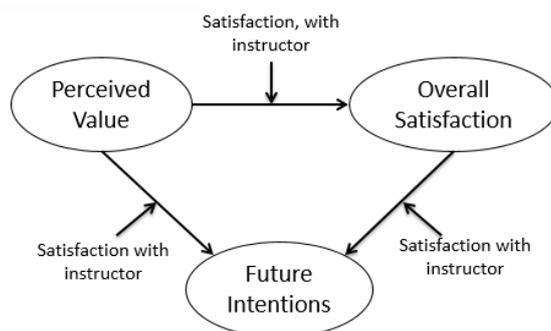


Fig. 3. Moderating effect of satisfaction with the instructors on causal relationships of service quality

Material & methods

Participants

The sample consisted of 424 users, aged 18 to 84 years, ($M=48.57$, $DT=14.21$; 58.3% female (247)). Most of them have secondary (38.8%) or university studies (29.8%), 25.5% have primary education, and 5.9% have no studies. For the type of water activity, 51.65% (219) do free swimming and 48.35% (205) do water activities with a monitor.

Procedure

To obtain the sample, an intentional sampling was carried out among the users of the public aquatic facilities from a town in the Valencian region (Spain), Paterna, during the 2016-2017 season by trained personnel.

Instruments

A self-compliant instrument composed of the following scales was used to obtain the information: Perceived value (PV): Sweeney and Soutar (2001) scale provides the tool to assess the perceived price value. This scale uses a four-item, seven-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7). Previous studies reveal that the scale shows adequate psychometric properties (Sweeney & Soutar, 2001), which is also the case in the current study ($\alpha=.95$).

Future intentions (FI) (Zeithaml, Berry, & Parasuraman, 1996): Measurement of the future intentions of sport consumers relies on a four-item, seven-point Likert-type scale ranging from strongly disagree (1) to strongly agree (7). The scale has shown adequate properties in previous studies, (Zeithaml et al., 1996) something that has also been proven in this study ($\alpha=.90$).

Overall user satisfaction (OS): Calabuig et al., (2014). Assesses user satisfaction with two questions ranging from strongly disagree (1) to strongly agree (7). It has been shown to have adequate properties in previous studies (Calabuig et al., 2014) and in this study ($\alpha=.65$).

Satisfaction with the instructor (SM): Calabuig et al., (2014). Scale composed of five items that evaluates the satisfaction with the instructor of the guided activities. The scale has shown adequate psychometric properties in previous studies (Calabuig et al., 2014), which is also the case in the current study ($\alpha=.85$).

Type of activity (TA): Ad hoc question on the type of majority activity with two response options: "Free swimming (FB)" or "Guided water activities (MWA)."

Statistical analysis

The effect of type of activity on the variables under study was analyzed by means of a T-test, analysis of correlations according to type of activity and the type of activity moderator analysis on the service quality model using 3 different models: perceived value effect on overall satisfaction, perceived value effect on future intentions and overall satisfaction effect on future intentions. Then, the moderator effect of satisfaction with instructor on the same service quality model was analyzed using the 3 different models. These analyses were conducted using the PROCESS (Hayes, 2013) macro for SPSS v.23, designed for testing the moderation by directly assessing the significance of the indirect effect of the independent variable on the dependent variable through a moderator: type of activity (M) in the first case and satisfaction with instructor (M) in the second one. The moderation effect (with $n=5,000$ bootstrap resamples) is demonstrated when the bias-corrected confidence interval (95%) of the indirect effect does not include zero (Hayes, 2013).

Results

Descriptives and mean differences according to type of activity

To analyze the impact of instructors, first, the main descriptors and mean differences (T tests) for the variables studied were analyzed according to type of activity (free swimming vs. guided aquatic activities). Table 1 shows these results.

Table 1. Main descriptors (M, SD) and mean differences by type of activity.

	Total (n=424)	Free swimming (n=219)	Guided aquatic activities (n=205)	t
OS	5.38 (.92)	5.81 (.92)	5.78 (.96)	.43
PV	5.12 (1.28)	5.25 (1.22)	4.99 (1.33)	2.15**
FI	5.95 (1.00)	5.91 (1.08)	5.98 (.91)	-.71

P<0.05; *P<0.01 Note: OS, overall satisfaction; PV, perceived value; FI, future intentions.

Based on the results obtained, there only seem to be significant differences in perceived value depending on the type of activity ($t=2.15$, $p=.03$, free swimming: $M=5.25$, $SD=1.22$; guided aquatic activities: $M=4.99$; $SD=1.33$).

Correlation analysis

We then proceeded to observe the differences in the correlations. First, the correlations between the variables under study in the sample as a whole were analyzed. Then, the differences in the correlations according to the type of activity were observed.

The correlations considering the sample as a whole are presented in Table 2, while, the correlations are presented for those who participate in free swimming, and for those who carry out guided aquatic activities in Table 3 and Table 4, respectively.

Table 2: Correlation total sample

		1	2	3
1.	Perceived Value	1		
2.	Overall Satisfaction	.36**	1	
3.	Future Intentions	.37**	.65**	1

**P<0.01

Table 3: Correlations according to free swimming

		1	2	3
4.	Perceived Value	1		
5.	Overall Satisfaction	.39**	1	
6.	Future Intentions	.41**	.67**	1

**P<0.01

Table 4: Correlations according to guided aquatic activities

		1	2	3
7.	Perceived Value	1		
8.	Overall Satisfaction	.34**	1	
9.	Future Intentions	.34**	.64**	1

**P<0.01

Based on the results obtained, significant ($p<.01$) positive correlations are observed and are moderately high among all the variables under study, with the exception of future intentions and perceived value, which present moderate correlations. On the other hand, considering differences according to type of activity, the results are similar, although slightly higher correlations seem to be observed in the case of free swimming than in the case of guided aquatic activities.

Type of activity Moderator Effect (PROCESS)

Then, the moderating effect of the type of activity on the variables under study was analyzed using the PROCESS macro. Table 5 shows results of the conditional process analysis.

Table 5: Moderating effect of the type of activity on the variables under study.

Direct effects							
	Effect	SE	t	p		R ²	F (p)
PV -> IF	.49	.11	4.29	.00		.15	24.30 (.00)
PV -> OS	.33	.11	3.10	.00		.13	21.53 (.00)
OS -> IF	.97	.13	7.77	.00		.43	106.56 (.00)
Moderating effect of the type of activity							
	Effect	Boot SE	t	P	95%CI	ΔR ²	F
PV -> IF	-.13	.07	-1.79	.08	-.27 .01	.01	3.20 (.08)
PV -> OS	-.04	.07	-.64	.52	-.17 .09	.00	.41 (.52)
OS -> IF	-.18	.08	-2.31	.02	-.34 -.03	.01	5.33 (.02)

Note: PV, perceived value; OS, overall satisfaction; FI, future intentions.

As reported in Table 5, perceived value (PV) seems to explain 15% ($R^2=.15$, $p=.00$) of future intentions, while perceived value (PV) predicts 13% ($R^2=.13$, $p=.00$) of overall satisfaction (OS). Finally, overall satisfaction (OS) seems to be the best predictor of future intentions (FI) ($R^2=.43$, $p=.00$). On the other hand, taking into account the moderating effect of the type of activity, it is only observed in the effect of general user satisfaction on future intentions (OS > IF) since they do not contain 0 (Hayes, 2013). The indirect effects on the relationship of perceived value with future intentions (PV > IF) and on the relationship of perceived value with overall satisfaction (PV > OS) contain 0, so the indirect effect cannot be proved (Hayes, 2013).

Considering that the only relationship where a moderating effect of the type of activity could be observed (Table 5) was the effect of general user satisfaction on future intentions (OS > IF), a greater effect was observed in the case of free swimming (effect=.79, $se=.06$, $t=14.09$) than in the case of guided water activities (effect=.61, $se=.06$, $t=10.97$).

Satisfaction with instructor Moderator Effect (PROCESS)

Finally, with the aim of studying in depth the effect of the instructor on user satisfaction, the moderating effect of satisfaction with the instructor on the perception of quality of service by users who practiced guided water activities was analyzed using the PROCESS macro (Table 6).

Table 6: Moderating effect of satisfaction with instructor on the variables under study.

Direct effects							
	Effect	SE	t	p		R ²	F (p)
PV -> IF	.65	.30	2.17	.03		.42	48.02 (.00)
PV -> OS	.25	.34	.73	.47		.31	29.53 (.00)
OS -> IF	.73	.22	3.37	.00		.52	73.08 (.00)
Moderating effect of satisfaction with instructor							
	Effect	Boot SE	t	p	95%CI	ΔR ²	F
PV -> IF	-.08	.05	-1.73	.09	-.17 .01	.01	2.99 (.09)
PV -> OS	-.01	.05	-.26	.80	-.12 .09	.00	.07 (.80)
OS -> IF	-.05	.03	-1.47	.14	-.11 .02	.01	2.16 (.14)

Note: PV, perceived value; OS, overall satisfaction; FI, future intentions.

According to the results in Table 6, perceived value (PV) seems to explain 42% ($R^2=.42$, $p=.00$) of future intentions, while perceived value (PV) predicts 31% ($R^2=.31$, $p=.00$) of overall satisfaction (OS). Finally, overall satisfaction (OS) seems to be the best predictor of future intentions (FI) ($R^2=.52$, $p=.00$). On the other hand, taking into account the moderating effect of the type of activity, the results suggest that there is no moderating effect of satisfaction with the instructor on any of the relationships established. The indirect effects of satisfaction with instructors on the effect of general user satisfaction on future intentions (OS > IF), on the relationship of perceived value with Future Intentions (PV > IF) or on the relationship of perceived value with overall satisfaction (PV > OS) contain 0, so the indirect effect cannot be proved (Hayes, 2013).

Discussion

As already stated at the beginning of the paper, customer satisfaction is a recurring issue in the marketing literature (Gil & Gallarza, 2008), even within the sport services literature (Bodet & Bernache-Assollant, 2011; García-Fernández et al., 2018; García-Pascual, Silla, Mundina, & Escamilla, 2016; Tsitskari, Tsiotras, & Tsiotras, 2006) largely due to the implications of these variables for sports management and the viability of the company as a whole (Anderson, Fornell, & Lehman, 1994; Martín-Consuegra et al., 2007). The relationship among satisfaction, perceived value, and future intentions is a recurring theme and has been extensively tested (Cronin, Brady, & Hult, 2000; Kwon, Trail & Anderson, 2005; Tsitskari, Tsiotras, & Tsiotras, 2006). According to the literature, perceived value (Calabuig et al., 2010; Clemes, Brush, & Collins, 2011) appears to be one of the main antecedents of user loyalty, as well as user satisfaction (Calabuig, 2014; Cronin et al., 2000; Hightower, Brady and Baker, 2002). Similarly, user satisfaction has been observed as the other major predictor of such loyalty (Anderson et al., 1994; Calabuig et al., 2014; Zeithaml, 1988).

Another construct that can impact those variables is whether or not the activities are guided by an instructor. Some studies suggest that this effect can be influenced by the satisfaction with the instructors (Baena et al., 2016). However, such literature is scarce, especially in the context of aquatic activities.

In the case of a classic scale for evaluating service quality such as SERVQUAL, four of its five dimensions involve relational aspects of the employee-customer interaction (reliability, responsiveness, empathy and security), while only one of them has to do with tangible aspects (Parasuraman, Zeithaml & Berry, 1985); this emphasis, although nuanced in subsequent studies, highlights the outstanding role of employees in the provision of service and in the subsequent perception of customers. The emotional aspects of employee service delivery are a fundamental contribution to the positive or negative perception of their customers, and numerous studies have focused on this aspect (Dubé & Menon, 1998; Gwinner, Gremler & Bitner, 1998; Price, Arnould & Tierney, 1995; Zapf, Vogt, Seifert, Mertini & Isic, 1999).

However, there is also a common idea that each type of service may have its own peculiarities in terms of the importance or specific weight that relational aspects or personal interaction may have in relation to tangible aspects with regard to shaping the perception of customers of the excellence or nonexcellence of the service received. Sports services have been one of the cases in which literature has tried to study whether their contribution is particularly significant (see, for example, Mañas, Rodríguez, Giménez, Muyor, Martínez-Tur & Moliner, 2008). Their work concludes that the weight of the tangible aspects in sports facilities is significant and that it is the sports spaces that most help predict the final satisfaction of the client, not appreciating significant differences between men and women but rather differences due to age (the younger the age, the more satisfaction).

This conclusion is especially relevant in the design of our study, given that the users of a heated swimming pool use the pool enclosure as the main sports area and can do two clearly differentiated types of activity in the same sports area: free swimming, where interaction with the technical staff is practically nonexistent, or participation in training or improvement courses, where the management of the session by the technical staff generates high employee-customer interaction. As an important aspect, the comparison between the situations of high customer-employee interaction and noninteraction is carried out with the use of the same sports space, the swimming pool, thereby eliminating any bias derived from the comparison of two different tangible elements.

Traditional models in sports management have not studied the indirect effect (moderation) of guided activities in the aquatic environment or the effect of satisfaction with instructors. For this reason, the objective of this study was twofold: on the one hand, to analyze the moderating effect that the instructors of aquatic activities have on management variables, and on the other hand, to observe the moderating effect of the satisfaction with the instructors.

To achieve those objectives, the effect of the type of activity on the variables under study was analyzed by means of a T-test, analysis of correlations according to type of activity and the type of activity moderator analysis on the service quality model using 3 different models: perceived value effect on overall satisfaction, perceived value effect on future intentions and overall satisfaction effect on future intentions. Then, the moderator effect of satisfaction with instructor on the same service quality model was analyzed using the 3 different models.

Based on the results obtained, in the T-test, there only seem to be significant differences in perceived value depending on the type of activity ($t=2.15$, $p=.03$, free swimming: $M=5.25$, $SD=1.22$; guided aquatic activities: $M=4.99$; $SD=1.33$).

On the other hand, considering the correlation analysis, significant ($p<.01$) positive correlations are observed and are moderately high among all the variables under study, with the exception of future intentions and perceived value, which present moderate correlations. Regarding differences according to type of activity, the results are similar, although slightly higher correlations seem to be observed in the case of free swimming than in the case of guided aquatic activities.

Then, the moderating effect of type of activity on the variables under study was analyzed using the PROCESS macro. It is only observed in the effect of general user satisfaction on future intentions ($OS > IF$) since they do not contain 0 (Hayes, 2013). It has been observed as a greater effect in the case of free swimming (effect=.79, $se=.06$, $t=14.09$) than in the case of guided water activities (effect=.61, $se=.06$, $t=10.97$).

Finally, with the aim of studying in depth the effect of instructor on user satisfaction, the moderating effect of instructor satisfaction on the perception of quality of service by users who practiced guided water activities was analyzed, but no moderating effect on any of the relationships among the management variables was observed since all of them contain 0 (Hayes, 2013).

Given the novelty of the object of study of this study, there does not seem to be any literature that analyses the moderating effect of the management of the activities or of the satisfaction with the same in the aquatic environment, and as a result, it has not been possible to relate these results with specialized literature.

The results obtained may have been influenced by the type of center considered or by the nature of the activity itself, so future research should compare types of instructors by including the use of ICTs while considering the same users.

Despite the interest in the study, it is not without its limitations, among which are the type of sampling used, the place where the sample was taken, the lack of consideration for different types of direction, the consideration of only aquatic activities and the fact that the same subjects have not gone through the different activity modalities, which would allow us to control the internal variance due to the particularities of each subject. Future research will explore these limitations further.

Although the sample consists of users of public sport facilities from a town in the Valencian region (Spain), demanding caution from researchers' inferences, this study reports some interesting findings that should help sport managers.

Conclusions

In general, the sport management field must place greater emphasis on research into the influence of experiential marketing variables on the decision process of sport users. In particular, the field of participatory sport activities has been little studied, especially in the field of aquatic activities.

On the other hand, it also highlights the prominent role already mentioned in previous works in the literature of the tangible elements of the facility, especially those core elements, such as the case of sports spaces. The results give them a leading role in building customer perception in terms of satisfaction, perceived value and future intentions.

Finally, the main conclusion refers to the mediation role of the type of activity (with or without instructor) on the relationship between satisfaction and future intentions.

Conflicts of interest - The authors have no conflict of interest.

References:

- Anderson, E. W., Fornell, C., & Lehmann, D. R. (1994). Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing*, 58(3), 53–66.
- Baena-Arroyo, M. J., Gálvez-Ruiz, P., Sánchez-Oliver, A. J., & Bernal-García, A. (2016). La relación entre la experiencia de servicio, el valor percibido y las intenciones de comportamiento en clientes de actividades dirigidas. *Revista de Psicología Del Deporte*, 25(3), 89–92.
- Bodet, G., & Bernache-Assollant, I. (2011). Consumer loyalty in sport spectatorship services: the relationships with consumer satisfaction and team identification. *Psychology & Marketing*, 28(8), 781-802.
- Bojanic, D. C. (1996). Consumer perceptions of price, value and satisfaction in the hotel industry: An exploratory study. *Journal of Hospitality and Leisure Marketing*, 4(1), 5–22.
- Calabuig, F., Burillo, P., Crespo, J., Mundina, J., & Gallardo, L. (2010). Satisfaction, quality and perceived value in spectators of athletics. *Revista Internacional de Medicina y Ciencias de la Actividad Física y el Deporte*, 10(40), 577–593. [In Spanish].
- Calabuig, F., Núñez-Pomar, J., Prado-Gascó, V., & Añó, V. (2014). Effect of price increases on future intentions of sport consumers. *Journal of Business Research*.
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing. Moderating effect of perceived value. *Total Quality Management*, 20(4), 423–443.
- Clemes, M. D., Brush, G. J., & Collins M. J. (2011). Analysing the professional sport experience: A hierarchical approach. *Sport Management Review*, 14 (4), 370–388.
- Crompton, J. L. (2011). Using external reference price to reduce resistance to leisure service pricing increases. *Managing Leisure*, 16(3), 207–215.
- Cronin, J. J. Jr., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76 (2), 193–218.
- Dubé, L., & Menon, K. (1998). Why would certain types of in-process negative emotions increase post-purchase consumer satisfaction with services? *Advances in service marketing and management*, 7, 131-158.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6–21.
- Fornell, C., Michael, D., Johnson, E. W., Anderson, J., & Barbara, E. (1996). The American customer satisfaction index: Nature, purpose, and findings. *Journal of Marketing*, 60(4), 7–18.

- García-Fernández, J., Gálvez-Ruiz, P., Pitts, B. G., Vélez-Colon, L., & Bernal-García, A. (2018). Consumer behaviour and sport services: an examination of fitness centre loyalty. *International Journal of Sport Management and Marketing*, 18(1–2), 8–23.
- García-Pascual, F., Silla, A., Mundina, J., & Escamilla, P. (2016). The effect of management variables on subjective well-being of sports center users. *Journal of Sports Economics & Management*, 6(2), 99–111.
- Gil, I., & Gallarza, M. (2008). Investigating perceived value from a marketing view point. *Innovar*, 18(31), 9-18.
- Gwinner, K., Gremler, D. D., y Bitner, M. J. (1998). Relational benefits in services industries: The customer's perspective. *Journal of the Academy of Marketing Science*, 26, 101-114.
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. Guilford Press.
- Hightower, R., Brady, M. K., & Baker, T. L. (2002). Investigating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events. *Journal of Business Research*, 55, 697–707.
- Homburg, C., Koschate, N., & Totzek, D. (2010). How price increases affect future purchases: The role of mental budgeting, income, and framing. *Psychology & Marketing*, 27(1), 36–53.
- Jayanti, R. K., & Ghosh, A. K. (1996). Service value determination: An integrative perspective. *Journal of Hospitality and Leisure Marketing*, 34(4), 5–25.
- Kwon, H. H., Trail, G. T., & Anderson, D. (2005). Are points of attachment necessary in predicting cognitive, affective, conative, or behavioral loyalty? A case analysis. *Sport Management Review*, 8 (3), 255–270.
- Kyle, G. T., Kerstetter, D. L., & Guadagnolo, F. B. (2003). Manipulating consumer price expectations for a 10K road race. *Journal of Sport Management*, 17(2), 142–155.
- Mañas Rodríguez, M. A., Giménez Guerrero, G., Muyor Rodríguez, J. M., Martínez Tur, V. & Moliner Cantos, C. P. (2008). Los tangibles como predictores de la satisfacción del usuario en servicios deportivos. *Psicothema*, 20(2), 243-248.
- Martín-Consuegra, D., Molina, A., & Esteban, A. (2007). An integrated model of price, satisfaction and loyalty: An empirical analysis in the service sector. *Journal of Product & Brand Management*, 16(7), 459–468.
- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the customer*. New York, NY: McGraw-Hill Companies Inc.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49, 4-41.
- Prado-Gascó, V. J., & Calabuig, F. (2016). Measuring service quality of sporting events: Lineal models vs QCA. *Journal of Sports Economics & Management*, 6(3), 126–136.
- Price, L. L., & Arnould, E. J. (1999). Commercial friendships: Service provider–client relationships in context. *Journal of Marketing*, 63(4), 38–56.
- Price, L. L., Arnould, E. J., & Tierney, P. (1995). Going to extremes: Managing service encounters and assessing provider performance. *Journal of Marketing*, 59, 83-97.
- Sweeney, J.C. & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77 (1), 203–220.
- Trail, G. T., Anderson, D. F., & Fink, J. S. (2005). Consumer satisfaction and identity theory: A model of sport spectator conative loyalty. *Sport Marketing Quarterly*, 14(2), 98–112.
- Tsitskari, E., Tsiotras, D., & Tsiotras, G. (2006). Measuring service quality in sport services. *Total Quality Management & Business Excellence*, 17(5), 623–631.
- Vaidyanathan, R., & Aggarwal, P. (2003). Who is the fairest of them all? An attributional approach to price fairness perceptions. *Journal of Business Research*, 56(6), 453–463.
- Wangenheim, F., & Bayón, T. (2007). The chain from customer satisfaction via word-of-mouth referrals to new customer acquisition. *Academy of Marketing Science Journal*, 35(2), 233–249.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of Marketing*, 68, 1–15.
- Zapf, D., Vogt, C., Seifert, C., Mertini, H., & Isic, A. (1999). Emotion work as a source of stress: The concept and development of an instrument. *European Journal of Work and Organizational Psychology*, 8, 371-400.
- Zeithaml, V. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*, 52, 2–22.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60, 31–46.