

ANALYSIS OF EVENT QUALITY, SATISFACTION AND BEHAVIOURAL INTENTIONS OF ATTENDEES OF CALABAR FESTIVAL, NIGERIA

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Abstract

The study examines the underlying structure of perceived event quality and relationships between satisfaction and behavioural intentions of festival attendees. Secondly, the study is concerned as to whether the result outcome of this study from Nigeria corroborates the existing knowledge in the field of festival quality conducted in a few destinations cited in the study. The Calabar Festival 2012 was used for this study. Data was collected from a sample of 470 attendees drawn from twenty festival events/activities using a modified FESTPERF instrument comprised of twenty nine items. Three event quality dimensions (quality event employees, quality event environment and event product quality) were examined. Results show that significant relationships exist between perceived event quality and satisfaction and between satisfaction and behavioural intentions. No significant relationship was found between perceived event quality and behavioural intentions. It was concluded that the underlying results of analysis are similar to some extent to results of analyses of the three constructs in some cited cases. It was also recommended that improvement on event environment and employees was necessary to move upward the satisfaction level and invariably elicit the desired positive behaviour from current and prospective attendees of Calabar Festival.

Key Word: Special Event Festival, Perceived Event Quality, Satisfaction, Behavioural Intention, Event Performance, FESTPERF

Introduction

The recognition of special event tourism as socio-economic drivers of tourism destinations has propelled the emergence of increase in the number of touristic festivals and events being held in recent times in Nigeria. Destination organizations and organizers are transforming what hitherto used to be purely cultural ceremonies of some communities into cultural tourism products. There are a few studies on special event tourism and festival in Nigeria. These include: Leboku New Yam Festival in Cross River State (Esu, 2013); economic impact of Carnival Calabar (Esu, Arrey, Basil & Eyo, 2011); community awareness and perception of the Obudu Mountain Race (Esu & Arrey, 2011); socio-economic impact of festivals in community development in Calabar (Uwaiye, Ojong & Austin, 2012), etc. There is no known study that has attempted to investigate the acclaimed relationships between festival quality and festival attendees' satisfaction and attendees' behavioural intentions in Nigeria. There is also no properly articulated event strategy document for the promotion of event and festival tourism at both the state and national level which is anchored on research outcomes. This study intends to carry out an investigation of the effect of event quality on attendee's satisfaction and behavioural intentions of a hallmark festival in Nigeria-The Calabar Festival. It is important to ascertain whether the results of this study corroborate the existing knowledge of the constructs in the comity of event management practitioners, academics and researchers and if not attempt the why question.

This study is guided by the following research hypotheses:

- *H1: There is no significant relationship between event quality of Calabar Festival and attendees' satisfaction.*
- *H2: Event quality of Calabar Festival does not significantly influence attendees' behavioural intentions.*
- *H3: There is no significant relationship between attendees' satisfaction with Calabar Festival and attendees' behavioural intentions.*

Literature Review

Effect of festival quality on attendees' satisfaction

Crompton & Love (1995) and Baker & Crompton (2000) investigated the claim that Crompton & Love (1995) and Baker & Crompton (2000) conceptualized perception measure of performance with five domains to represent quality of performance (generic features, specific entertainments, information sources and comfort amenities). The study showed that performance quality has significant direct effect on satisfaction. All four indicators predicted attendees' satisfaction. Yoshida & James (2010) found that games atmosphere strongly predicted games satisfaction. Similarly, stadium employees, stadium facility and access were the major predictors of service satisfaction.

Tkacznski and Strokes (2005) confirmed the claim that festival quality as independent variable predicts satisfaction. Specially, professionalism and environment were found to predict satisfaction. Core service did not predict satisfaction. O'Neil, Getz and Carsen (1999) identified physical appearance (tangible and timeliness (reliability) as determinant of service quality in some festivals. Kim, Severt and Welden (2010) empirically identified relationship of visitor satisfaction with service quality dimensions and future intentions by analyzing secondary data from the Charlottee Regional visitor Authority. Bruwer (2013) found that festival entertainment features were stronger predictor of behavioural intentions than general festival features and specific event and comfort amenities. Anil (nd) found that out of the three dimensions that significantly influence satisfaction, food dimension was the most important factor for satisfaction. Souvenir, staff and informational adequacy did not affect visitors' satisfaction.

Effect of festival quality on attendees' behavioural intentions

All the studies that look at the relationship between service qualities and repurchase intentions are Baker and Crompton (2000), Thrane (2002), Lee, Petrick & Crompton (2007), Yuan & Jang (2008), and Thamnopoulos, Tzetzis & Laios (nd) reported a non significant direct relationship between perceived quality and behavioural intentions.

Effect of attendees' satisfaction on behavioural intentions

Baker and Crompton (2000), Thrane (2002), Baron and Kenny's (1986), Yuan & Jang (2008), Um, Chon & Ro (2001), Valle, Silva, Mendes & Guerreiro (2006) all reported a significant direct relationship between satisfaction and behavioural intentions. Thamnopoulos et al (nd) found that service quality dimensions predicted a significant proportion of the variance of repurchase intentions.

Research Methodology

A Brief Description of the Study Area: The Calabar Festival

The Calabar Festival is a thirty two day Festival. The Festival has gone through series of metamorphosis over the years. The Calabar Festival is an extension, modification and modernization of what used to be known as Christmas Cultural Display in Calabar. Before 2003, 11/11 (now known as Millennium Park) was the melting point of cultural and masquerade display in Calabar Town and the entertainment hub of the city. Cultural parades were held on the 26th December of each year. It was popularly known by the 'Calabarians' as Christmas Celebration. The present festival concept started in 2004 with the name Christmas Festival. The festival holds from the thirty first of November to first January of the succeeding year. The festival is usually heralded with the lighting of the Christmas tree at the millennium park on the night of 31st November and the fireworks at the same venue on the night of 31st January to mark the end of the festival. It was rebranded 'Calabar Festival in 2010. This was to give it a brand name that appeals to different travel and leisure markets in view of its content. The Festival has grown to become a hallmark event of 32 days. Two pricing regimes were used for events that took place at U. J. Esuene stadium; the VIPs paid for admission ticket and usually occupied the cover seats, while the less privilege people were allowed free access but sat at the open pavilion of the stadium. The

sporting events and those held at the Millennium Park were free to watch for every spectator. The Calabar Festival has achieved a high level of awareness and reputation that its image and that of the State have become inseparable.

Population and Sample Size

The attendees at the 2012 Calabar festival events were used for this study. A total of 425,485 people attended events during the festival (CRSTB, 2012). A total of 59 events were scheduled in the festival event programme. Out of this number, data was randomly collected from 20 events. The random selection was done after excluding 3 Carnival Calabar events (cultural carnival, children carnival and adult carnival) because they were street parties. The category of events from which data were collected include: musical (rock, jazz, reggae, hipup), drama show, beauty pageantry, Christian religious activities (carol night, praise night, choir competition), sports (golf and basket ball), poetry, and concert. Systematic sampling design was used to draw a sample of 470 respondents which represents 10% of the population of attendees at the festival total population. Average of twenty respondents was drawn from each event.

The sample composition shows that 73% of the respondents fell between the age brackets of 21-30 and 31-40 respectively. 45% of respondents were students and civil/public servants. 61% of respondents have first degrees and above. This shows that the population of attendees comprised of educated young adults. There were more males (65%) than females (35%) in the sample.

Instrument and Data Collection

The instrument used in this study drew its content from the models used by Crompton and Love (1995), Baker and Crompton (2000), Yoshida and James (2010) and most importantly from Tkacznski and Stroke (2005). The conceptual model has three constructs: event quality, attendees' satisfaction and behavioural intentions. In all a modified FESTPERF instrument comprised of 29 items and four demographics was used for this study.

The instrument was divided into three components. The first part had 26 items that measured the three event quality dimensions (quality of event employees, quality of event environment and event product quality). The item in each of the three constructs drew heavily from the work of Yoshida and James (2010) and Tkacznski and Strokes (2005). Quality of event employee had nine (9) items which include items in the original SERVQUAL (reliability, empathy, confidence and assurance). The quality of event environment dimension was measured with twelve (12) items which addressed the atmospherics of the event venues at the different locations where activities were held (items here included cleanliness, security, refreshment, accessibility, toilets, ticketing point, seats, etc.). Product quality had five (5) items which addressed the real entertainment attributes (such as the artistic performance, the artistic spirit, stage equipment, etc.). Attendees evaluation of the event perceived quality for all three event quality dimensions were measured using a five point Likert scale where 1= strongly disagree and 5=strongly agree.

The second part of the questionnaire measured attendees' overall satisfaction with one item. Valle et al (2006) cited Fornell (1992), Speng & Mackoy (1996), Bigne et al (2001) that customer satisfaction can be estimated with a single item which measures customers' overall satisfaction. The construct was also measured on a five point Likert Scale with 1= very dissatisfied and 5= Very satisfied.

The third part of the instrument measures behavioural intention construct. Behavioural intentions had two items (repeat visit and willingness to recommend). This is adopted from previous studies of Cronin and Taylor (1992), Homburg and Giering (2001), Oppermann, 2000, Chen & Gursory, (2001) who measured behavioural intentions by using two indicators (repeat visit and recommend event to

prospective attendees). The two items factors were measure also on a five point Likert Scale (1= strongly disagree and 5=strongly agree).

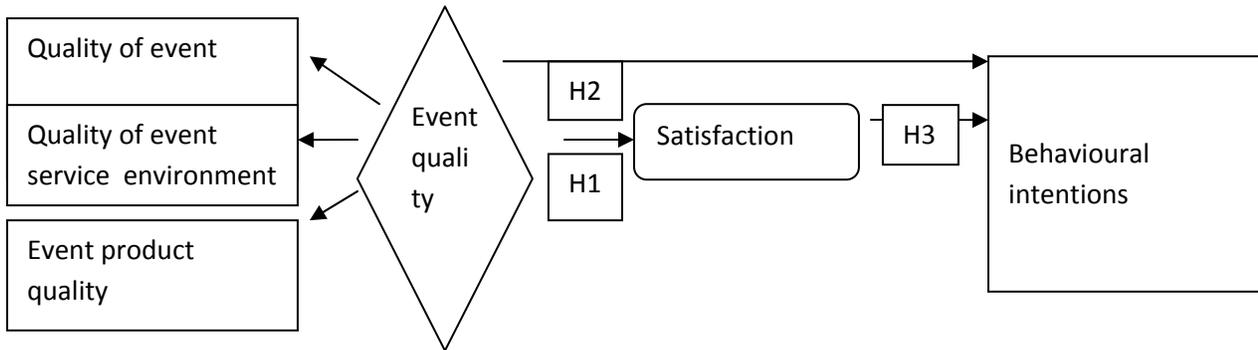


Figure 1: Conceptual Model of Attendee’s Quality Perception, Satisfaction and Behavioral Intentions

Data Collection Methods

The data used in this study was collected the Department of Research in the Cross River State Tourism Bureau under the supervision of the author. The field enumerators were students of the Faculty of Management Sciences, Univerisity of Calabar. On-site attendees aged 18 years and above in specific events in the event venues were served with well structured self administered questionnaire. Data was collected from 20 different events that took place on different days, date, time and venues. Visitors attending event in situ were approach. A copy of the questionnaire was given to every fifth attendee either seating or standing. Enumerators drop off questionnaire with attendees and collected the completed copy on or before the end of the event. Where there is a refusal, the next fifth person was approached and given the instrument to respond. A total of 500 copies of questionnaire were administered. Out of this number, 470 completed copies of the questionnaire were returned and out of this number 464 properly filled copies were used for analysis.

Data Analysis

The SPSS 16.0 statistical software was used to capture the data and subsequent analysis. The Principal Component Analysis (PCA) was performed with Varimax Rotation as there was an assumed independence of underlying factors. Factor analysis was done to determine the measure of sample adequacy using Kaiser-Meyer-Olkin test (KMO) which measures whether the data was appropriate for factor analysis. The appropriateness of data means that KMO value must not be less than 0.5 (Field, 2005). Correlation matrix was used as a preliminary means of assessing the presence of multicollinearity. Value of inter-item correlation must not be very large ($r = 0.8$ to 0.9). Retention of items in each underlying construct of event quality (quality of event employees, quality of event environment and product quality) was based on factor loading of 0.3 and above. Secondly the item must have individual alpha (α) of not less than 0.5. A construct must also have a composite alpha reliability of 0.50 and above for it to be used as a dimension of the construct (Field, 2005). All these tests were intended to ensure that items measuring the conceptualized construct and dimensions have internal consistency and that the quality of model measurement meets acceptable statistical levels.

Multiple regression model was used to test for the statistical relationship between event quality dimensions, attendees’ satisfaction and behavioural intentions (Thamnopoulos et al, (nd) and Tkaczynski & Strokes, 2005). Baron and Kenny formular was used to measure the mediating effect of

satisfaction on behavioural intentions as Tkaczynski & Strokes (2005). The conceptual framework is shown in figure 1.

Results of Findings

Mean Rating of Items in the Model

Mean rating of the 29 items used in the study were descriptively analysed. This signifies the level of spectators' cognitive assessment of the items in each construct. The first dimension of event quality (quality of event employees) has nine (9) items, namely: service provided on time, give prompt service, dependable service, and show genuine interest, not too busy, confidence in employees, courteous employees, good treatment of tourists and convenient hours. All the items scored above average. The scores ranged from 3.30 to 3.74 on five point Likert scale. The lowest score was produced by the item, 'organizers not too busy', while the highest score was produced by the item, 'event took place at convenient hours'. The second event quality dimension (quality of event environment) had twelve (12) items: cleanliness, security, adequate seats, comfortable seats, good ambience, adequate refreshment, availability of first aid and medical materials and personnel, adequate restrooms and facilities for disable spectators. The items scores ranged from 2.50 to 3.51 on a five point Likert scale. The lowest score was produced by the items, 'good location of ticketing booth and adequate refreshment', while the highest score was produced by 'cleanliness'. The third event quality dimension (product quality) had five (5) items: performers were well equipped, stage equipment are functional, good artistic performance, programme well organized by master of ceremony and performers entertained well. The item scores ranged from 3.61 to 3.90 on a five point Likert scale. The lowest scored was produced by the item, 'performers were well equipped' and the highest by 'good artistic performance'.

Attendees' overall satisfaction was a single item construct. The mean satisfaction score was 3.11. Behavioural intentions comprised of two (2) items: repeat visit and recommend event to others. The two items were scored 3.68 and 3.62 respectively. All items in the model were rated average and above performance. Descriptively items under event product quality had the highest grand mean, while items under quality of event environment had the lowest grand mean (event product quality had a grand mean of 3.76; behavioural intentions had a grand mean of 3.65, event quality employees had a grand mean of 3.43 and quality of event environment had a grand mean of 2.95). See table 1.

Factor Analysis

Principal Component analysis was done to determine the underlying dimensions of event quality, satisfaction and behavioural intentions. The KMO measure of sample adequacy for the three dimensions of event quality were greater than the benchmark of 0.5- quality of event employees (0.687); quality of event environment (0.748) and event product quality (0.584). The values of Bartlett's test of sphericity of the three event quality dimensions were significant: quality of event employees ($\chi^2 = 0.0102$, $df=36$, $p < 0.001$); quality of service environment ($\chi^2=863.304$, $df=66$, $p < 0.001$); product quality ($\chi^2 = 225.755$, $df = 15$, $p < 0.001$). On the basis of this, the variables were therefore deemed suitable for factor analysis. Cronbach's alpha test of the modified FESTPERF instrument showed that quality of event employees was 0.662, quality of event environment was 0.725, event product quality was 0.368 and behavioural intentions was 0.836. All the nine (9) items under event employees were retained following principal factor rotation with factor loading between 0.479 and 0.886. Under event environment principal factor rotation retained all the twelve (12) items with factor loading between 0.406 and 0.896. It was also noted that about 54.16% of the total variance was explained in the subscale – quality of event employee and about 64.59% of the total variance was explained in the subscale - quality of event environment. The items under event product quality explained a total variance of 50.61% of the dimension. The two items under behavioural intentions were retained with factor loading of 0.911 and

0.855 respectively. Lower level of internal consistency was found in event product quality because of the low alpha score of the dimension ($\alpha = 0.368$), construct and items contained in the dimension were dropped in the proposed model. Consequently, quality of event employees was measured with: service provided on time, give prompt service, dependable service, and show genuine interest, not too busy, confidence in employees, courteous employees, good treatment of tourists and convenient hours. Quality of service environment was measured with: cleanliness, security, adequate seats, comfortable seats, good ambience, adequate refreshment, availability of first aid and medical materials and personnel, adequate restrooms and facilities for disable spectators. Satisfaction was retained having satisfied the construct

Table1: Factor Loading, Average Variance Extracted, Construct Reliability of Measurement Model with Eigen Value Over 1

Variable	Item Mean	Factor Loading	Construct Reliability	Average Variance Extracted
EVENT QUALITY				
Quality of event employees			0.662	54.16%
<i>Service provided on time (QE1)</i>	3.31	0.845		
<i>Give prompt service to spectators(QE2)</i>	3.44	0.870		
<i>Service providers are dependable(QE3)</i>	3.55	0.730		
<i>Organizers show genuine interest (QE4)</i>	3.37	0.886		
<i>Organizers not too busy (QE5)</i>	3.30	0.886		
<i>Spectators had confidence in employees(QE6)</i>	3.36	0.830		
<i>Employees were courteous(QE7)</i>	3.48	0.775		
<i>Employees gave good treatment of tourists (QE8)</i>	3.33	0.686		
<i>Event took place at convenient hours (QE9)</i>	3.74	0.479		
Quality of event environment			0.725	64.59%
<i>Cleanliness (QSE 1)</i>	3.51	0.582		
<i>Security (QSE2)</i>	3.20	0.517		
<i>Adequate seats (QSE 3)</i>	3.07	0.878		
<i>Comfortable seats (QSE4)</i>	3.03	0.896		
<i>Good ambience (QSE5)</i>	3.11	0.653		
<i>Good location of ticketing booth (QSE6)</i>	2.50	0.707		
<i>Adequate refreshment (QSE7)</i>	2.50	0.654		
<i>Availability of first aid and medical assistance and personnel (QSE8)</i>	2.52	0.663		
<i>Adequate restrooms (QSE9)</i>	2.70	0.708		
<i>Availability of score board/large screen TV(QSE10)</i>	3.13	0.814		
<i>Facilities for disable spectators (QSE11)</i>	3.13	0.406		
<i>Accessible venue (QSE12)</i>	2.96	0.550		
Event Product Quality			0.368	50.61%
<i>Performers were well equipped ((PQ1)</i>	3.61	0.757		
<i>Stage equipment are functional (PQ2)</i>	3.89	0.842		
<i>Good artistic performance (PQ3)</i>	3.90	0.798		
<i>Programme well organized by Master of Ceremony (PQ4)</i>	3.77	0.663		
<i>Performance entertained well (PQ5)</i>	3.61	0.768		
Attendees' Satisfaction (s)	3.11	0.719		
Behavioral Intentions			0.836	69.3%
<i>Repeat visit</i>	3.68	0.911		
<i>Recommend</i>	3.62	0.855		

QE=Quality employee; QSE=Quality service environment; PQ= Product quality; S= Satisfaction; BI= Behavioural intentions.

purification tests with a high Cronbach’s reliability test value ($\alpha = 0.719$) and factor loading (3.11). The two items under behavioural intentions were retained; repeat visit and recommend event to others because of the high reliability score (0.836) and items factor loading. See table 1.

Inferential Statistics

Test of Hypothesis One: The Effect of Event Quality on Attendees’ Satisfaction

Multiple regression analysis was used to test the predictive effect of event quality on attendees’ satisfaction. Only two of the dimensions in event quality (quality of event employees and quality of event environment) were regressed against the dependent variable (satisfaction) since the third dimension (product quality) was dropped for lack of internal consistency. The result shows that there is a significant relationship between event quality and attendees’ satisfaction ($R=45.4\%$; $R^2 = 20.6\%$; $F=12.540$, $p < 0.001$). This indicates that the model has the ability to predict the outcome variable. The value of R^2 shows that only 20.6% of the variation in satisfaction is accounted by the predictor variable (event quality) and that 79.4% of the change in attendees’ satisfaction was unexplained by the model. Although the association between quality and satisfaction is weak, it is high enough to warrant attention. This indicates that the model may likely be measuring something else in addition and that the model has a weak fit to predict the variable outcome (behavioural intentions) strongly. The test for autocorrelation (independent error) was within the normal range of 1-3 (Durbin Watson = 1.502). With all this assumptions positively met, the problem of multicollinearity was rule out in the model fit test.

The test for individual predictors of the model shows that both quality of event employees and quality of event environment have significant relationship with satisfaction (quality of event employees, $t= 4.109$, $p < 0.01$ and quality of event environment, $t=2.212$, $p < 0.05$). The test of collinearity shows that there is no collinearity problem within the data. This is because the variance inflation factor (VIF) was well below 10 ($VIF=1.00$) and tolerance value well above 0.2 (Tolerance = 1.00) (Field, 2005). Hypothesis one was therefore accepted. The result also indicates that quality of employees impacted more on attendees’ satisfaction with a higher regression coefficient ($\beta = 0.295$) than quality of event environment ($\beta = 0.155$). See table 2.

Table 2: Multiple Regression on event quality and satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.645	.317		5.189	.000		
	Quality of event environment	.155	.070	.101	2.212	.027	.999	1.001
	Quality of event employees	.295	.072	.187	4.109	.000	.999	1.001

a. Dependent Variable: Satisfaction with event
($R=.454$; $R^2=20.6$, $F=12.540$, $p < 0.001$, $DW=1.502$)

Test of Hypothesis Two: Effect of Event Quality on Attendees Behavioural Intentions

To test hypothesis two, event quality (quality of event employees and quality of event environment) was treated as independent variable and regressed against behavioural intentions (the dependent variable).

The result showed a model with no collinearity ($R=7.5\%$, $R^2=0.06\%$) and no significant relationship ($F=1.301$, $p > 0.005$). The individual predictors show that event service employees and event service environment did not predict behavioural intentions directly (quality of event employee: $t= -1.113$, $p>0.05$ and quality of event environment: $t= 1.215$, $p>0.05$). The collinearity tests for both the model fit and individual predictive test were within normal range (Durbin Watson= 1.700 , VIF= 1.001 and Tolerance = 0.999). Hypothesis two was not accepted. See table 3.

Table 3: Multiple Regressions of Event Quality Dimensions, Satisfaction and Attendees’ Behavioural Intentions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.463	.251		13.800	.000		
Quality of event environment	.069	.057	.057	1.215	.225	.999	1.001
Quality of event employees	-.062	.055	-.052	-1.113	.266	.999	1.001

a. Dependent Variable: Behavioural intentions
 $R = 7.5\%$, $R^2 = 0.6\%$, $F=1.313$, $p > 0.05$, $DW=1.700$

Test of Hypothesis Three: Effect of Satisfaction on Behavioural Intentions of Attendees.

To test for hypothesis three, overall satisfaction was regressed as an independent variable against behavioural intention as dependent variable. The results shows a significant relationship with a weak coefficient of determination ($R=61.8\%$; $R^2 = 38.2\%$; $F= 97.083$; $p = 0.001$). The value of R^2 indicates that only 38.2% of the variation in behavioural intentions of attendees is accounted by change in attendees’ satisfaction and regression coefficient of 0.326. The collinearity indicators were within acceptable limits ($DW=1.762$, $VIF=1.00$, $Tolerance=1.00$). Hypothesis three was therefore accepted. To test the mediatory effect of satisfaction on behavioural intention, satisfaction was enter with the other two dimensions and regressed against behavioural intentions. The model showed a significant, but slightly higher variance than satisfaction alone ($R= 62.0\%$ $R^2 = 38.44\%$; $F=34.593$; $p > 0.05$). In this model, satisfaction and quality of event environment predicted behavioural intentions ($t=2.333$, $p < 0.05$), while quality of event employees did not predict behavioural intentions ($t= 0.633$, $p > 0.05$). The regression coefficient of satisfaction in this model was 0.339 which is slightly higher than satisfaction alone. This supports the mediatory function of satisfaction. All the collinearity indicators were within acceptable values ($DW= 1.766$, $VIF=$ satisfaction, 0.949; environment, 0.987; employees, 0.961 and $Tolerance=$ satisfaction, 1.053; environment, 1.014; employees, 1.040). See table 4.

Table 4: Regression Analysis of Satisfaction and Behavioural Intentions

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	2.506	.107		23.388	.000		
satisfaction with event	.326	.033	.417	9.853	.000	1.000	1.000
2 (Constant)	2.919	.234		12.483	.000		

Satisfaction with event	.339	.034	.434	10.029	.000	.949	1.053
Quality of event environment	-.118	.050	-.099	-2.333	.020	.987	1.014
Quality of event environment	-.033	.053	-.027	-.633	.527	.961	1.040

a. Dependent Variable: mean of behavioural intentions

Model 1: R=61.8%; R² = 38.2%; F= 97.083; p = 0.001; DW=1.762

Model 2: R= 62.0% R² = 38.44%; F=34.593; p = 0.00; DW=1.756

Discussion of Major Findings

The results of factor analysis provided evidences that the data set was appropriate for the analysis. The values of all the tests (KMO and Bartlett's sphericity test, Correlation matrix, factor loading, Cronbach's reliability test) carried out gave confidence to the fact that the items that were used to measure the latent constructs for consistency and sample adequacy were satisfactory. There were no large correlation coefficients (up to $r = 0.9$) in the correlation matrix of quality of event employee, quality of event environment, product quality and behavioural intentions. The use of Durbin Watson test and tests of collinearity also added more confidence in the acceptability of results, since it followed the basic scientific procedure that is generally assumed to lead to content and predictive validity of instrument upon which conclusions can be made and generalization made beyond the study sample.

Two dimensions of event quality; quality of event employees and quality of event environment out of the three dimensions were identified as the underlying structure of event quality construct. Product quality was drop as an underlying dimension because of lack of internal consistency with the main construct. The items underlying the structure of the two retained constructs are similar to the ones found in some previous studies. Tkacznski & Strokes (2005) identified the underlying structure of event quality with three dimensions similar to the ones in this study: professionalism (event employees), Core service (product service) and festival environment (event environment). Items retained by Tkacznski & Strokes (2005) under professionalism are similar to the ones retained in this study (promptness, dependable, confidence, empathy, etc. Yoshida and James (2010) identified service quality and core product quality as the underlying structure of event quality. Bruwer (2013) identified food, festival area and convenience as the underlying structure.

The result of the test of hypothesis one indicated that event quality has a significant relationship with satisfaction although with a weak variance (20.62%). The result of this analysis corroborates previous studies (Yoshida, 2010; Anil nd; Bruwer, 2013, TKacznski and Strokes, 2005). Bruwer (2013) in a festival study conducted in New Zealand found that three dimensions namely general festival features, specific event and comfort amenities and entertainment features were indicators of quality perception. Bruwer (2013) also found a weak and not a strong relationship between quality perception and satisfaction. Anil (nd) in his study in a local festival in Vize, Turkey found that out of six constructs (staff, souvenir, festival area, food, information source and convenience) three of the dimensions (food, festival area and convenience) predicted festivalscape. And four dimensions (souvenir, staff and informational adequacy) did not affect visitors' satisfaction and intentions. Yoshida and James (2010) also in his study identified that service quality and core product quality contribute significantly to spectators' satisfaction and behavioural intentions. The positive significance of core service in Yoshida and James (2010) is not consistent with our finding. In this study event product quality was dropped for lack of internal consistency. Tkacznski and Strokes (2005) reported a relationship between festival

quality and satisfaction. Out of the three festival quality dimensions used in the study, they observed that professionalism and environment were found to predict satisfaction; while core service did not predict satisfaction. This is consistent with the result obtained in this study.

Yuan & Jang (2008: 284) in their study also revealed that festival quality positively influenced attendees' satisfaction (standardized coefficient + 0.673, $t = 11.585$) with the festival, and satisfaction with local wines and wineries. The weak variance noted in this study could be pointed to the fact that service employees and service environment are not the only factors that are likely to predict variation in attendees' satisfaction. Some other factors may be responsible for the 79.4% unexplained variation in satisfaction. This observation is consistent with the position of some authors who assert that perceived quality is not sufficient to determine the determinants of satisfaction. This is because satisfaction is a psychological outcome construct derived from the experience, whereas service quality is a cognitive construct derived from attributes of the service itself. Whereas attributes of service quality can be controlled and manipulated by tourism providers, the level of satisfaction cannot because it is dependent not only on quality of service attributes but also on the situation variables facing the visitor such as the climate or the nature of the social group and personal factors such as one's emotional mood (Crompton & Mackay, 1989 and Lee, Petrick & Crompton, 2007).

This study did not note any significant relationship between event quality construct and behavioural intentions as postulated in hypothesis two. The result of this study corroborates the finding of some previous studies like Yuan & Jang (2000). Yuan & Jang (2008: 284) did not find support between festival quality and behavioural intentions (Hypothesis four) and concluded that the effect of quality perception on behavioural intentions was not significant. The result of this study however contradicts Thamnopoulos et al (nd) who found that service quality dimensions predicted a significant proportion (26.3%) of the variance of repurchase intentions ($F = 65,698$, $p < 0.001$). They also found that out of the four dimensions (responsiveness, access, reliability and security), two dimensions (reliability and access) offered significant contribution to behavioural intentions.

Analysis of the relationship between satisfaction and behavioural intentions in hypothesis three shows a positive significant result. The result of Valle et al (2006) is consistent with this study. They identified a direct causal relationship between tourist satisfaction and destination loyalty intention and concluded that satisfaction is one contributing factor to destination loyalty intentions. Anil (nd) found that satisfaction is the main determinant of visitors' loyalty. The reason for the weak variance identified in the relationship between satisfaction and behavioural intentions could be attributed to the inclusion of only two quality dimensions with some predictive power

Conclusion and Implications

The major objective of this study was to identify the underlying structure of event quality and relationships with satisfaction and behavioural intentions of the Calabar Festival- a multi-events festival. The significance of the study was to examine the underlying structure of event quality from a multi event festival in Nigeria. It is worthy to note that similar to previous studies, this study revealed that the event quality is underpinned by two dimensions - quality of event employees and quality of event environment. It was noted that event quality to some extent predicts satisfaction and when combined with satisfaction it indirectly predicts behavioural intentions. It was also found that not all the quality dimensions predict satisfaction. For instance similar to the findings of most studies, the event employees (which most authors called by different terms- staff, professionalism, service quality contained items in SERVQUAL) and event environment (which was found in some studies as festival area, environment, game atmosphere, etc.) was affirmed predictors of satisfaction. In this study just as in Tkaczski (2005),

product quality (core product) was not identified as dimension of event quality and so does not predict satisfaction and behavioural intentions.

The weak variance reported in the model fit for event quality and satisfaction and satisfaction and behavioural intention affirmed the popular believe that satisfaction being a psychological outcome does not depend on quality of service attributes alone, but also on the status of host of extraneous variables that work together to affect visitors which were not included in the model. According to Crompton & Mackay (1989), a perceived high quality service could produce a low level satisfaction in attendees because of variables that are the control of the event organizers or employees. The study further affirmed the popular believe that event quality does not directly influence behavioural intentions, but does so that through satisfaction.

The studies cited in this work took place in Japan, United States, Turkey, New Zealand, Ghana, etc. This study to the best my knowledge may be the first festival/event quality management study carried out in Nigeria in a multi-eventing festival of about 32 days. The implication of the findings of this study is that the festival managers can align with popular knowledge that event customers' satisfaction can be increased by enhancing visitor experience and improving the quality of services provided by employees and the quality of service environment to some extent. The Calabar Festival organizers should enhance the quality of event employees and ensuring that the event environment is comfortable by building a quality event organizing organizations. At the moment going by Bhote (1996) the mean rating of the constructs shows that the organizing body of the Calabar Festival may be located at the innocence or dark ages of customer consciousness. For the organizers to strategically move the level of attendees satisfaction upward from (3.11 to 5.0 on a five point scale) which will invariably influence future intentions there is need to make decisions concerning the organization's scope, focus, customer segmentation, organizational structure, management style, goals, customer requirement, customer measurement, analysis of customer feedback and quality improvement tools. The outcome of this study may draw the attention of the festival and destination marketing and management organizers to begin to consider the need for a destination event strategy that will make the state or country an eventing destination.

Results of analyses revealed that event quality was limited in producing a large change in behavioural intention of event attendees. There is therefore need to design a future study that would incorporate more factors into the model for the Calabar Festival, a part from event quality attributes in determining predictors of satisfaction. Factors such as price, emotion value, pre-event informational adequacy, motivation, etc. should be incorporation in the model to investigate further what attributes best explain the predictors of satisfaction. It would also be necessary to determine if underlying structure of special events and festival differ with type of special event and festival tourism such as sports, musical, art, exhibition, etc.

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