The Effects of Perceived Quality of Performance on Price-value, Satisfaction, and Behavioural Intentions by Golfers' Resident Types

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ABSTRACT

A model is developed that considers the effects of perceived quality of performance on price-value, satisfaction, and behavioural intentions. The model was tested using data from 3,235 surveys of golfers on Prince Edward Island, a golfing destination in Canada. Three golfer types were identified: tourists, permanent residents, and seasonal residents. An exploratory factor analysis was completed to develop five measures of perceived golf course quality. Three multiple regression models were then used to examine the relationships among the constructs. This appears to be the first study that models golfer behaviors and intentions by resident type. The results indicate a significant positive relationship between perceived quality and the feeling that value was received for the golf fee paid. The significant positive relationship was also observed between perceived quality, price-value, and satisfaction; and between perceived quality, price-value, satisfaction, and intentions to return to golf and to recommend the course. Overall, the results provide support for a causal relationship between the constructs. The study contributes to a better understanding of golfers' perceptions and behavioural intentions by resident type.

INTRODUCTION

Prince Edward Island (PEI) is Canada's smallest province, with a population of just 140,000 and 5,684 square kilometres of land. PEI is separated from its sister provinces of Nova Scotia and New Brunswick by the Northumberland Strait. In 1997, the Confederation Bridge was opened providing a permanent link to the mainland. PEI has been called "the million acre farm," and agriculture is the biggest industry. PEI is known for its potatoes, and fields with rows of green potato plants set in the red soil of the Island are a common sight. The combination of the red and green of the fields, and the blue of the water makes for striking scenery, and is one of the reasons why tourism is the Islands' second largest industry. In the mid-1990s, in an attempt to diversify the tourism product offered, the PEI Department of Tourism made golf a core part of its tourism marketing strategy.

Golf Prince Edward Island (Golf PEI) is an industry association devoted to the promotion and development of golf on PEI. In 2005, Golf PEI consisted of 25 members representing golf courses across the province. In addition, the provincial government provided financial support to the organization. The combination has resulted in Prince Edward Island (PEI) becoming a golfing destination for visitors from across the country and continent.

The golf market is a dynamic and growing activity globally (Hinch & Higham, 2001), and if developed and marketed appropriately, can be successful and profitable. As a niche tourism product, golf's ability to attract certain types of visitors may lead to higher returns for the tourism destination. The golf market represents a significant opportunity to grow and maintain visitation to a destination, and generate substantial revenues for the tourism industry and government

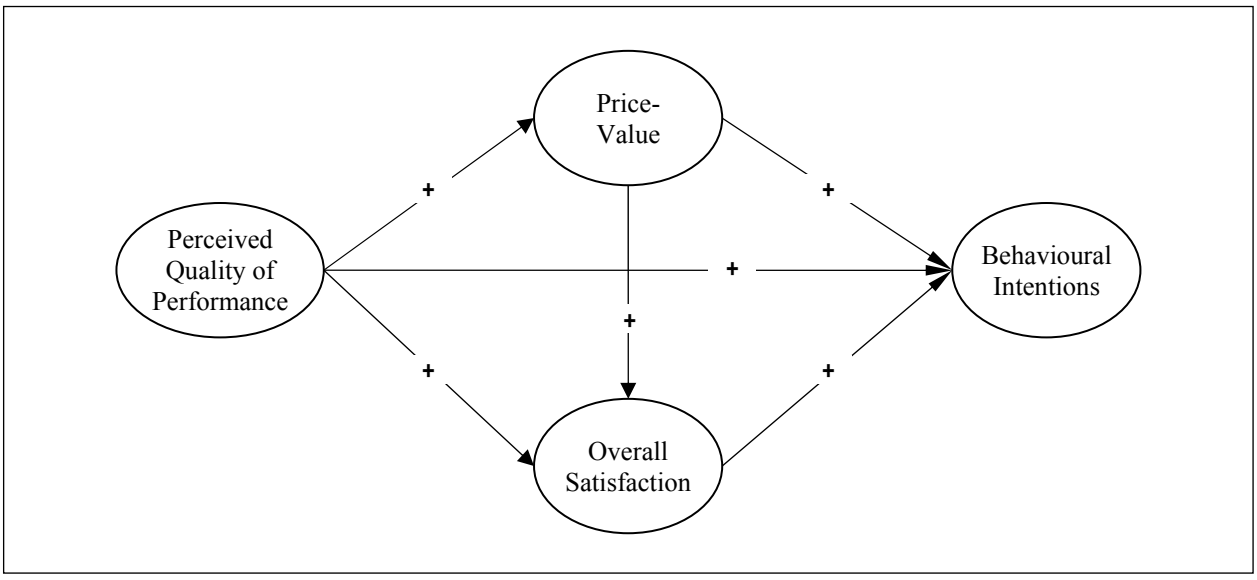
(Hennessey, MacDonald, & MacEachern, 2006).

With the high fixed development costs associated with golf courses, golf marketers need to understand visitors' behaviour in order to improve profitability and competitiveness. In studies of tourist behavioral characteristics, recommendations result in visits and revisits to a destination (Oppermann, 2000). These future behavioural intentions are related to levels of satisfaction (Cronin, Brady, & Hult, 2000; Oliver, 1980) and value perceptions (Duman & Mattila, 2005; Oh, 1999; Petrick & Backman, 2002; Zeithaml, 1988) at the destination. In addition, perceived quality of a product's attributes is another important determinant of future behavioural intentions (e.g., Baker & Crompton, 2000; Olshavsky & Miller 1972).

THE MODEL

Figure 1 presents the proposed model that identifies the causal relationships between the constructs of concern in the paper. The model was designed based on a review of the theories of consumer behaviour and tourism marketing, including behavioural intentions, satisfaction, customer value, and service quality. In brief, behavioural intentions are influenced directly by the perceived quality of the golf course (the extent to which the course met/exceeded expectations), and perceptions of price-value (the value of the golf experience for the fee paid) and overall satisfaction. Perceived quality also indirectly affects intentions through perceptions of price-value and satisfaction. Finally, overall satisfaction is also influenced perceptions of price-value.

Figure 1. Conceptual Model of the Relationship Between the Constructs



Antecedents of behavioral intentions **-** In the proposed model, behavioural intentions is the dependent variable, which is proxied by two measures: intention to return to play the golf course and to recommend the course to others. Many studies have revealed that satisfaction is one of the most significant predictors of behavioural intentions (Baker & Crompton, 2000; Cronin, Brady, & Hult, 2000; Duman & Mattila, 2005; Oh, 1999; Oliver, 1980; Petrick, Morais, & Norman, 2001; Tian-Cole, Crompton, & Willson, 2002; Yoon & Uysal, 2005). Also, a number of previous studies have investigated the relationship between perceived value and behavioural intentions (Cronin, Brady, & Hult, 2000; Duman & Mattila, 2005; Oh, 1999; Parasuraman & Grewal, 2000; Petrick & Backman, 2002; Petrick, Morais, & Norman, 2001; Woodruff, 1997; Zeithaml, 1988). The results

support the influential role perceived value has in consumers' repurchase intentions and in how the purchase experience is represented to others (word-of-mouth intentions).

Furthermore, several studies have argued that a product's quality of performance (as represented by its attributes) may be a more crucial determinant of future purchase and word-of-mouth intentions than expectations or disconfirmation (Baker & Crompton, 2000; Cronin & Taylor, 1994; Levitt, 1981; Olshavsky & Miller 1972; Parasuraman, Zeithmal, & Berry, 1988; Whipple & Thatch, 1988). For the purposes of this study, a product's performance can be regarded as the perceived quality of the golf course.

Therefore, once golfers evaluate the quality, value, and their overall level of satisfaction of a golf course, the proposed model indicates that these judgments are likely to influence their future behavioral intentions. Thus, when a golfer's level of value perception and overall satisfaction with the golf course are high, the individual is likely to recommend the golf course to others and to visit it again.

Relationship between price-value and overall satisfaction - In the literature, **t**here is disagreement about the causal relationship between perceived value and satisfaction. The "satisfaction-value link" research argues that feeling of satisfaction with a product or service result in perceptions of good value (Bolton & Drew, 1991, 1994; Duman & Mattila, 2005; Petrick, Morais, & Norman, 2001). The "value-satisfaction link" research proposes that perceptions of good value result in feelings of satisfaction (Cronin, Brady, & Hult, 2000; Fornell, Johnson, Anderson, Cha, & Bryant, 1996; Oh, 1999). The proposed model hypothesis that perceived value serves as a predictor of satisfaction since perception of value in this study is defined as price-based value rather than overall assessment of the utility of a product or diverse meanings of value.

Antecedents of price-value and overall satisfaction - In the marketing literature, initial tests of value were mainly price-based, a comparison of different price structures (Thaler, 1985). Later, value perceptions have been broadly conceptualized by linking it to a wide array of antecedents that represent not only what is given but also what is received from the consumption experience (Zeithaml, 1988). Of many antecedents of perceived value, prior studies identify that perceived quality of performance for a product/service's attributes is a critical predictor of value perceptions (Bojanic, 1996; Bolton & Drew, 1991; Brady & Cronin, 2001; Cronin, Brady, & Hult, 2000; Dodds, Monroe, & Grewal, 1991; Jayanti & Ghosh, 1996; Kashyap & Bojanic, 2000; Murphy & Pritchard, 1997; Oh, 1999; Petrick, Backman, & Bixler, 1999; Stevens, 1992; Sweeney, Soutar, & Johnson, 1999).

Satisfaction is defined as being an affective response to the cognitive evaluations of products and services (Otto & Ritchie, 1995). Many of the previous studies on satisfaction have not included perceived quality of performance as a direct antecedent of satisfaction (Bearden & Teel 1983; Cadotte, Woodruff, & Jenkins, 1987; Oliver, 1980; Oliver & DeSarbo, 1988; Swan & Trawick, 1980; Westbrook, 1987; Westbrook & Reilly, 1983). Rather, perceived quality of performance has played a role as a direct function of subjective disconfirmation (an indirect effect on satisfaction) in the expectancy-disconfirmation theory. However, a strong, direct relationship between perceived quality of performance and satisfaction often has been found (Anderson, Fornell, & Lehmann, 1994; Anderson & Sullivan, 1993; Baker & Crompton, 2000; Churchill & Surprenant, 1982; Tse & Wilton, 1988). Therefore, it is suggested that price-value and overall satisfaction are positively influenced by the level of perceived quality of a golf course (the attributes of the product).

METHODOLOGY

Data source and sampling - Prince Edward Island's "Golf Experience Survey" data was used for this study. Golf PEI conducted a golf experience survey from June to October in 2005. The 24-member golf courses participated in the survey and the questionnaires were distributed by course employees to golfers after they finished their round. A total of 3,397 samples were collected.

Sample characteristics - Of the total completed surveys collected, 1,674 were non-resident tourist golfers, 1,262 were permanent resident golfers, and 299 were seasonal resident golfers. Thus data from 3,235 surveys based on three resident types of golfers were used to test the proposed model. Among the respondents, 70.9% were repeat golfers, 77.3% were male, and 36.9% were in the group of friends/adults. Respondents varied widely in age and annual incomes. Of these, 25.6% were in the 50 - 59 years of age group and 22.1% had annual incomes of $150,000 or more.

Measures - In the survey instrument, 30 perceived quality items for a golf course's attributes were included. Four of these items were excluded since they concerned making golf and accommodation reservations. All of the perceived quality items were measured by using a four-point scale (1 = "did not meet expectations" and 4 = "exceeded expectations"). Price-value and satisfaction was measured with one item each using a four-point scale. Behavioural intentions were measured by two items rated on a four-point scale (1 = not at all likely, to 4 = very likely): likelihood of return to play the golf course and likelihood of recommending to others.

Data Analysis - Several analytical methods were employed. Descriptive statistics for the study variables were produced. Factor analysis was performed to identify dimensions of the perceived quality of performance of the golf course, and Cronbach's alpha values of reliability were produced for each factor. Multiple regression analyses were run to estimate and identify the causal relationships among perceived quality, price-value, satisfaction and behavioural intentions in the model. This appears to be the first study that models golfer behaviors and intentions by resident type.

RESULTS

Factor structure of the perceived quality - The construct of golf course quality was measured by performing an exploratory factor analysis (EFA) with a principal component method using the 26 items. As shown in Table 1, the EFA identified five underlying domains using the 26 attributes: Golf course condition, Welcoming and cart staging service, Food and beverage cart service, Golf shop, and Clubhouse food and beverage service. All factors had eigenvalues greater than 1 and explained 63.95% of the total variance.

Appropriateness of factor analysis determined by examining the Kaiser's measure of sampling adequacy was 0.95, with a critical value of 0.60 (Tabachnick & Fidel, 1989). All factor loadings were higher than 0.40 (Hattie, 1985), indicating a reasonably high correlation between the delineated factors and their individual activity items. An alpha score of 0.70 and greater is generally considered to be an acceptable reliability measure for research (Nunnally, 1979; Peterson, 1994). In this study, Cronbach's alpha of reliability ranged from 0.81 to 0.91, indicating that the multiple items of each factor consistently measured the purported construct.

Effects of perceived quality of performance on price-value – Table 2 provides the results of the regression analyses of perceived quality of performance on price-value by golfers' resident types. It should be noted that while the F-value's for the three models differ, each is highly significant (*p*

< .001) indicating that there is a strong relationship between price-value and the measures of perceived golf course quality. For all three golfer resident types, not surprisingly, the condition of the golf course was the variable that had the biggest impact on perceptions of price-value. This variable was highly significant in all three regressions. The golf shop was also an important variable for the three types of golfers. It is also interesting that the food and beverage cart service was not important for any of the three.

Table 1. Result of Factor Analysis for the Perceived Quality of a Golf Course's Attributes

Factor and Variable	Factor Loading	Communality	Eigen-value	Variance Explained	Factor Mean (Std.)	Factor Reliability
F1: Golf Course Condition			10.36	39.85	3.41	0.91
Q34. Overall condition of the golf course	0.83	0.77			(0.51)	
Q29. Fairways	0.78	0.70				
Q35. Overall attention to details	0.78	0.73				
Q28. Tee boxes	0.76	0.66				
Q30. Greens/green speed	0.75	0.60				
Q31. Bunkers	0.74	0.59				
Q32. Practice fairway	0.56	0.47				
Q33. Consideration of maintenance staff during play	0.53	0.50				
F2: Welcoming and Cart Staging Service			2.23	8.59	3.56	0.84
Q17. Friendliness of starter	0.78	0.69			(0.41)	
Q18. Advice and course knowledge of starter	0.74	0.63				
Q19. Friendliness of player assistants	0.67	0.58				
Q14. Friendliness of staff in cart staging service	0.65	0.59				
Q15. Cleanliness and operation of golf cart	0.55	0.51				
Q16. Club cleaning	0.43	0.35				
F3: Food and Beverage Cart Service			1.65	6.34	3.30	0.87
Q21. Frequency of food & beverage cart service visits	0.77	0.64			(0.51)	
Q23. Quality, selection and availability of menu items in food & beverage cart service	0.76	0.71				
Q22. Staff's food & beverage cart service while played	0.75	0.72				
Q24. Value of items purchased for the price paid in food & beverage cart service	0.73	0.69				
Q20. Friendliness of food & beverage cart service staff	0.69	0.68				
F4: Golf Shop			1.32	5.06	3.47	0.81
Q11. Staff's product knowledge at golf shop	0.75	0.72			(0.46)	
Q10. Quality, selection and display of merchandise at golf shop	0.72	0.68				
Q13. Value of merchandise for price paid at golf shop	0.70	0.60				
Q12. Friendliness of staff at golf shop	0.61	0.59				
F5: Clubhouse Food and Beverage Service			1.07	4.11	3.36	0.82
Q27. Value of items purchased for the price paid at clubhouse	0.82	0.80			(0.51)	
Q26. Quality, selection and availability of menu items at clubhouse	0.80	0.79				
Q25. Friendliness of staff at clubhouse	0.61	0.65				

Notes:
1) Exploratory factor analysis (EFA) was employed principal component factor analysis with Varimax rotation.
2) Total variance explained: 63.95%
3) Overall MSA (Kaiser's Measure of Sampling Adequacy): 0.95
4) Total Cronbach's reliability Alpha: 0.94

For the specific models, in the case of non-resident tourist golfers (Model 1), four of the five measures of golf course quality have a significant positive impact on price-value. Overall, the

five variables explained approximately 25% of the variance in price-value. For permanent resident golfers (Model 2), the same four variables were all highly significant, and similar to the results for tourist golfers. The measures of quality explained about 22% of the variance in price-value. For seasonal resident golfers (Model 3), the results are somewhat different. Only two of the quality factor variables were significant. The R^2 was also slightly lower. The different result for seasonal residents is somewhat surprising, but may be the result of a smaller sample size.

Table 2. Effects of the Perceived Quality on Price-value

Independent Variables	Model 1: Non-resident Tourists (n = 1,674)		Model 2: Permanent Residents (n = 1,262)		Model 3: Seasonal Residents (n = 299)	
	Standardized Coefficients	t-value	Standardized Coefficients	t-value	Standardized Coefficients	t-value
Intercept	.89	7.89***	1.02	7.21***	1.42	4.97***
F1: Golf Course Condition	.32	11.68***	.23	6.49***	.26	3.84***
F2: Welcoming and Cart Staging Service	.09	2.89**	.09	2.79**	.04	.52
F3: Food and Beverage Cart Service	.03	1.24	.02	.52	.01	.06
F4: Golf Shop	.11	3.69***	.15	4.44***	.16	2.25*
F5: Clubhouse Food and Beverage Service	.07	2.54*	.09	2.90**	.09	1.37
F-value	117.92***		75.79***		15.26***	
R-square (Adjusted R^2)	0.26 (0.25)		0.23 (0.22)		0.20 (0.19)	

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Effects of perceived quality and price-value on satisfaction - Table 3 show regression analyses for the effects perceived quality and price-value have on satisfaction by golfer type. As before, the F-value's for the three models differ, but each is highly significant ($p < .001$) indicating that there is a strong relationship between price-value, the measures of perceived golf course quality, and overall satisfaction. For all three golfer resident types, not surprisingly, the measure of price-value and the condition of the golf course were the variables that had the most significant positive impact on level of satisfaction. In these regressions, the golf shop becomes insignificant for all golfers, while food and beverage service becomes mixed.

For tourists and permanent resident, four of the six variables were significantly positive predictors of overall satisfaction. The model explained about 39% and 32%, respectively, of the variance in overall satisfaction. For seasonal resident golfers, only the two main variables were significant. Overall, Model 6 accounted for 31% of the variance in satisfaction.

Effects of perceived quality, price-value, and satisfaction on behavioural intentions - Table 4 summarizes the regression results, resident type, for the effects of perceived quality, price-value, and satisfaction on the intention to return to golf and recommend the course to others. As before, the F-value's for the three models differ, but each is highly significant ($p < .001$) indicating that there is a strong relationship between price-value, the measures of perceived golf course quality, overall satisfaction, and intentions.

For all three golfer resident types, the measure of price-value and satisfaction were the variables that had the most significant positive impact on intentions. The condition of the golf course was highly significant in two of the models. As before, the golf shop was insignificant for all golfers, while the results for food and beverage service were mixed. For tourists, three of the seven variables were significant and positive predictors of intentions. Two were significant and *negative*, indicating they reduced intentions. For permanent and seasonal residents, a similar

pattern was apparent. Again, for both resident types, one quality variable was negative. The R^2 were comparable across the three models.

Table 3. Effects of the Perceived Quality and Price-value on Satisfaction

Independent Variables	Model 4: Non-resident Tourists (n = 1,674)		Model 5: Permanent Residents (n = 1,262)		Model 6: Seasonal Residents (n = 299)	
	Standardized Coefficients	t-value	Standardized Coefficients	t-value	Standardized Coefficients	t-value
Intercept	.23	2.07*	.53	3.84***	.37	1.20
F1: Golf Course Condition	.30	11.68***	.32	9.59***	.28	4.44***
F2: Welcoming and Cart Staging Service	.06	1.96*	.07	2.05*	.12	1.71
F3: Food and Beverage Cart Service	.05	2.35*	.04	1.34	-.03	-.56
F4: Golf Shop	.04	1.79	.06	1.95	.13	1.89
F5: Clubhouse Food and Beverage Service	.02	.63	.08	2.73**	-.04	-.58
Price-value	.32	14.44***	.16	6.19***	.25	4.63***
F-value	183.29***		103.33***		23.20***	
R-square (Adjusted R^2)	0.40 (0.39)		0.33 (0.32)		0.32 (0.31)	

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

Table 4. Effects of the Perceived Quality, Price-value, and Satisfaction on Intentions

Independent Variable	Model 7: Non-resident Tourists (n = 1,674)		Model 8: Permanent Residents (n = 1,262)		Model 9: Seasonal Residents (n = 299)	
	Standardized Coefficients	t-value	Standardized Coefficients	t-value	Standardized Coefficients	t-value
Intercept	1.59	12.45***	1.89	14.79***	2.07	7.58***
F1: Golf Course Condition	.16	5.36***	.17	4.55***	.10	1.49
F2: Welcoming and Cart Staging Service	-.13	-4.15***	.03	.74	-.11	-1.47
F3: Food and Beverage Cart Service	-.07	-2.76**	-.09	-2.82**	.06	.87
F4: Golf Shop	-.01	-.35	-.02	-.56	.11	1.54
F5: Clubhouse Food and Beverage Service	.04	1.52	.03	1.03	-.18	-2.72**
Price-value	.21	8.03***	.21	7.35***	.33	5.68***
Satisfaction	.34	12.66***	.22	7.28***	.22	3.54***
F-value	88.01***		49.67***		14.86***	
R-square (Adjusted R^2)	0.27 (0.26)		0.22 (0.21)		0.26 (0.25)	

Note: * $p < .05$, ** $p < .01$, *** $p < .001$

DISCUSSION AND CONCLUSIONS

This study provides strong support for the relationships between the constructs in the proposed model and helps clarify the role of perceived quality of performance for a golf course's attributes, price-value, and overall satisfaction in behavioural intentions by golfers' resident types. This appears to be the first study that models golfer behaviors and intentions by resident type. The perception of price-value was positively influenced by perceived golf course quality for all three types of golfers. But golfers do not view all course golf attributes similarly. Of the five quality factors, golf course condition was by far the most important predictor of price-value while food and beverage cart service was not significantly associated with price-value for segments. It appears that increasing the quality of the golf course can create positive perceptions of price-value.

The level of overall satisfaction was also positively influenced by perceived quality of performance and price-value. For the tourist and seasonal resident golfers, price-value was the most important variable leading to satisfaction. These golfers felt that the golf courses on PEI offered very good value for the price paid. This is a finding that local golf course would find useful. For the permanent resident golfers, golf course condition was the most significant predictor of overall satisfaction. Permanent resident golfers are more price sensitive and do not perceive as great of value in their local golf courses as visitors. Overall, it can be concluded that golf course condition affects perceptions of price-value and satisfaction, this supporting the model.

Price-value and satisfaction are strongly associated with future behavioural intentions in all three segments. Yet, direct effects of perceived quality of performance on behavioural intentions were mixed across golfer types. The results of the effects of perceived quality, price-value, and satisfaction on behavioural intentions (Table 4) showed that some of the previous significant or positive independent variables became insignificant or negative. These findings provide some evidence that perceived quality may impact behavioral intentions indirectly, via price-value and satisfaction (Baron & Kenny, 1986; Oh, 2000).

In conclusion, the study revealed that perceived quality of performance, price-value, and satisfaction are very useful concepts in marketing golf products. The results suggest that golfers encode price-value and satisfaction as synopses of relevant product and service (golf course) information. Furthermore, price-value and satisfaction are instrumental in helping golfers' decision-making, emphasizing the need for marketers to focus on value and satisfaction enhancement strategies.

Tourism planners and golf marketers may increase the level of satisfaction with their golf product and positively impact intentions by improving perceived quality (by adding benefits sought or desired amenities) and/or lowering perceived price (by reducing monetary or nonmonetary costs). Since different golfers (by residence) attach different degrees of importance to various facets of quality and price, it is necessary for golf marketers to structure their offering to the market sought. Such efforts will have a positive impact on both the golf and tourism industries on Prince Edward Island.

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