The Impact of Multi-Dimensional Sport Service Quality on Game Attendance Associated with Professional Sports: A Case of Major League Baseball Spectator

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The purpose of this study was to examine the effects of the four-factor sport service quality model on future game attendance associated with Major League Baseball (MLB) spectators. Based on the extensive review of literature, four factors of sport event quality model was developed, which included: (a) ticket services, (b) game amenities, (c) venue services, and (d) venue accessibility. Data (N = 266) were collected from spectators of a MLB team. Confirmatory factor analysis (CFA) and structural equation modeling (SEM) were utilized to estimate the measurement model and the hypotheses. The SEM revealed that ticket services, venue services, and venue accessibility were found to have positive effects on future game attendance of MLB. Unexpectedly, the game amenities variable was not found to be a predictor of future game attendance.

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