

عنوان مقاله:

The Relationship between Sport Event Quality, Satisfaction, Perceive Value, Loyalty and Behavior Intention: A Meta-Analysis

محل انتشار:

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خلاصه مقاله:

Purpose: The purpose of this study is to summarize the results of existing studies that addressed the relationship between some effective variables in sporting events (with emphasis on quality component features). **Method:** The methodological design followed three steps data collection, data coding, and statistical analysis. The study examined two databases (ISI WoS and Scopus) and analyzed 71 relationships. The metafor software from the R package used for analysis. Also, the coefficient of correlation r as a metric to measure the effect size of the studied scope variables. **Findings:** These findings provide empirical support for several previous studies. In other words, the relatively large effect size on the relationship between each of the variables considered in this study obtained. In such a way that event quality with satisfaction, perceived value with behavioral intention, perceived value with satisfaction, event quality with behavioral intention, satisfaction with loyalty, and finally satisfaction with behavioral intention obtained effect sizes (0.52), (0.56), (0.59), (0.64), (0.61), (0.62), respectively. **Conclusion:** Considering the meta-analytic approach in this study, it can be noted that managers and officials of sports events in their future decisions can have a more comprehensive and deeper understanding of the relationship between the variables studied in this study; and implement their strategies accordingly.

کلمات کلیدی:

behavioral intention, Event Quality, Loyalty, Perceived Value, satisfaction

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