The Influence of Festival Service Quality that Utilized Non-Connected Material and Satisfaction on Behavior Intention-Focused on Seoul Bamdokkaebi Night Market 2018

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Abstract

After 1995, Korean government pushed implementation of the local autonomy system with will. Opening festival was recognized as one of the most efficient way of accompanying economic (job creation in the Region, overcoming low season, increasing tax revenue) -cultural social ripple effects. Because of this reason, opening festival has been widely used as a part of a strategy to promote economic development and development of their region in various regions. As a result, the number of festivals has significantly increased. Among those festival which has been rapidly developed in qualitative growth, festival which utilized non-connected material has been constituted one axis of such a surging number. Festival which utilized non-connected material contributed in not only qualitative growth, but also qualitative development. Among all the festival that holed in Korea, the government (the Ministry of Culture, Sports and Tourism) has been selecting outstanding festivals as the Culture and Tourism Festival, per years. Through complete enumeration of the Culture and Tourism Festival in 2013 to 2017, the number of festival which utilized non-connected material has been increased, which means that the importance of studying festival which utilized non-connected material is also significantly increased. That is why this study focused on festival which utilized non-connected material.

The main purpose of study is to investigate the relationship among service quality, behavior intention and satisfaction. For achieving the purpose of this study, data was collected from the 260 visitor of Seoul Bamdokkaebi Night Market 2018 (April 27-April 28). Among the 260 questionnaires, only 235 were selected as valid samples. The result was as follows: First, festival service quality factors (Food, Contents of the festival, Amenity and shopping) had significant influence on visitor’s satisfaction. Second, festival service quality factors (Contents of the festival, Shopping) had significant influence on visitor’s behavior Intention. Third, Visitor’s satisfaction had significant influence on visitor’s behavior Intention. Last, Visitor’s satisfaction carry out mediating effect between service quality and behavior Intention.

Based on the result of this study, this festival seems to have attractiveness toward potential visitor and competitiveness to be able to keep it sustainable developed. And, since this research show what service qualities are insufficient to satisfy visitor’s need, it can suggest not only practical but also academic implications

Key Words: Non-connected material, Festival service quality, Behavior intention, Mediating effect, Satisfaction

JEL Classification: C 19, G13, G 14