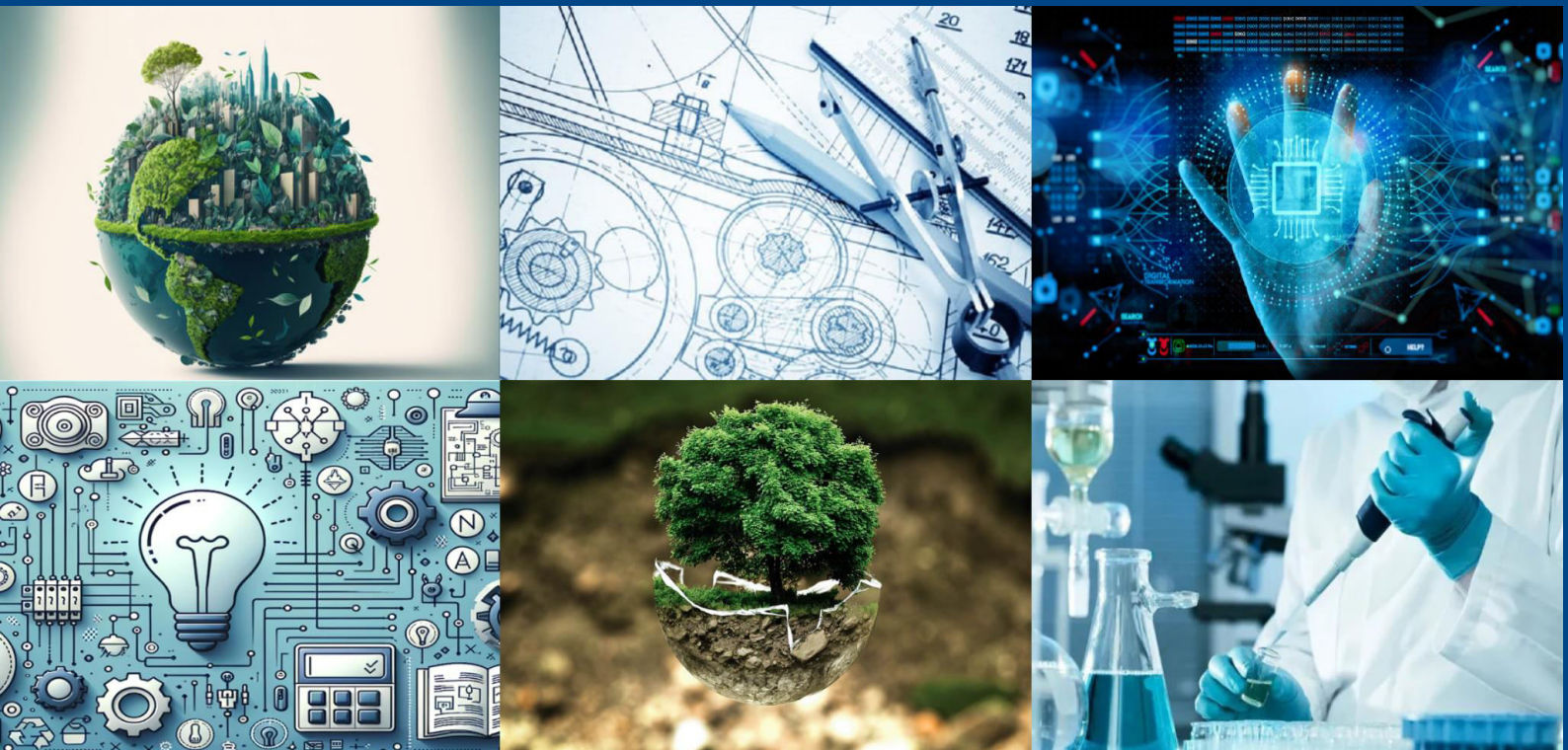




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## International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)

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# A Mixed Methods Investigation of Service Quality, Customer Satisfaction and Behavioural Intentions in Event Management Services

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**ABSTRACT:** This study explores how different dimensions of service quality influence customer satisfaction and, in turn, affect behavioural intentions within the event management industry. As events have become more experience-oriented, customers today evaluate not only the physical aspects of a service but also the interactions and overall experience they receive during an event.

To understand this relationship more clearly, the study adopts a mixed methods approach. Primary data were collected using a structured questionnaire from individuals who had recently attended professionally managed events. The quantitative part of the study focuses on measuring perceptions of service quality dimensions and examining how they impact satisfaction and behavioural outcomes such as repurchase intention, loyalty, and word-of-mouth. In addition to this, qualitative responses were collected to capture personal experiences and expectations that are often difficult to measure through numerical data alone.

The findings indicate that all five service quality dimensions which are reliability, responsiveness, assurance, empathy, and tangibility that play an important role in shaping customer satisfaction. Among these, reliability and empathy appear to have a particularly strong influence. The results also show that customer satisfaction acts as a key link between service quality and behavioural intentions, meaning that positive service experiences are more likely to result in repeat engagement and recommendations.

Insights from the qualitative responses further highlight the importance of personalized service, effective coordination, and professional behaviour in enhancing overall customer experience. Overall, the study provides a more practical understanding of how service quality works in real event settings and how it contributes to building long-term customer relationships. The findings can be useful for event managers who aim to improve service delivery and create more meaningful and engaging event experiences.

**KEYWORDS:** Service Quality, Customer Satisfaction, Behavioural Intentions, Event Management Services, Mixed Methods Research

## I. INTRODUCTION

The event management industry has emerged as one of the fastest-growing service sectors globally, driven by increasing demand for corporate events, exhibitions, conferences, and social gatherings. According to recent market estimates, the global events industry is expected to grow significantly, reaching a valuation of over USD 2 trillion by 2033. This rapid growth has intensified competition among service providers, making it essential for organizations to differentiate themselves through superior service quality and customer experience.

In service industries, customer perceptions are shaped not only by the functional aspects of service delivery but also by the emotional and experiential components. This is particularly true in event management, where services are intangible, time-bound, and highly interactive. Customers actively participate in the service process, and their satisfaction depends on both operational efficiency and experiential value. Therefore, understanding how service quality influences customer satisfaction and behavioural intentions becomes critical.



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Service quality has long been recognized as a key determinant of customer satisfaction and loyalty. However, in the context of event management, traditional service quality models may not fully capture the complexity of customer experiences. Events involve multiple touchpoints, including planning, coordination, execution, and post-event engagement. Additionally, the increasing integration of technology, such as hybrid platforms and digital interaction tools, has further transformed how customers experience events.

Despite the importance of these factors, there is limited research that comprehensively examines service quality in event management using both quantitative and qualitative approaches. Most studies rely on survey-based methods, which may not fully capture the experiential and emotional aspects of service delivery. This study addresses this gap by adopting a mixed methods approach to analyse the relationships among service quality, customer satisfaction, and behavioural intentions in event management services.

### II. REVIEW OF LITERATURE

Service quality has been extensively studied in service marketing, with the SERVQUAL model being one of the most widely used frameworks. Developed by Parasuraman, Zeithaml, and Berry (1988), the model conceptualizes service quality as the gap between customer expectations and perceived service performance. It identifies five key dimensions—reliability, responsiveness, assurance, empathy, and tangibility—that collectively influence customer perceptions.

Subsequent research has validated the SERVQUAL model across various industries, including hospitality, healthcare, banking, and tourism. Studies have consistently shown that service quality has a strong positive impact on customer satisfaction, which in turn influences behavioural intentions. Brady and Cronin (2001) further refined the model by emphasizing the hierarchical nature of service quality, while Ladhari (2009) highlighted its applicability across diverse contexts.

The Expectation Confirmation Theory (Oliver, 1980) provides a theoretical basis for understanding customer satisfaction. According to this theory, satisfaction is determined by the comparison between expected and perceived performance. When service performance meets or exceeds expectations, customers experience satisfaction, which influences their future behaviour. Similarly, the Theory of Planned Behavior (Ajzen, 1991) explains how attitudes and perceptions shape behavioural intentions.

In the context of event management, service quality is more complex due to the experiential nature of services. Events involve high levels of customer interaction, emotional engagement, and real-time service delivery. Studies by Getz and Page (2016) highlight that event experiences are co-created through interactions between organizers and participants, making service quality multidimensional and context-specific.

Recent literature also emphasizes the role of technology in shaping service quality perceptions. The use of hybrid event platforms, mobile applications, and digital engagement tools has introduced new dimensions to service delivery. Research indicates that technological integration enhances customer experience by improving accessibility, interaction, and engagement. However, traditional service quality models do not fully incorporate these factors, suggesting the need for updated frameworks in event management research.

#### Research Gaps

Although service quality has been widely studied, there is limited research focusing specifically on event management services. Most studies rely heavily on quantitative methods and do not incorporate qualitative insights that capture customer experiences in detail. Additionally, the role of technological integration in influencing service quality perceptions has not been adequately explored. There is also a lack of research examining the mediating role of customer satisfaction and the moderating effect of technology in event contexts. These gaps highlight the need for a comprehensive study that integrates both quantitative and qualitative approaches.

#### Research Objectives

The primary objective of this study is to examine the relationship between service quality, customer satisfaction, and behavioural intentions in event management services. The study specifically aims to analyse the impact of service



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quality dimensions on customer satisfaction, evaluate the influence of satisfaction on behavioural intentions, and explore the role of technological integration in shaping these relationships.

### Framing of Research Hypothesis

Based on the theoretical foundations and the objectives of the study, three key hypotheses are proposed to examine the relationships among service quality, customer satisfaction, and behavioural intentions in the context of event management services. These hypotheses are developed by drawing from established theories such as the SERVQUAL model, Expectation Confirmation Theory, and behavioural intention frameworks.

The first hypothesis focuses on the direct relationship between service quality and customer satisfaction. It states that service quality dimensions—namely reliability, responsiveness, assurance, empathy, and tangibility—have a positive and significant impact on customer satisfaction. This assumption is based on the idea that customers evaluate their overall experience by considering multiple aspects of service delivery. In the context of event management, reliability refers to the ability to deliver services as promised, while empathy reflects the level of personalized attention provided to participants. When these dimensions are effectively managed, customers are more likely to feel satisfied with their experience.

The second hypothesis examines the relationship between customer satisfaction and behavioural intentions. It suggests that customer satisfaction positively influences outcomes such as loyalty, repurchase intention, and positive word-of-mouth. This is supported by the concept that satisfied customers tend to develop favorable attitudes toward a service provider, which increases the likelihood of future engagement. In event management, this could translate into repeat participation in events and recommendations to others.

The third hypothesis introduces a more complex relationship by combining both mediation and moderation effects. It proposes that customer satisfaction mediates the relationship between service quality and behavioural intentions. This means that service quality influences behavioural intentions indirectly through satisfaction. Additionally, the hypothesis suggests that technological integration acts as a moderating factor, strengthening the relationship between service quality and customer satisfaction. With the increasing use of digital platforms and hybrid event formats, technology is expected to enhance customer experience and influence how service quality is perceived.

### III. RESEARCH DESIGN

The study adopts a mixed methods research design to provide a comprehensive understanding of the research problem. This approach combines both quantitative and qualitative methods, allowing the study to capture not only measurable relationships but also deeper insights into customer experiences. A convergent parallel design is used, where both types of data are collected at the same time, analysed separately, and then integrated during interpretation. This ensures that the strengths of both methods are effectively utilized.

The research is both descriptive and explanatory in nature. The descriptive component focuses on understanding customer perceptions of service quality, satisfaction, and behavioural intentions. It provides a clear picture of how customers evaluate different aspects of event services. The explanatory component, on the other hand, aims to identify and analyse the relationships among these variables, helping to explain how service quality influences satisfaction and how satisfaction leads to behavioural outcomes.

A cross-sectional survey design is used for data collection. This involves gathering data from respondents at a single point in time, specifically from individuals who have recently attended professionally managed events. This approach is suitable for capturing immediate perceptions and experiences, which are important in the context of event services. Since events are time-bound and experiential in nature, collecting data soon after participation helps in obtaining more accurate responses.

### Instrument Development

The data collection instrument used in this study is a structured questionnaire designed to align with the research objectives and hypotheses. The questionnaire is divided into multiple sections, each focusing on a specific aspect of the study.



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The first section captures demographic information, while the second measures service quality dimensions based on the SERVQUAL model. The third section assesses customer satisfaction, and the fourth measures behavioural intentions. The fifth section evaluates technological integration and experiential engagement. All items are measured using a five-point Likert scale, ensuring consistency and ease of analysis. Open-ended questions are included to capture qualitative insights.

### IV. HYPOTHESIS TESTING AND METHODS

The study employs a combination of statistical techniques to test the proposed hypotheses and analyse the relationships among variables. Quantitative data analysis is carried out using SPSS (Version 29), which provides a range of tools for statistical testing and model evaluation.

Before testing the hypotheses, the reliability of the measurement scales is assessed using Cronbach's Alpha. This helps in determining whether the items used to measure each variable are consistent. Values above the acceptable threshold indicate good internal consistency. To ensure validity, Exploratory Factor Analysis is conducted to confirm that the questionnaire items are correctly grouped under their respective constructs.

To test the first hypothesis, multiple linear regression analysis is used. This method allows the study to examine the impact of multiple independent variables—service quality dimensions—on a single dependent variable, customer satisfaction. It also helps in identifying which dimensions have the strongest influence.

The second hypothesis is tested using simple linear regression, where customer satisfaction is treated as the independent variable and behavioural intentions as the dependent variable. This analysis helps in understanding how strongly satisfaction influences future customer behaviour.

For the third hypothesis, mediation analysis is conducted using the Baron and Kenny method. This involves a series of regression steps to determine whether customer satisfaction acts as a mediator between service quality and behavioural intentions. Moderation analysis is carried out using hierarchical regression, where an interaction term is introduced to examine the role of technological integration.

In addition to quantitative analysis, qualitative data collected through open-ended questions are analysed using thematic analysis. This involves identifying patterns and themes in the responses, which help in explaining the statistical findings and providing a deeper understanding of customer experiences.

### V. DATA ANALYSIS AND INTERPRETATION

The results indicate that service quality dimensions collectively explain 82.4% of the variance in customer satisfaction ( $R^2 = 0.824$ ), demonstrating strong explanatory power. Reliability ( $\beta = 0.245$ ) and empathy ( $\beta = 0.221$ ) emerged as the most significant predictors, followed by responsiveness ( $\beta = 0.212$ ), assurance ( $\beta = 0.189$ ), and tangibility ( $\beta = 0.154$ ). These findings suggest that both operational efficiency and personalized interaction are critical in shaping customer satisfaction.

Customer satisfaction explains 74.2% of the variance in behavioural intentions ( $R^2 = 0.742$ ), with a strong standardized beta value of 0.861. This indicates that satisfaction plays a key role in influencing future behaviour. Mediation analysis confirms that satisfaction partially mediates the relationship between service quality and behavioural intentions. Moderation analysis shows that technological integration strengthens the relationship between service quality and satisfaction.

Qualitative findings support these results by highlighting themes such as personalized service, efficient coordination, and effective use of technology, providing a deeper understanding of customer experiences.



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### VI. FINDINGS

The findings of this study clearly indicate that service quality plays a significant role in shaping customer satisfaction and behavioural intentions in event management services. All five dimensions of service quality which are reliability, responsiveness, assurance, empathy, and tangibility were found to have a positive impact on customer satisfaction. However, reliability and empathy emerged as the most influential factors. This shows that customers value both the consistency of service delivery and the level of personal attention they receive during events. When events are well-organized and delivered as promised, and when customers feel understood and cared for, their overall satisfaction tends to increase.

The results also show a strong relationship between customer satisfaction and behavioural intentions. Customers who reported higher satisfaction levels were more likely to express intentions to attend future events, recommend the service to others, and remain loyal to the event organizer. This highlights the importance of satisfaction as a key outcome variable in service-based industries.

Another important finding is the mediating role of customer satisfaction. The analysis indicates that service quality does not directly translate into behavioural intentions unless it leads to satisfaction. In other words, satisfaction acts as a link that converts service experiences into future customer actions. In addition, the study finds that technological integration plays a supportive role in enhancing customer experience. The use of digital platforms, hybrid event formats, and engagement tools strengthens the relationship between service quality and satisfaction. Overall, the findings suggest that a combination of reliable service, personalized interaction, and effective use of technology is essential for improving customer outcomes in event management.

### VII. LIMITATIONS OF THE RESEARCH

While the study provides useful insights, it is important to acknowledge certain limitations. First, the research is based on a cross-sectional design, where data was collected at a single point in time. This limits the ability to observe changes in customer perceptions and behaviour over a longer period. A longitudinal approach could provide a deeper understanding of how satisfaction and behavioural intentions evolve over time.

Second, the study relies on self-reported data collected through questionnaires. Although this method is widely used in research, it may be subject to response bias, as participants may provide socially desirable answers or may not accurately recall their experiences. Third, the sample used in the study is limited to a specific group of event attendees within a particular context. As a result, the findings may not be fully generalizable to other regions, types of events, or customer segments.

In addition, the study focuses primarily on service quality, satisfaction, and technology, while other factors such as pricing, brand reputation, and external influences were not included in the analysis. These factors may also play an important role in shaping customer perceptions and behaviour. Despite these limitations, the study still provides a meaningful understanding of key relationships within event management services.

### VIII. CONCLUSION

This study shows that service quality plays an important role in influencing customer satisfaction and behavioural intentions in event management services. Among the dimensions, reliability and empathy have the strongest impact, highlighting the need for both efficient service delivery and personalized customer interaction.

Customer satisfaction acts as a key link between service quality and future behaviour. Satisfied customers are more likely to return, remain loyal, and recommend the service to others, making it essential for long-term success.

The study also highlights the role of technology in enhancing customer experience. While digital tools and hybrid formats improve engagement, they should support rather than replace human interaction.

Overall, event management firms should focus on delivering reliable services, understanding customer needs, and effectively using technology to build strong and lasting customer relationships.



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