

Table 6: The conference room is spacious and well equipped verses being happy with the host

		I am happy with the host					Total		
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree			
The conference room is spacious and well equipped	Strongly disagree	Count	2	1	2	2	0	7	
		% within The conference room is spacious and well equipped	28.6%	14.3%	28.6%	28.6%	.0%	100.0%	
	Disagree	Count	0	5	2	13	3	23	
		% within The conference room is spacious and well equipped	.0%	21.7%	8.7%	56.5%	13.0%	100.0%	
	Neither agree nor disagree	Count	0	1	11	13	9	34	
		% within The conference room is spacious and well equipped	.0%	2.9%	32.4%	38.2%	26.5%	100.0%	
	Agree	Count	0	0	10	34	20	64	
		% within The conference room is spacious and well equipped	.0%	.0%	15.6%	53.1%	31.2%	100.0%	
	Strongly agree	Count	1	0	1	12	49	63	
		% within The conference room is spacious and well equipped	1.6%	.0%	1.6%	19.0%	77.8%	100.0%	
	Total		Count	3	7	26	74	81	191
			% within The conference room is spacious and well equipped	1.6%	3.7%	13.6%	38.7%	42.4%	100.0%

Analysis on Table 6.0 above, being happy with the host is dependent on the conference room being spacious and well equipped. This is indicated by a chi-square value of 1.2092

which is significant with a p-value of 0.000 which is less than the level of significance (0.05).

Table 7: The conference room is spacious and well equipped verses being satisfied with the overall event experience.

		I am satisfied with the overall event experience					Total		
		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree			
The conference room is spacious and well equipped	Strongly disagree	Count	2	1	1	2	1	7	
		% within The conference room is spacious and well equipped	28.6%	14.3%	14.3%	28.6%	14.3%	100.0%	
	Disagree	Count	0	6	3	6	8	23	
		% within The conference room is spacious and well equipped	.0%	26.1%	13.0%	26.1%	34.8%	100.0%	
	Neither agree nor disagree	Count	0	3	9	12	10	34	
		% within The conference room is spacious and well equipped	.0%	8.8%	26.5%	35.3%	29.4%	100.0%	
	Agree	Count	0	2	4	33	25	64	
		% within The conference room is spacious and well equipped	.0%	3.1%	6.2%	51.6%	39.1%	100.0%	
	Strongly agree	Count	0	0	2	11	50	63	
		% within The conference room is spacious and well equipped	.0%	.0%	3.2%	17.5%	79.4%	100.0%	
	Total		Count	2	12	19	64	94	191
			% within The conference room is spacious and well equipped	1.0%	6.3%	9.9%	33.5%	49.2%	100.0%

6. Conclusion and Recommendations

Event service quality, convenience and price are all important value equity drivers to customer satisfaction; with service quality being the prominent driver compared to convenience and price. The findings of the study revealed

that leisure event customers are more likely than business event customers to place importance on an event venue's space and function. This is because leisure event customers are more involved in experiencing hedonic pleasure in the venue than business event customers, who demonstrated tendency to focus on the business aspects of being at the

venue. In terms of satisfaction, leisure travellers are more inclined to place importance on an event's price, while business travellers are more inclined to place importance on an event's service quality. This finding stems from the notion that business customers' attending events treat such activities as purposeful ones hence lowering their tolerance zones for deviations in service quality. The study recommends that employees who involve in providing customer service need to be given proper quality management training programs. Through this training program, the staff may increase their understanding about the concept and importance of practicing quality customer service and moral values. As a result, it may lead to improved service quality.

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