

An Empirical Study on the Venue Attributes on Customer Satisfaction of Wedding Banquets in Sri Lanka

Bandara WMAH¹ and Gangananda AMNM²

¹Lecturer (Temporary), Department of Tourism Studies, Uwa Wellassa University, SRI LANKA

²Lecturer (Temporary), Department of Tourism Studies, Uwa Wellassa University, SRI LANKA

¹Corresponding Author: asankahemantha825@gmail.com

ABSTRACT

The growth of the festival and event tourism sector has been spectacular in recent years and therefore event management has become increasingly popular with it growing and expanding equally as much as event tourism. As a most competitive industry in Sri Lanka, wedding banquet demand has a considerable increment since last few years. Recently, modern couples tend to achieve their most special occasion with a higher effort and they have been deflected for banqueting industry for having a memorable experience. Hence, the objectives of this study are to identify the existing level of venue attributes in banquet halls, to identify the relationship between those attributes and Customer satisfaction and the most influencing attributes on customer's satisfaction. 100 of couples were selected as the sample of this study and convenience sampling method was used for selecting the sample. Data collection was done by structured questionnaires. Descriptive analysis, Pearson Correlation Coefficient and Multiple linear regressions were used for the data analysis. The findings reflect all the respondents were agreeing with existing level of attributes and all the attributes were significantly important for customer satisfaction. Decoration was the mostly influencing attribute on Customer satisfaction. Furthermore, the researcher has identified that all the independent variables showed a positive relationship with the dependent variable. Therefore, management of hotel might be considered about the enhancement of those attributes for satisfying the customers which affects the hotel demand indirectly.

Keywords-- Customer Satisfaction, Event Industry, Venue, Attributes, Wedding Banquets

food and beverage, room division in the hotels indicate almost 70% (Adler et al, 2005) can get back the revenue to the hotel. Significantly, the event industry has caused increasing GDP and infrastructure development in many states. The UK event sector contributed £39.1 billion to the economy in 2013 and according to Lobbying Body Business Visits and Events Partnership (BVEP), is forecasting to grow to £48.4 billion by 2020. Due to the international growth of festival and events and global tourism set to reach 1.6 billion arrivals by 2020 (UNWTO, 2012).

Wedding tourism has increased popularity over the past decade and is recognized as a significant market segment with a possibility of enhancing effectiveness of the industry by amalgamating two segments as one destination (Nawarathna, 2017). The couples in the current society arrange their weddings in wedding hotels. And modern couples are more artistic and creative in wedding planning. Newly wedded couples pay a huge cost on their most special celebration, taking care of the wedding details by expert planners and depend on venue managers' recommendation. When they plan their wedding the first step is to be taken is the selection of venue. Customer Satisfaction is directly depending on the venue attributes. Performance, revenue, and profit in a hotel or a wedding banquet also depend on customer satisfaction. If the customer satisfied, the hotel will be recommending to others by him. If the customer dissatisfied, they will not recommend to anyone.

According to Han et al (2009) quality of food, quality of staff service, and physical environment strongly impact on customer satisfaction in restaurants and wedding banquets in Midwestern state USA. On that study, the researcher has found that food quality is the most influenced dimension for customer satisfaction. Similarly, there are a number of researches are done in the global context, not for Sri Lanka. Colombo is the largest numbers of wedding banquets are available in Sri Lanka and the highest numbers of weddings are arranged in wedding banquet halls due to their personal reasons. As well as, there are no related studies can be found in Sri Lanka. Hence this study is going to be examined how different hotels determine their demand and what attributes can be

I. INTRODUCTION

Events are becoming an integral part of tourism development and marketing strategies. Event tourism is used to describe this phenomenon and is defined as systematic development, planning, marketing and holding of events as tourist attractions (Ranasinghe et al, 2020). As higher revenue generator the weddings are sustained a considerable weight within the hospitality sector. High-priced of banquet activities at the wedding ceremony impacts significantly contribute to the overall profit of

influenced by the venue selection? And what is the most influenced venue attributes and how can it impact on customer satisfaction?

II. METHODOLOGY

In order to achieve objectives of the research, the analysis used quantitative technique. Quantitative data was obtained by means of semi structured questionnaire. The quantitative data were analyzed by Statistical Package for the Social Sciences (SPSS) and Minitab. Based on the research objectives, this research gathered data only from 100 of couples in Colombo district. The convenience sampling technique was used to select the sample. Descriptive analysis, Pearson Correlation Coefficient and Multiple linear regressions were used for the data analysis.

III. LITERATURE REVIEW

Event Industry

The event industry is one of the important sectors in the tourism industry which participates largely to the GDP and is responsible for increase the revenue within the tourism industry. Usually, events are used to attract customers to a particular destination, providing unique experiences (Shanka et al, 2012). In the tourism sector, events take place a significant role as it has the ability to increase economic benefits & cultural and social benefits to the country. Moreover, events are highly participating to enhancing the destination image within the tourism sector. The Accepted Practices Exchange Industry Glossary of Terms (APEX, 2005) stated an event as, "An organized occasion such as a meeting, convention, exhibition, special event, gala dinner, etc. within the tourism industry, the event industry has been achieved huge growth over the last three decades with expanding numbers of entrants to festivals, concerts and sports events globally. In 1980s, "event tourism" became more important within the tourism industry with the development and enhancement of the event industry. It refers to the tourism activity generated by such events (Quinn, 2006), and can be used by host communities as a tool for destination development and branding (Etiosa, 2012).

Wedding Tourism

Wedding tourism is a new form of emerging tourism activity which is an indispensable product alternative for many small destinations and gaining popularity in Sri Lanka. It targets couples want to celebrate their wedding and honeymoons away from home and are looking for a unique experience (Nawarathna, 2017). The wedding reception is a fundamental part of weddings in many cultures. The wedding banquet, a private event with relatives and guests, is held after the marriage ceremony or

the signing of the marriage certificate at the government marriage registration. In another way, a wedding is a ceremonial celebration of a newly wedded couple for being gets married legally, celebrating in front of a group of people since the early past. Therein, married couple expects number of known invitee's participation, and they tend to afford hospitality to the invited family and relations for the first time as a newly wedded couple.

Wedding Banquet

The wedding banquet is an embellish and expensive accomplishment and its goal is to create complementary atmosphere and to ensure the emotional and physical comfort of guests. Silvers et al, (2005) stated that the choices that consumers make regarding wedding venues are determined from cognitive and affective perspectives. Similarly, it identified the specifications of venue or site development, including availability; facilities and services; capacities of the site or venue; locations; creative themes or decor; and accessibility. As well as, Wedding banquet or the venue is a key element in planning the weddings.

Despite the importance of the venue in planning an event, less number of researchers has discussed the process of selecting a venue for a wedding banquet. Furthermore, early research regarding Chinese restaurant venues focused primarily on the dining selection preferences of specific groups of customers. Thus, there is less information available regarding the selecting wedding banquet venues.

Customer Satisfaction

Customer satisfaction can be defined in various ways Makeeva et al, (2010) and Parasuraman et al, (1991) identified that satisfaction is the difference between expected experience of service and individuals' actual experience or perception of service received. Satisfaction is the result of the individual's service transaction and the overall service obtained. Oliver (1999) argued that Customer satisfaction is a summary of effective and cognitive response to a service incidence and that satisfaction or dissatisfaction results from experiencing a service and comparing that encounter with expectation of the encounter. And also he has explained that customer satisfaction can be identified in two ways. These are the accumulative customer satisfaction which is an appraisalment on the buying and consumption experiences of a service over time, and traffic specific which is a post choice assessment of customer satisfaction of a specific purchase situation.

Venue Attributes

Early researches identified the venue selection attributes of wedding venue from the viewpoint of the newly wedded couples in Hong Kong and the USA (Lau and Hui, 2010; Daniels et al., 2012). These researches found individual attributes of wedding venue selection

(services quality, employee attitude, location, cleanliness, venue ceremonies, image requirement, food quality, food price, accommodations, setting, lighting, sound system equipment, design of the venue, decoration, availability, venue rental, building design, venue size, and other). In this study there will be examined 7 key attributes on the customer satisfaction. (Service, Price, Food and beverages, Venue environment, Entertainment facilities, Availability, Decorations).

Conceptual Framework

Following is the Conceptual framework in this study. Independent and Dependent variables of this study are Venue attributes and Customer Satisfaction respectively. Independent variable is consisted with seven dimensions as follows.

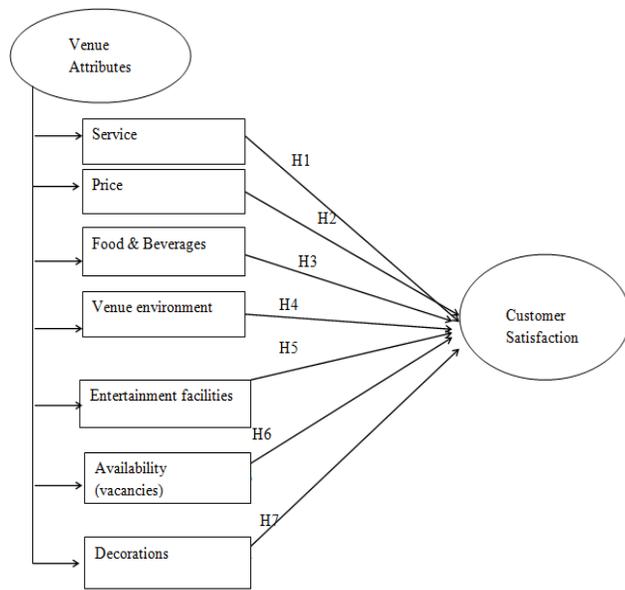


Figure 1: Conceptual Framework

Hypothesis

The statistical hypothesis are:

- H₁: There is a significant relationship between service and customer satisfaction.
- H₂: There is a significant relationship between price and customer satisfaction.
- H₃: There is a significant relationship between food and beverage, and customer satisfaction.
- H₄: There is a significant relationship between venue environment and customer satisfaction.
- H₅: There is a significant relationship between entertainment facilities and customer satisfaction.
- H₆: There is a significant relationship between availability and customer satisfaction.
- H₇: There is a significant relationship between decorations and customer satisfaction

IV. ANALISIS OF DATA

Examine the Existing Level of Venue Attributes in Wedding Banquets with special reference to Four star and Five hotels in Colombo District

Descriptive analysis has been used in order to identify the existing level of venue attributes in wedding banquets related to the four-star and five-star hotels in Colombo district. The researcher has used the descriptive technics as mean and standard deviation, for the interpretation of data.

Table 1: Descriptive Statistics

Variable	N	Mean	Std..Dev
Service	100	4.0975	.63851
Price	100	3.7200	.75234
Food and Beverage	100	4.3250	.66903
Venue Environment	100	4.2800	.51640
Entertainment Facilities	100	4.2650	.71582
Availability	100	4.0400	.73287
Decorations	100	4.4075	.46960
Customer Satisfaction	100	3.9033	.82374

According to the table 1, overall mean of the venue attributes of service, price, food & beverages, venue environment, entertainment facilities, and availability and decorations are 4.0975, 3.7200, 4.3250, 4.2800, 4.2650, 4.0400 and 4.4075 respectively. All the wedded couples have been almost agreed with the overall attributes in wedding banquets. It indicates the highest mean value of 4.3250 with the dispersion of 0.66903 standard deviations out of the seven venues attributes. It means food and beverages dimension have a good influence on the overall customer satisfaction in wedding banquets of four-star/five-star hotels. The dependent variable is “customer satisfaction”. Mean value of all the elements is within the range of 3.5<=X<5. It implies that Customer has positive satisfaction regarding the venue attributes of wedding banquets in four-star five-star hotels in Colombo district. The mean value of the overall dependent variable is 3.9033 which implies about the overall positive satisfaction of the customer with the dispersion of 0.12256 values.

Relationship between the Venue Attributes and the Customer Satisfaction of Wedding Banquets in Four-star and Five-star Hotels.

Table 2 : Summery of Correlation analysis

Attribute	P	< / > Sig.	Null Hypothesis	Alternative Hypothesis
Service	0.00	< 0.01	Rejected	Accepted
Price	0.00	< 0.01	Rejected	Accepted
F & B	0.00	< 0.01	Rejected	Accepted
Environment	0.00	< 0.01	Rejected	Accepted
Entertainment	0.00	< 0.01	Rejected	Accepted
Availability	0.00	< 0.01	Rejected	Accepted
Decorations	0.00	< 0.01	Rejected	Accepted

According to the analyzed data in the above table, obtained from the Google forms, all the independent variables (wedding venue attributes) are highly significant at the 99% confidence level as the P-value of all the independent variables is 0.000. Therefore, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted on all seven dimensions. Further, only three attributes among seven attributes such as service, food & beverages and decorations have a strong positive relationship with customer satisfaction. Other four variables which are called price, venue environment, entertainment facilities, and availability have a weak positive association with customer satisfaction in Wedding Banquets.

Identify the most influencing venue attributes in Customer satisfaction in wedding banquets in four/five-star hotels in Colombo district

According to the research, the researcher has applied Multiple Linear Regression to analyze the most influencing venue attribute on customer satisfaction in Banquet industry. Using multiple regression results, the researcher would like to discuss that result relate with all variable have importance to data analysis indicated as the table below

Table 3: Model Summery

R	R Square	Adjusted R Square	Standard Error of the estimate
0.750 ^a	0.563	0.530	0.56475

Table 4: Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients		T	Sig.
	B	Std. Error	Beta			
(Constant)	-1.922	0.606			-3.17	0.002
Service	0.254	0.112	0.197		2.279	0.025
Price	0.211	0.088	0.193		2.411	0.018
F & B	0.241	0.117	0.195		2.056	0.043
Environment	-0.06	0.141	-0.038		-0.428	0.67
Entertainment	0.043	0.1	0.038		0.434	0.665
Availability	0.102	0.089	0.091		1.144	0.255
Decorations	0.594	0.153	0.339		3.879	0

According to the analysis, the result of service has a positive influences relationship to customer satisfaction at 0.05 significant level (B=0.254, P-value=0.025). Result of price has a positive influences relationship to customer satisfaction at 0.05 significant level (B=0.211, P-value=0.018). Result of Food & Beverage has a positive influences relationship to Customer satisfaction at 0.05 significant level (B=0.241, P-value=0.043). Result of Venue Environment has a negative influences relationship to Customer satisfaction at 0.05 significant level (B=0.06, P-value=0.067). Result of Entertainment facility has not influences relationship to Customer satisfaction at 0.05 significant level (B=0.043, P-value=0.665). Result of Availability has not influences relationship to Customer satisfaction at 0.05 significant level (B=0.102, P-value=0.255). Result of Decorations has a positive influences relationship to Customer satisfaction at 0.05 significant level (B=0.594, P-value=0.000).

The result implies that Decorations, Service, Food & Beverages and Pricing were highly significant for the model as its p-values were less than 0.05. Among these four variables, Customer Satisfaction was highly impacted by the Decoration. There are some past studies have done related to the banquet industry and some studies in a different context with the result of most influencing venue attribute in Wedding banquets is Decorations and it is 0.000. Significants at 0.01 significant level.

V. CONCLUSION

According to the research, major objectives of this study were to identify the impact of venue attributes on customer satisfaction in wedding banquets in Colombo district four and five star hotels. Therefore, the study was analyzed the existing level of Venue attributes and customer satisfaction. Moreover, identify the relationship between venue attributes and customer satisfaction and

also identify the most influencing attribute on customer satisfaction. Venue attributes in wedding banquets have an impact on customer satisfaction. In practical terms, this means that at least improving above most influencing dimensions ultimately enhance the overall customer satisfaction among hosts of the wedding. In order to maximize the satisfaction of hosts of wedding managers should consider venue attributes.

Since the study found that, the venue attribute is a key driver of customer satisfaction in the wedding banquets sector in Colombo district, it is recommended that the management of hotels should be clearly considered venue attributes in improving upon its satisfaction of hosts of the wedding. In that case, their service depends on the overall performance consists of different attributes in location. Management should consider the development of those attributes and competencies further it will indirectly influence the increment demand of the hotels. The management should try as much as possible to give constant attention to brainstorming sessions to gather staff and take contribution from them for decision-making purposes. And also, organization should encourage its staff to attend seminars, workshops and participate in foreign training programs could be positively modified towards achieving organizational goals and objectives. Further, the management should readjust the prices and cost-cutting strategies for better performance and attract more customers avoiding competing halls. They are able to provide price and material discounts to have a long term customer relationship. Moreover, management is able to take decisions to improve the nutrition value, taste, cleanliness and menu varieties for the better demand.

REFERENCES

- [1] Adler, H. & Chienm, T. C. (2005). The wedding business: a method to boost food and beverage revenues in hotels. *Journal of Foodservice Business Research*, 7(1), 117-125.
- [2] Annual Statistical Report. (2012). *United nation world tourism organization*.
- [3] Daniels, M. J., Lee, S., & Cohen, T. (2012). The attributes influencing wedding reception venue selection. *Event Management*, 16(3), 245-258.
- [4] Etiosa, O. (2012) The impacts of event tourism on host communities: Case: The city of Pietarsaari', Degree in Tourism thesis. *Central Ostrobothnia University of Applied Sciences*, Kokkola-Pietarsaari.
- [5] Han, H. & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, 33(4), 487-510.
- [6] Lau, C. K. & Hui, S. H. (2010). Selection attributes of wedding banquet venues: An exploratory study of Hong Kong prospective wedding couples. *International Journal of Hospitality Management*, 29(2), 268-276.
- [7] Makeeva, E. (2010). *Service quality and customer satisfaction case: Restel hotels in Imatra and Lappeenranta*. Available at: https://www.theseus.fi/bitstream/handle/10024/23018/Makeeva_Ekaterina.pdf.
- [8] Nawarathna, A. M. D. B. (2017). An analysis of the push and pull motives for choosing Sri Lanka as the wedding tourism destination: With special reference to southern province. *International Journal of Engineering and Management Research*, 7(5), 256-261.
- [9] Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer: A behavioral perspective on the consumer*. Routledge.
- [10] Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991) Refinement and reassessment of the SERVQUAL scale. *Journal of Tetailing. New York University*, 67(4), 420.
- [11] Qin, G. & Prybutok, V. R. (2008). Determinants of customer-perceived service quality in fast-food restaurants and their relationship to customer satisfaction and behavioral intentions. *Quality Management Journal*, 15(2), 35-50.
- [12] Ranasinghe, R. & Nawarathna, D. (2020). Antecedents of residents' support for mega-events: A PLS path model based on perceived event impacts and quality of life. In: *Travel and Tourism: Sustainability, Economics, and Management Issues*, pp. 299-314. Springer, Singapore.
- [13] Shanka, T. & Alamiyo, G. (2012). Motivations to visit Events/Festivals: An exploratory investigation. In: *Proceedings of the Australian and New Zealand Marketing Academy conference*. Australian and New Zealand Marketing Academy.
- [14] Silvers, J. R., Bowdin, G. A., O'Toole, W. J., & Nelson, K. B. (2005). Towards an international event management body of knowledge (EMBOK). *Event Management*, 9(4), 185-198.