



The impact of Service Quality in Conference Industry: Cihan University as a Case Study

د.قصي حميد السلامي
قسم ادارة الأعمال
كلية العلوم الإدارية والمالية
جامعة جيهان - أربيل
2020-11-22

1. Introduction:

◦ The conference industry is one of the most booming and fastest growing service industries, as it forms a major part of the business events sector. While there is a globally increasing demand for this industry, conferences are getting numerous and competitive.

Increased competition and more-demanding academics mean that careful consideration must be taken for the facilities and services provided during conferences.

1.1 Research Problem:

Analyze the relationship between the service quality and academic satisfaction, in order to analyze their general expectations on conference services and the actual service performance they perceived with the conference.

1.3 Research Objectives:

- The aim of this study is to determine the service quality of Cihan's international conferences as a measure of how well the service level delivered meets the participant's expectations.

1.4 Research Hypothesis:

H1: Service quality has a positive and significant effect on conference industry of Cihan University in Erbil.

H2: Academic satisfaction is mediating the effect of service quality on conference industry of Cihan University in Erbil.

1.5 Methodology Used:

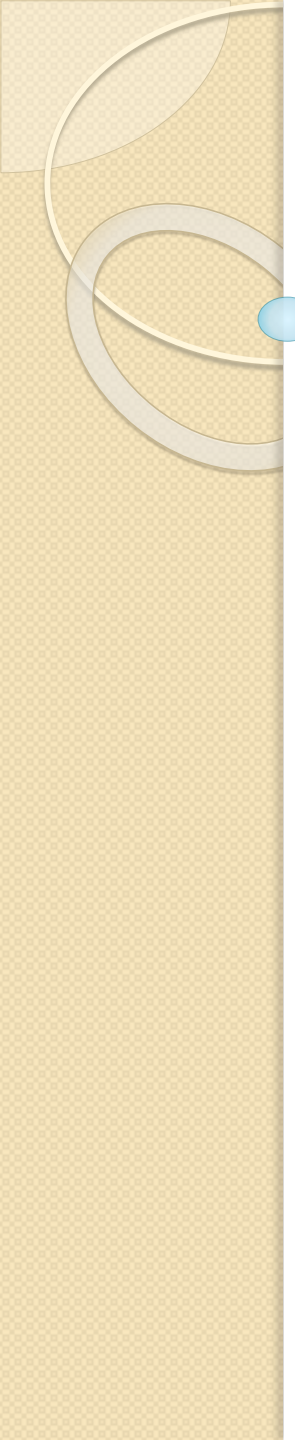
This study was designed to use quantitative approach.

To examine the causal relationship across variable with SPSS.

Two kinds of variables were involved:

- The independent variable (IV) refers to service quality (SQ).
- The dependent variable (DV) is represented by conference industry (CI).
- The academic satisfaction (AS) is the mediating variable in the model.

A mediation model is a causal model. This mean that the mediator variable has been assumed to cause the affect in the outcome variable and not vice versa.

- 
- The study is implemented at universities environment in Erbil city.
 - Sampling technique is used and simple random sampling has been chosen with 146 valid questionnaires were collected for the purpose of this study.
 - Data analysis and hypothesis testing are conducted with SPSS version 16.
 - Linear and multiple regression was used to examine the relationship between the dependent and independent variable, mediating by another variable.
 - The model is displayed in Figure (1).

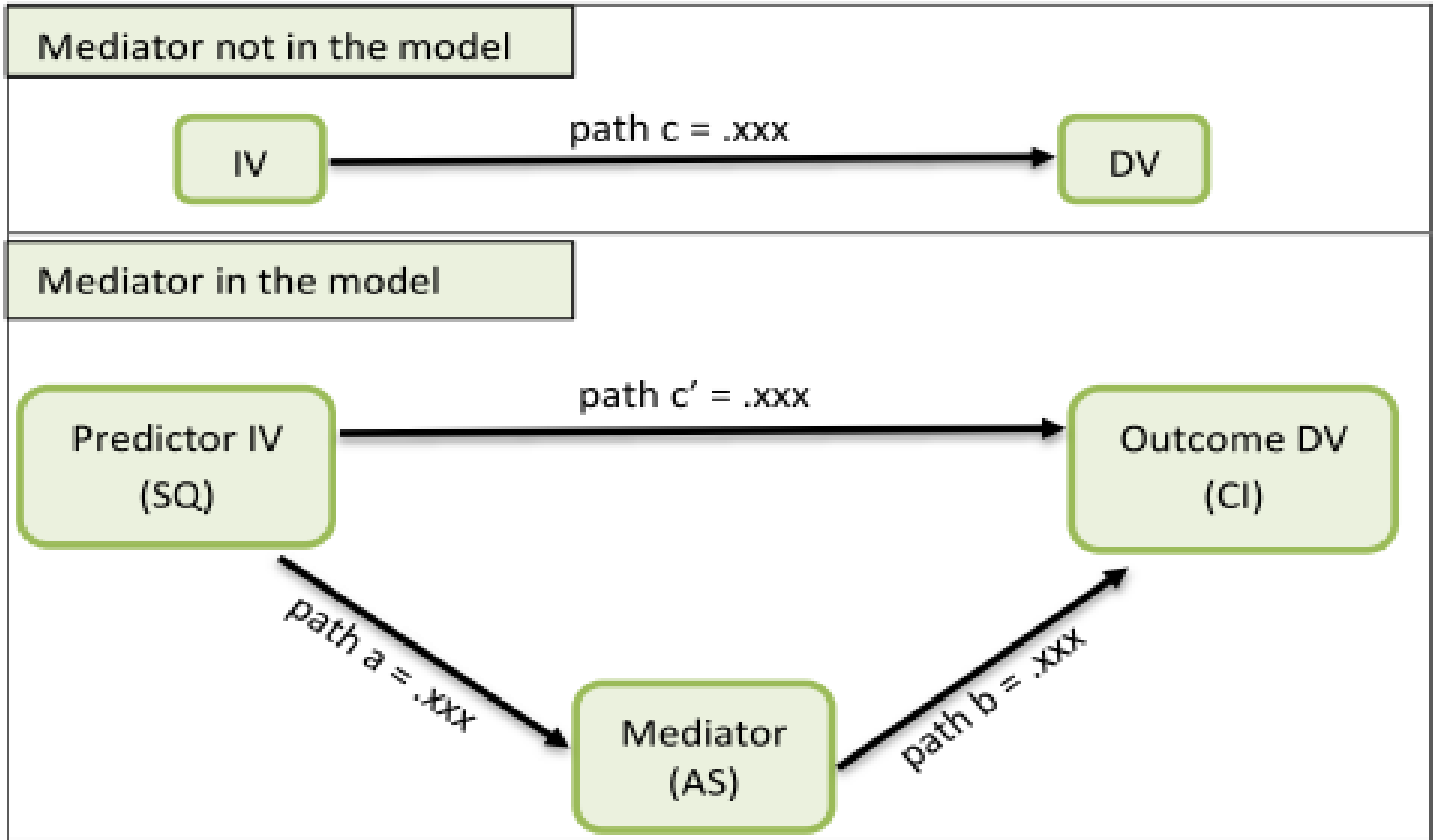


Figure 1: The research model



2.1 Service Quality

- Perceptions resulting from a comparison of customer expectations with actual service performance.
- Is a tool for how well the customer expectations are matched by the delivered service level.

Service Quality in Conference Industry

One of the most dynamic and fastest growing service industries is the conference industry, reliant on the people's increasing demand in exchanging ideas and information through communication and learning

The services and facilities provided during the conferences should be given considerable attention:

1. Sharing the experiences.
2. Put great efforts to make the conference succeed and perform an excellent service.



Conference Industry

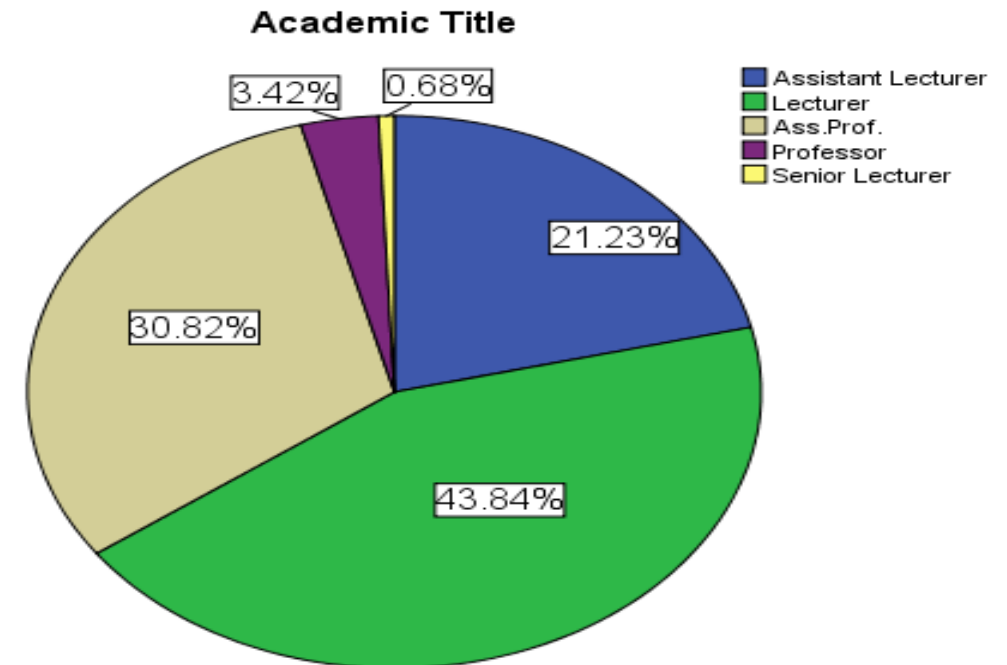
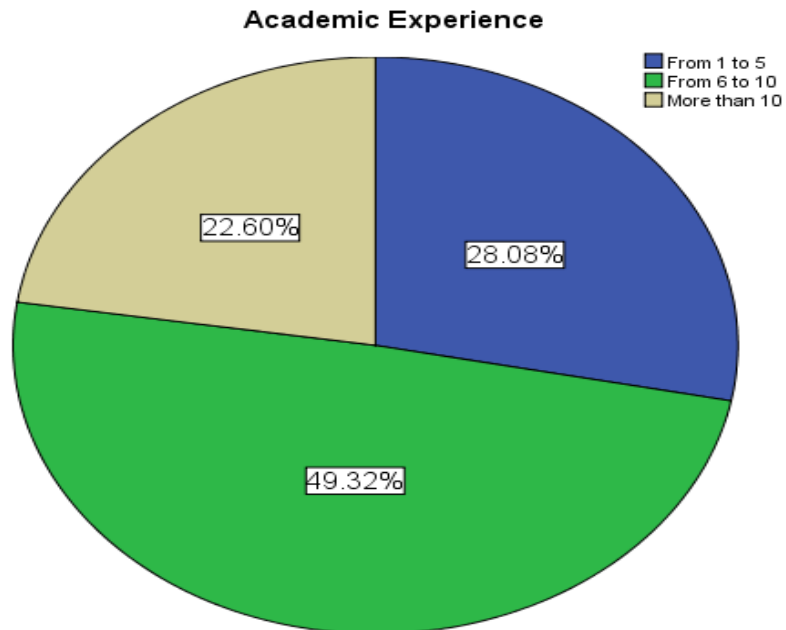
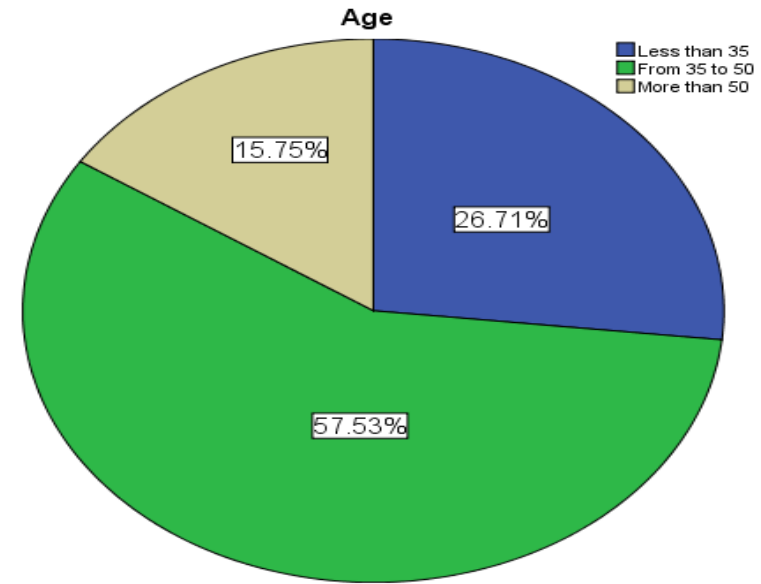
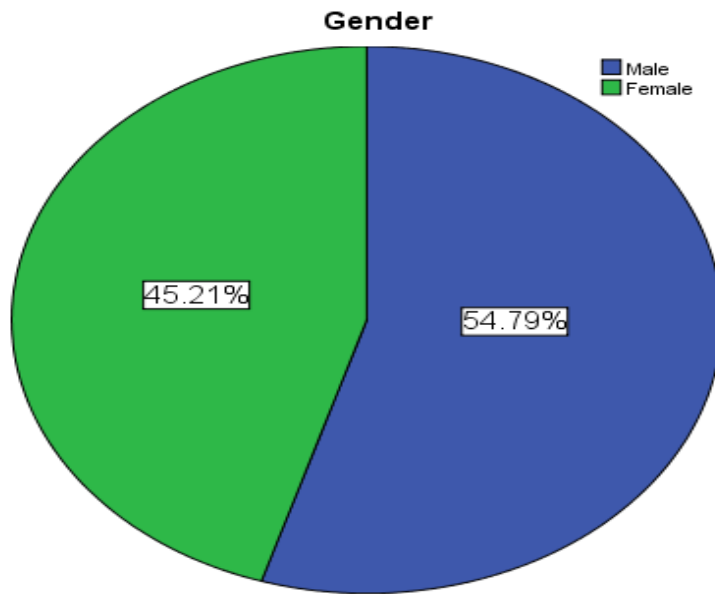
Conference industry could be part of the tourism industry, and can be used to generate reputation for a community, town, or region.

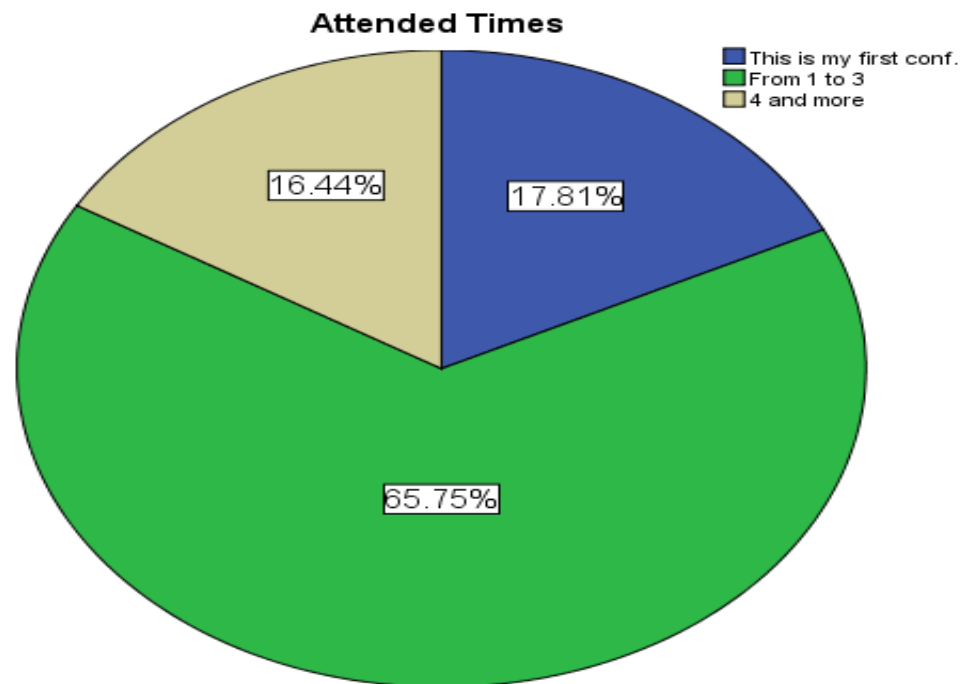
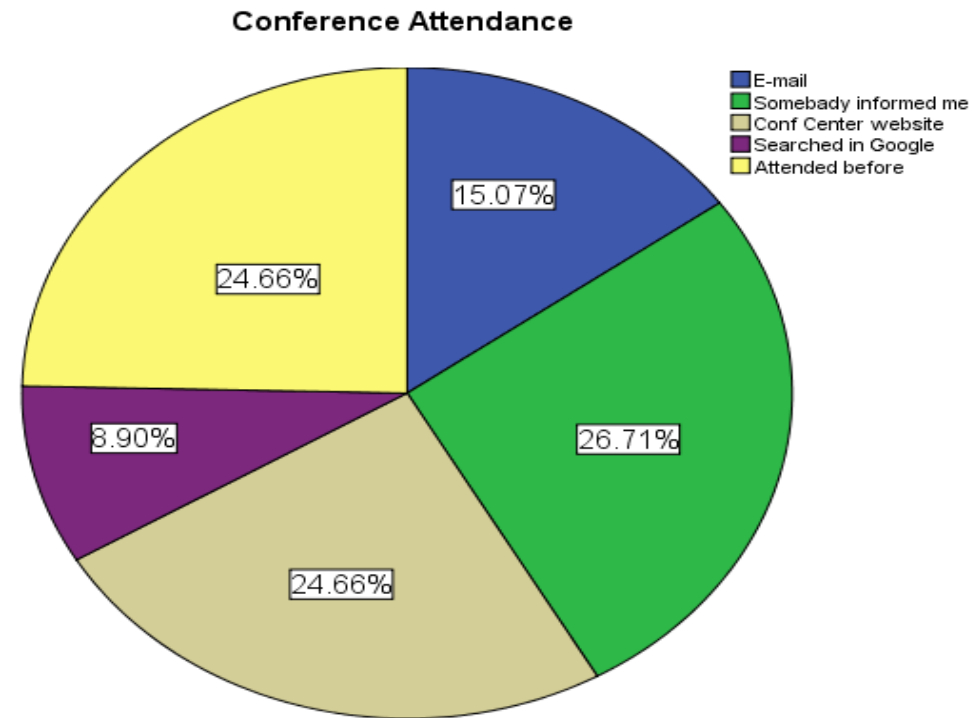
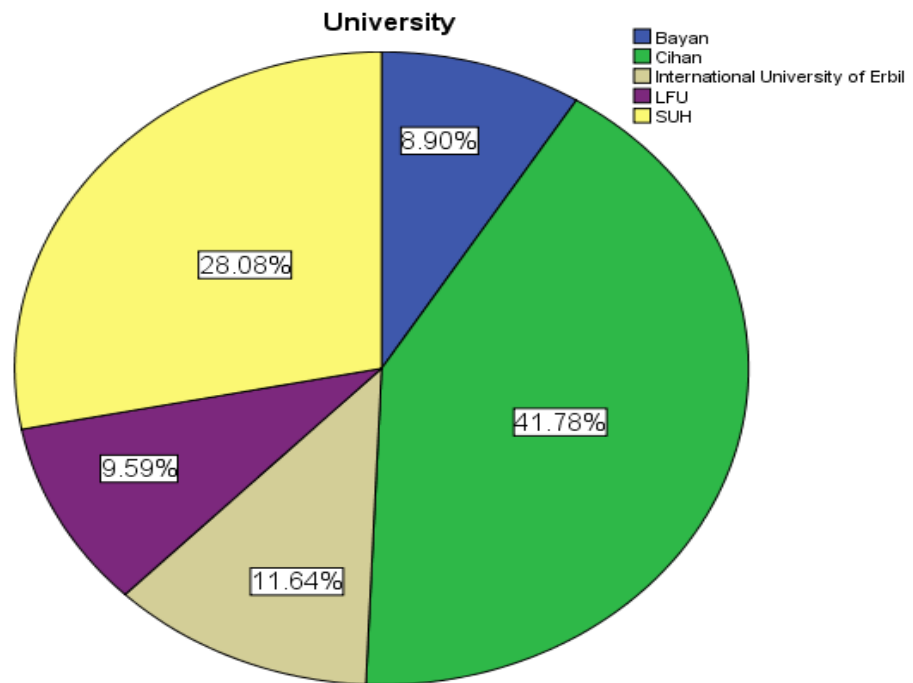
This kind of industry is frame of the basic management tools that involving planning, organizing, leading and Control.

Empirical Section

- This research was designed to use quantitative approach.
- Sampling method is simple random sampling.
- 146 valid questionnaires were collected for the purpose of this research.
- Linear and multiple regression was used to examine the relationship between the dependent and independent variable.
- A structured questionnaire consists of 19 closed and 1 open-ended question.
- 5-point Likert scale used in the questionnaire.

Research's Factors Frequency





Hypotheses Testing:

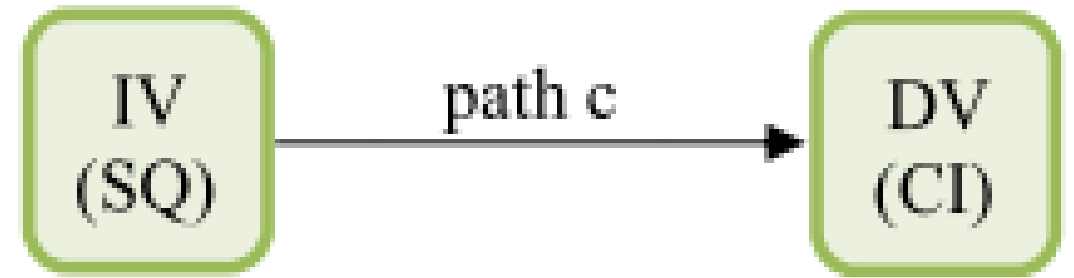
By using Baron & Kenny method, the 4-step indirect effect method using (SPSS) to analyze our data.

Here we need to investigate the effect on our dependent variable (CI), the direct effect that happened from our independent var. (SQ) directly (Model 1), and the indirect effect that happened from adding the effect of the mediator var. (AS) which explained in (Model 2).

Step 1: we used linear regression to estimate the relationship between (SQ) and (CI).

$$Y = \hat{i}_1 + \hat{c}X + e_1 \dots (1)$$

$$Y = 1.804 + 0.559 X$$



From table (3.3), $F=36.241$ & $t_c=6.020$ which are significant with $p<0.05$ as shown on table (3.4).

This result showed the total effect between (SQ) and (CI) and hence (SQ) is significant related to (CI) which indicate that H1 is **significant**, and this hypothesis is **accepted**.

Table (3.3): ANOVA (Step 1)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.072	1	11.072	36.241	.000 ^a
	Residual	43.992	144	.306		
	Total	55.064	145			

Table (3.4): Coefficients (Step 1)

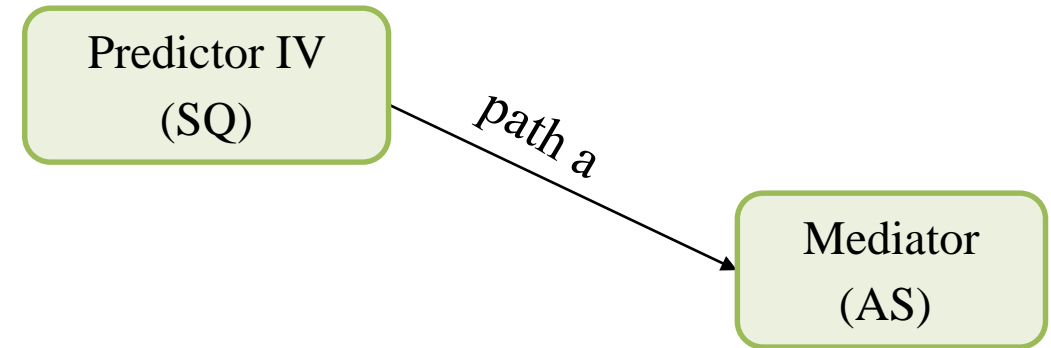
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.804	.372		4.843	.000	1.068	2.540
	SQ	.559	.093	.448	6.020	.000	.375	.742

Step 2: again, used linear regression analysis to estimate the relationship between the mediator var. (AS) as a dependent var. and the independent var. (SQ).

$$M = \hat{i}_2 + \hat{a}X + e_2 \dots (2)$$

$$M = 1.459 + 0.617 X$$



From table (3.6), F value=49.145 & t_a value=7.010 are significant with $p < 0.05$ as shown on table (3.7), hence (SQ) is significant related to (AS).

That the relationship between independent var. on the mediator var. must be significantly different from zero.

Table (3.6): ANOVA (Step 2)

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.521	1	13.521	49.145	.000 ^a
	Residual	39.618	144	.275		
	Total	53.139	145			

Table (3.7): Coefficients (Step 2)

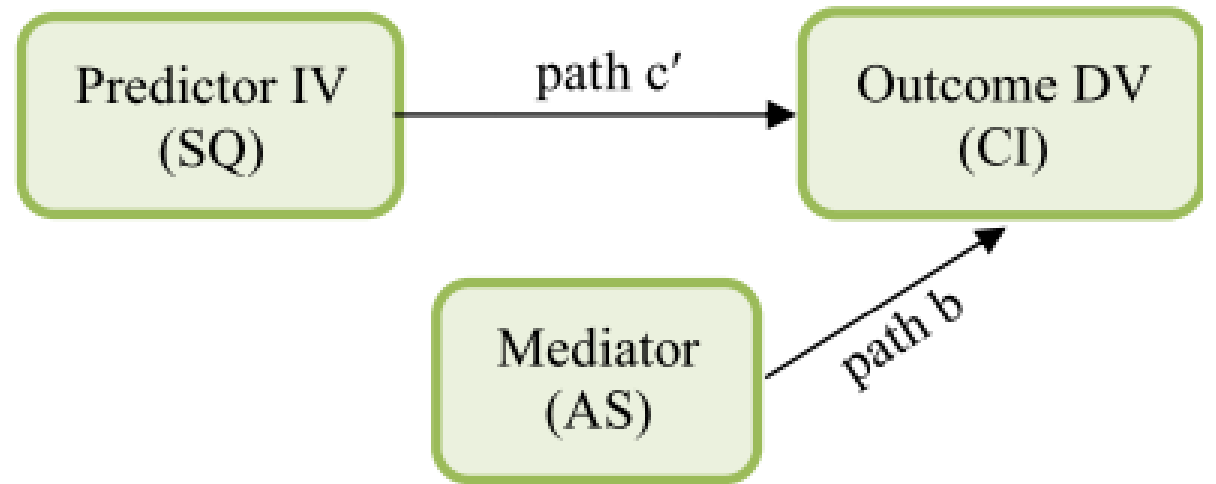
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.459	.353		4.127	.000	.760	2.157
	SQ	.617	.088	.504	7.010	.000	.443	.791

Step 3: For this step Multiple Regression Analysis is used to estimate the effect of (SQ) on (CI) with the inclusion of the mediator var. (AS)

$$Y = \hat{i}_3 + \hat{c}'X + \hat{b}M + e_3 \dots (3)$$

$$Y = 1.379 + 0.379 X + 0.292 M$$



From table (3.9), $F=25.415$ which is significant at $p<0.05$.

From table (3.10): $t_{c'} = 3.654$, $t_b = 3.443$ which present that (SQ) is significantly related to (CI) and that (AS) is significantly related to (CI) at $p<0.05$.

Table (3.9): ANOVA (Step 3)

ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.072	1	11.072	36.241	.000 ^a
	Residual	43.992	144	.306		
	Total	55.064	145			
2	Regression	14.440	2	7.220	25.415	.000 ^b
	Residual	40.624	143	.284		
	Total	55.064	145			

Table (10): Coefficients (Step 4)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.804	.372		4.843	.000	1.068	2.540
	SQ	.559	.093	.448	6.020	.000	.375	.742
2	(Constant)	1.379	.380		3.629	.000	.628	2.129
	SQ	.379	.104	.304	3.654	.000	.174	.583
	AS	.292	.085	.286	3.443	.001	.124	.459

Step 4: The mediation effect = total effect – direct effect


The relationship between (SQ) and (CI) shown in table (3.10).

$$\therefore \textit{Mediation effect} = c - c' = 0.559 - 0.379 = 0.180$$

All these findings lead us to **accept** H2, and that our hypothesis is significant, which means that the mediator var. (AS) is affected our dependent var. (CI), but this was a partial and not complete effect.

Chapter 4: Results and Conclusions

1. On regress the conference industry (CI) on service quality (SQ), we found that service quality is significant with $p < 0.05$, which mean the importance of quality of service to the conference industry to be more attracted to the participants.
2. R^2 of model 1 is 0.201, which mean 20.1% of the variation in conference industry could be explained through the quality of services.



3. On regress the conference industry (CI) on service quality (SQ), and the mediator var. the academic satisfaction (AS) together. We notice the following:

- The probability value of SQ is significant with $p < 0.05$ which mean that the quality of service is a dominant var. to industry of conferences.
- The probability value of our mediator, the AS which mean that their satisfaction is affected their attendance to enhance the industry of conferences.
- The affect of academic's satisfaction has a partial effect and not complete effect, because the significance of quality service doesn't change whether the academics satisfaction is there or not.

- Adjusted R^2 for model 2 in table (8) shows the value = 0.252 which mean 25.2% of the variation in this industry could be explained through the quality of services and the satisfaction of the academics that attending.
- The changes of the value of R^2 in table (8) was 6.1% when we add the academics satisfaction as a mediator to the service quality.
- The standardized coefficient on table (10), we notice that the coefficient of service quality had dropped from 0.448 for Model 1 to 0.304 on Model 2, besides the t value for (SQ) = 3.654 is so close to the t value for (AS) = 3.443, which explain that the academic satisfaction has a partial affect on the conferences industry, and this obvious on the all conferences done by Cihan University.

Thank You For
Your Attention