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VISITORS PATRONAGE INTENTION TOWARDS
AMUSEMENT PARKS IN YANGON

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fulfillment of the requirements for degree of Master of Business
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ACCEPTANCE

This is to certify that this thesis entitled “**Visitors Patronage Intention towards Amusement Parks in Yangon**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

This paper aims to examine the effect of visitor experience on perceived value, to analyze the effect of perceived value on satisfaction and to analyze the influence of visitor satisfaction on their patronage intention to amusement parks in Yangon. To collect the primary data, at the first step people's top of the mind survey is conducted. From this survey, it is found that the seven amusement parks are popular in Yangon. In the second step, the four parks are randomly selected from those seven parks. Mall intercept method is applied to collect the data. This personal interview method is applied by using a structure questionnaire. Total one hundred and two visitors are approached but only eighty three visitors responded to the interview. According to the results, experience of entertainment, escapist, esthetic have positive effect on perceived value. Visitors satisfaction is influenced both their experiential and functional perceived value. Finally, visitor satisfaction influence on their patronage intention. Thus, amusement parks should try to position their firms as aesthetically and socially accepted business to enhance visitor satisfaction and their intention towards the services of the firms.

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CHAPTER 1

INTRODUCTION

Myanmar people love pleasure. They are happy with celebrating at seasonal festivals, and also at events. During public holidays and on weekends, most of them are going to amusement parks. There are seven well known amusement parks in Yangon. They are competing fiercely with each other. Moreover, the maintenance costs are relatively higher than in other businesses. Thus, to sustain business and gain a good profit margin, it is important to persuade the guests to come to amusement parks repeatedly.

This research provides an analytical framework for understanding the effects of service quality on constructs such as consumer satisfaction, perceived value, amusement image, and behavioral intentions. Visitor experience would influence visitor perceived value on the service they got from amusement parks. This perceived value will lead to their satisfaction with the services provided by amusement parks. If they satisfied with services, they will come again, and their patronage intention will be high.

This study intends to explore the influence of visitor experience on their perceived value on amusement parks. It also analyses the effect of perceived value on the satisfaction of visitors, and finally, the relationship between satisfaction and patronage intention of visitors will be stated.

1.1 Rationale of the Study

Myanmar is just a developing country, and Myanmar people have not yet received high income to spend on luxury products, especially luxury services including taking relaxation at amusement parks. In this entertainment industry, it is not easy for owners to gain high market share, and they are suffering from fierce competition and high cost of facilities and high expenses for maintenance and decoration.

Amusement parks should be sustained not only for owners' economic benefit but also for the country's esthetics attraction to foreign visitors. Thus, owners urgently need

to know the factors influencing visitor patronage intention and their satisfaction. If visitors feel the services are not value for money they gave, they will not spend their money again for this purpose. It is also difficult to observe the consumer's psychological feelings with the experience they got from amusement parks. This research intends to highlight the ways amusement park owners should practice for the strong patronage intention of the visitors.

1.2. Objectives of the Study

There are three main objectives:

1. To examine the effect of visitor experience on their perceived value on visit to the amusement park in Yangon.
2. To analyze the effect of the perceived value of visitors on their satisfaction with amusement park in Yangon.
3. To analyze the influence of visitor satisfaction on their patronage intention to amusement park in Yangon.

1.3 Scope and Method of the Study

To collect the primary data, at the first step, visitor top of the mind survey is conducted by approaching people around Sule Pagoda on 4th November (Sunday) 2019. From this survey, it is found that the seven amusement parks are top of the visitor's mind. In the second step, the four parks are randomly selected from those seven parks. Mall intercept method is applied to collect the data about visitors' perception of amusement parks service. Four days for each of the four parks have been spent to do mall intercept surveys. Every 5th outgoing visitors are surveyed. Total one hundred and two visitors are approached. However, only eighty three visitors responded to the interview. The personal interview method is applied by using a structured questionnaire. For data analysis, multiple linear regression method is applied.

1.4 Organization of the Study

The paper includes five chapters. Chapter one is about the introduction of this paper. It includes the rationale of the study, objective of the study, scope, and method of the study and organization of the study. Chapter two presents an overview of relevant literature including the theoretical background of experience economy dimensions 4Es, educational, entertainment, escapist, and esthetic experience. Chapter three presents the experiences and perceived value of visitors at amusement parks in Yangon. Chapter four includes analysis on visitor experiences perceived value satisfaction and patronage intention at amusement parks. Chapter five is a conclusion which presents findings and discussion, suggestion and recommendation, needs for future research study.

CHAPTER 2

THEORETICAL BACKGROUND

In this chapter, experience economy dimensions (4Es) definitions, perceived value and satisfaction definitions are included. This chapter consists of visitor experience, perceived value, satisfaction and patronage intention. And then effect of perceived value and satisfaction, influence of satisfaction and patronage intention are included.

2.1 Experience Economy Dimensions (4Es)

Consumers are viewed as not only rational decision makers who care about functional features and benefits but also as emotional human beings who are concerned with achieving hedonic experiences. Such a shift from a purely logical information processing approach to more hedonic, experiential view of consumption is evident in Tauber's (1972) conclusion that visitors are motivated by numerous psychosocial needs other than just acquiring product or service. Holbrook and Hirschman (1982) fleshed out the experiential view of consumption experience, which posits that an interaction with the product and service can be intrinsically satisfying. Similarly, though the experience economy perspective, Pine & Gilmore (1999) emphasized that consumers are no longer satisfied with buying goods and service; they now desire engaging experience.

Pine & Gilmore (1999) presented educational experience, entertainment experience, esthetic experience, and escapist experience (4Es) as experience economy dimensions, and defined each of four experiences as follows: education experience, entertainment experience, escapist experience and esthetic experience. Education experiences take place through the consumer's active participation (e.g., painting or pottery class), where the mind and/or body are actively engaged to increase skills and knowledge by absorbing the information presented. Entertainment experiences occur when consumers passively observe or absorb activities and/or performances without becoming part of them (e.g., listening to concerts or watching movies). Experience wherein consumers actively participate and immerse themselves in the events to become

part of the activity (e.g., virtual reality games or recreational activities). Experience where consumers passively engage and immerse themselves with a sensory-rich setting without altering the nature of the setting. The architectural layout of a building and its landscape initiate experiences through their aesthetic appeal. These four experiences are important for customers especially for those who come to cinemas, amusement parks, shopping malls and so on. They can get these four experiences from such places, and these experiences can increase or decrease the perceived value of customers to respective service places.

2.2 Perceived Value

Perceived value is considered to be an important factor that influences consumer behavior (Ali, 2007). Perceived value from the visiting experience was described as “perceived benefits derived from the elements of the shopping environment, including goods (products); services; experiential events (e.g., educational cookware demonstrations); and social (e.g., interactions with brand representatives), design (e.g., size of the store), and ambient (e.g., temperature, music, scent) retail environment factors.” (Fiore, Schifferstein, & Hekkert, 2008). In the means-end models, value is derived when products and services acquired by the consumer allowing them to achieve favorable ends (Singh, 2006). There are two components of perceived value, an experiential value which consists of emotional value, social value and sensory appeal value, and functional value which consists of quality value, price value, and service quality value (Ali, 2007).

2.2.1 Experiential Value

The elements of experiential value are emotional value, social value and sensory appeal value.

(a) Emotional Value

Emotional value is described as the benefits derived from feelings such as pleasure and joy or the affective states that a product generates (Sweeney & Soutar, 2001). Emotional value is derived from tangible products (Sweeney & Soutar, 2001) as well as intangible aspects of visiting, such as browsing (Bloch & Richins, 1983)

(b) Social Value

Social value is derived from the product's ability to enhance social self-concept gaining status that requires validation by others (Sweeney & Soutar, 2001). It refers to a consumer's social approval by others for visiting in the leisure place. For consumers, a wide range of social needs exists, one of which is to obtain social status (Cox, A D, et al., 2005). Visiting amusement parks is thus considered to be a status-seeking behavior, and of great social value to consumers (Mann, 2012).

(c) Sensory appeal value

Sensory appeal value is the benefit derived from the elements (Smith & Colgate, 2007). The design includes not only functional goals such as easy movement in the parks and ease in finding products, but also esthetic appeal (Singh, 2006), as in evidenced by captivating window displays. Through the use of lavish designs, colors, layouts and ambience (e.g., lighting, music, smell, temperature) visitors create an appealing atmosphere to engage visitors in the parks that can prove to be relaxing and pleasurable to the visitors. Visitors who perceived the visiting experience to be more than a functional activity respond positively to the sensory elements (Singh, 2006).

2.2.2 Functional Value

Elements of functional value are quality value, price value and service quality value.

(a) Quality value

Sweeney & Soutar (2001) described perceived quality value as the benefits derived from characteristics or attributes of the product, such as reliability, durability and expected performance of the product. Quality is crucial in the perceived value literature. Traditionally, functional value is the primary driver in the visitor decision-making process (Sheth et al., 1991); attributes such as reliability and durability are important in the process. Perceived functional quality value is important for the amusement parks.

(b) Price Value

Perceived price value is described as the benefits derived from the product due to the reduction of its perceived short-term and long-term monetary sacrifices (Sweeney & Soutar, 2001). It is also described as value for the money. Monetary price is central to perceived value related to the service context. Visitors are price conscious, but they are beginning to shift their focus from lower price to value for money, (i.e., good product and service for the price they are paying), then perceived value can influence visitors to visit the parks.

(c) Service Quality Value

Service quality value is tied with the benefits derived from the services from staff, specifically those performed by retail staff (Cengiz & Kirkbir, 2007). Service quality has been widely studied construct as a component of perceived functional value (Gallarza & Saura, 2006). A Consumer's feeling of "freedom" while visiting is also an important aspect of service quality. Researchers have found that consumers become annoyed when sales staff pressures them to buy a product (Pandey & Darji, 2011). Consumers want the help of sales personnel only when they ask for it (Jain, 2010).

2.3 Previous studies on Visitors Experience, Perceived Value, Satisfaction and Patronage Intention

Perceived value is a direct antecedent of visitor satisfaction (Gallarza & Saura, 2006; Sanchez et al., 2006; Woodruff 1997). Researchers have tested the relationship between value, satisfaction and the patronage intention toward the amusement parks. Perceived value exhibits a strong and significant impact on satisfaction. Satisfaction plays important role in predicting intentions (Kim & Damhorst, 2010). Satisfaction is considered a good predictor of purchase-related responses, such as repurchase intention to amusement parks.

2.3.1 Relationships between Experiences and Perceived Value

Each of the experiences will be relating to perceived values because some researchers presented the relationships between experience and perceived value.

(a) Educational Experience and Perceived Emotional Value

Ryan and Deci (2000) found that educational experiences inherently result in a sense of pleasure. Packer (2006) used the term “learning for fun” when referring to the phenomenon where museum visitors engage in learning experiences because they value and enjoy the process of learning. Packer supported the proposition that some people engage in a learning experience for its pure enjoyment value. Any learning is transformative (Packer, 2006) and people value experiences that are transformative (e.g., experiences boosting personal capabilities or sense of wonder and appreciation) (Pine & Gilmore, 1999). Emotional value (e.g., pleasure or arousal) may be derived from browsing (Bloch & Richins, 1983) and when curiosity and desire for knowledge is satisfied (Litman, 2005) during other mall related educational experiences.

(b) Entertainment Experience and Perceived Emotional Value

Researchers (e.g., Jamal, 2006; Wakefield & Baker, 1998) have emphasized the importance of fun activities that add to the entertainment experience and higher emotional value of visiting experience. Such experiences are enjoyable and create positive emotions

in the person who experiences it (Lorentzen, 2009). Consumers prefer to visit Amusement because it offers entertainment experiences (Anuradha&Manohar, 2011) partly due to the positive relationship between entertainment and value (Christiansen, Comer, Feinberg, & Rinne, 1999). Entertainment can be a part of the positive experiences to increase footfall, higher probability of patronage, and mall profitability (Shim & Eastlick, 1998). Benefits derived from pleasure form the emotional value (Sweeney & Soutar, 2001).

(c) Escapist Experience and Perceived Social Value

Escapist visiting experiences are identified as fun (Babin et al., 1994). Fiore and Ogle (2000) noted that consumption experience includes creating an “alternative existence,” in which the consumer fantasizes involvement in pleasant scenarios that include a product. Consumers seek pleasure from imaginative experiences (Sherry, 1990). Elements of the visiting Amusement experience may influence emotional and social value. Consumers perceived visiting to be an escape from their daily routine, they become part of the visiting experience outside their homes by fulfilling a different role (Jamal, 2006) such as rock climber. Such escapist experiences offer fun. Fun and pleasure contribute to emotional value from the amusement experience.

(d) Esthetic Experience and Sensory Appeal Value

Academic and industry research has illustrated that the environment positively influences a consumer’s emotional value and behaviors (Wright, Newman, & Dennis, 2006). Walls (2009) found that environmental cues derived from atmospherics and servicescapes, such as architectural design, signage, layout, and cleanliness, and ambiance of a hotel influence perceived emotion value. Thus, the esthetic experience, shaped by design elements, contributes to emotional value. As such, the present study predicts the influence of the aesthetic experience on the perceived emotional value. Esthetic experiences provide sensory pleasure through attention to design detail and a sense of design harmony. To satisfy the consumer's desire for sensory stimulation, architecturally rich design elements are used to highlight the mall interiors (Ahmed et al., 2007). Thus, the present study predicts that esthetic experiences influence the perceived sensory appeal value.

2.3.2 Relationship between Perceived Value and Satisfaction

Satisfaction “Consumer satisfaction refers to an evaluative response concerning the perceived outcomes of experiences in the consumer domain, comprising acquisition, consumption, and disposition activity” (Westbrook & Oliver, 1981, p.94). Perceived value is composed of all objective and subjective factors that form buying experience (Schechter, 1984). A combination of rational and emotional benefits is important in the appeal of products or services (MacKay, 1999). Therefore, the present study examines two sets of benefits, those influenced by 4Es (i.e., emotional, social, and sensory appeal value) and those not influenced by the 4Es (i.e., functional value types such as quality, price, service quality, and efficiency value), but still important in shaping the value derived from the visiting experience. Studies have demonstrated that perceived value is a direct antecedent of behavioral intentions (Cronin et al., 2000; Dodds, Monroe, & Grewal, 1991; Petrick&Backman, 2002; Tam 1999). In particular, previous studies (Keng, Huang, Zheng, & Hsu, 2007) have shown that the perceived experiential value positively influences behavioral intention.

Various emotional states such as fun, playfulness, fantasy, and escapism (Holbrook & Hirschman, 1982) that are often aroused during the visiting experience may positively affect the purchase decision (Babin et al., 1994). Moreover, Mann (2012) found that the perceived emotional value was an important predictor of consumers' purchase intention. Social value may play an important role in purchasing products such as clothing and jewelry (Sheth et al., 1991). Perceived functional value (i.e., price, quality, and service quality value), conceptualized as an antecedent, was the main predictor of purchase intentions (Bolton & Drew, 1991; Cronin, Brady, Brand, Hightower, & Shemwell, 1997; Grewal, Krishnan, Baker, & Borin, 1998; Zeithaml, 1998).

2.3.3 Relationship between Satisfaction and Patronage Intention

Perceived value is a direct antecedent of consumer satisfaction (Gallarza&Saura, 2006; Sanchez et al., 2006; Woodruff, 1997). Researchers have tested the relationships between value, satisfaction, and the patronage intention toward Amusement. (Carpenter & Fairhurst, 2005; Cottet et al., 2006) and non-store service settings (Babin et al., 2005;

Cronin et al., 2000) and found that perceived value exhibits a strong and significant impact on satisfaction. Furthermore, they found satisfaction to be a predictor of behavioral intentions (Babin et al., 2005; Carpenter & Fairhurst, 2005; Cronin et al., 2000; Gallarza & Saura, 2006) such as loyalty, word of mouth, and likelihood to return.

Consumers' initial assessment (perceived value) of visiting experience influences his/her cumulative evaluation of the visiting experience (satisfaction with the Amusement), which ultimately determines a behavioral response (patronage intention) (Ha & Im, 2012). In the present research, satisfaction with the visiting Amusement represents consumers' cumulative evaluation of visiting based on the products, services, and experiences at the amusement park.

Experience affects perceptions of value (i.e., emotional, social, and sensory appeal value), which are influenced by the 4Es and functional value (i.e., efficiency). Prior research indicates that mall satisfaction is affected by both hedonic and functional value (Ha & Im, 2012). The 4Es from the amusement park environment may stimulate a visitor's emotional pleasure, social status, and sensory pleasure, elevating both functional and hedonic value, which consequently enhances the visitor's satisfaction level with the amusement park. Also, if visiting in the amusement park makes a visitor's life easier and more enjoyable, then the satisfaction level with the amusement park will be enhanced. Visitors find the amusement park convenient and efficient (Singh et al., 2011) because they can eat in the amusement park restaurants/food court, take part in the amusement park organized events and activities.

Satisfaction plays an important role in predicting behavioral intentions (Kim & Damhorst, 2010). The role of amusement park's satisfaction in predicting the patronage intention toward amusement park is well established (Batra, 2010). Satisfied consumers are more likely to exhibit favorable behavioral intentions such as positive word of mouth, recommending the product/service to others, and making repeat visits (Cronin et al., 2000), including repeat visits to and recommendations to friends or family about malls (Batra, 2010; Ha & Im, 2012). Satisfaction is considered a good predictor of purchase-related responses. A study by Tsotsou (2005) investigated the effect of overall satisfaction with the product on purchase intentions and found a significant positive

relationship between them. Using a mall intercept survey for Mexican consumers, Taylor, Nicholson, Milan, and Martinez (1997) found that satisfaction judgments related to service settings contribute to purchase intentions. There exists substantial evidence that satisfaction with products/services affects intention to buy (Cronin & Taylor, 1992; Taylor & Baker, 1994; Wesley, LeHew, & Woodside, 2006).

By having two models, one can look at the influence of the 4Es on each of the first order experiential value (i.e., emotional, social, and sensory appeal) in the first model and the influence of second-order value variables (i.e., experiential and functional) on the outcome variables in the second model. Also, to maintain statistical power the number of parameters should not exceed the number of observations in the data set (Byrne, 1998). Using two small models with fewer parameters than one model with a larger number of parameters allowed the required criteria between the number of observations and the number of parameters to be maintained.

2.3.4 Previous Research Model

Sadachar (2014) presented the model of relationships between experiences and perceived value and the effect of perceived value on satisfaction and patronage intention. This model is shown in Figure (2.1).

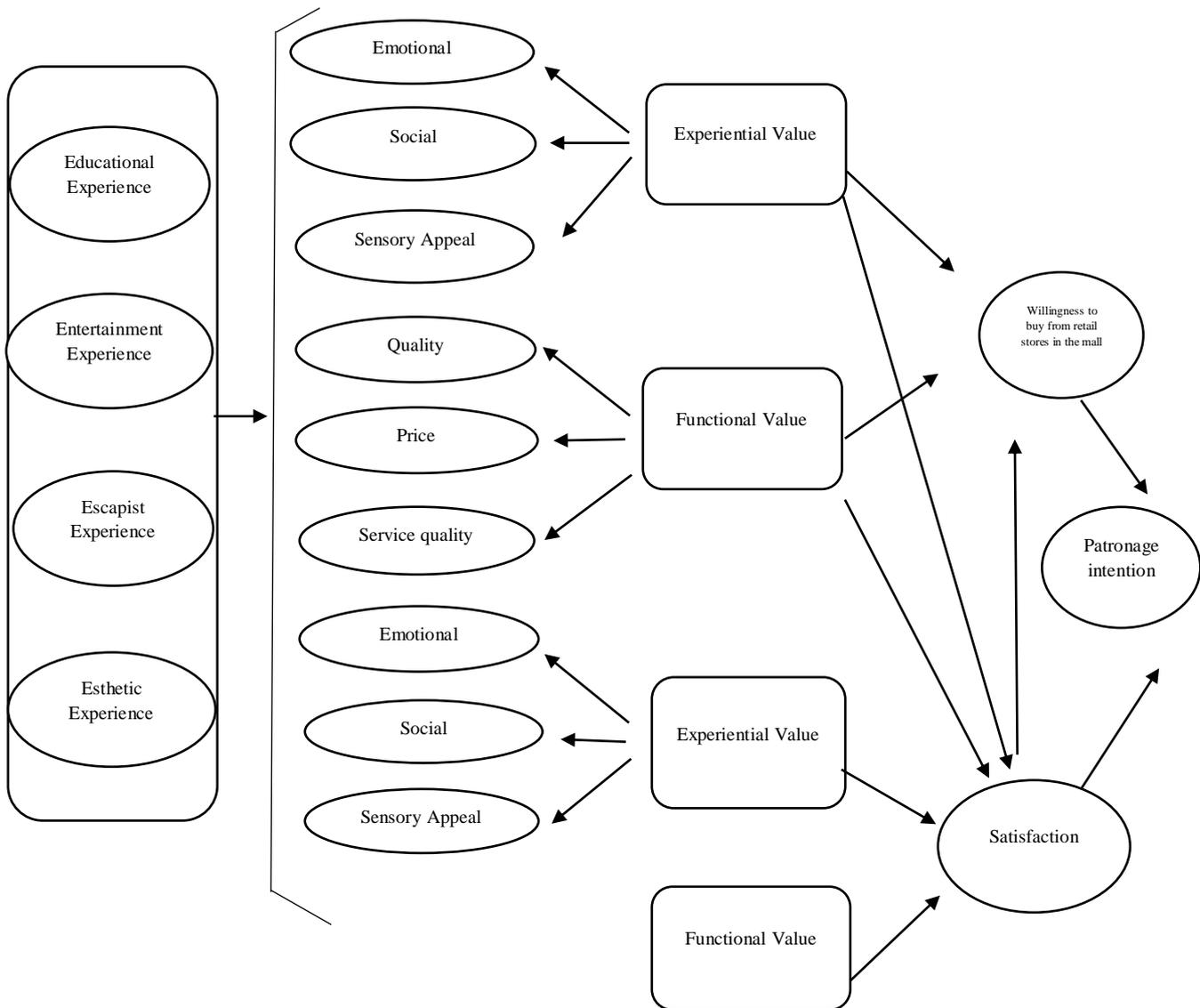
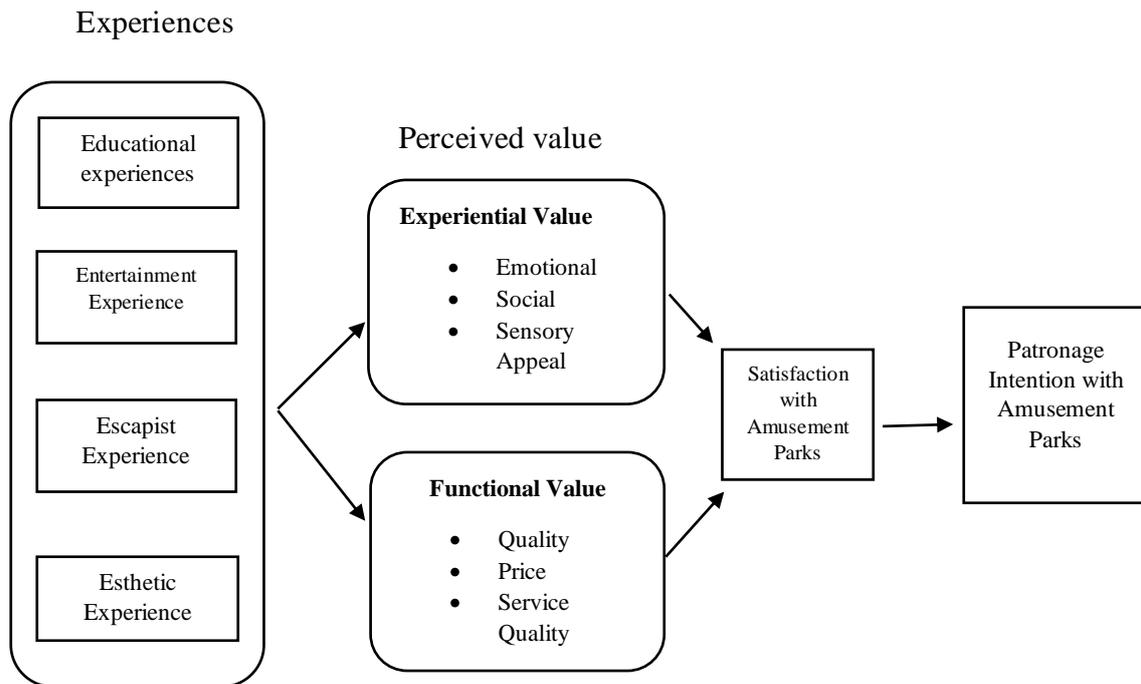


Figure (2.1) Model of Experiences, Perceived Value, Satisfaction and Patronage Intention
Source: Sadachar (2014)

2.4 Conceptual Framework of the Study

The conceptual framework of this study is adapted to the model shown above. This conceptual framework is shown in Figure (2.2).

Figure (2.2) Conceptual Framework



Source: Own Compilation, 2019

In this study, the visitor experiences gaining from amusement parks are educational, entertainment, escapist and esthetic. Experience that stimulate the visitor five senses, connect on a personal level, touch their heart and stimulate their mind. These experiences would influence on perceived value of visitors. Perceived value influenced of visitors satisfaction and ultimately patronage intention towards the amusement parks. Perceived value is approached from two aspects, experiential value and functional value. Experiential value influence on emotional value, social value and sensoray appeal value. Function value influence on quality value, price value and service quality value. These perceived values are relating to visitors' satisfaction and their satisfaction would also influence on patronage intention.

CHAPTER 3
EXPERIENCES AND PERCEIVED VALUE OF VISITORS AT AMUSEMENT
PARKS IN YANGON

This chapter focuses on four experience dimensions educational, entertainment, escapist and esthetic experiences at amusement parks in Yangon. This chapter consists of three parts. The first part participates in the demographic profile of the survey in this research, the second part is an analysis of experiences and the third part includes a description for research survey of amusement parks in Yangon.

In this chapter, to analysis the amusement parks are popular in Yangon.To analysis the influence of visitor's satisfaction on their patronage intention to amusement parks.

3.1 Profile of Respondents

In this study, survey data is collected form eighty three visitors of visiting amusement parks in Yangon. The results for the analysis of demographic factors of eighty three randomly selected respondents are shown in Table (3.1).

According to Table (3.1), 55 % of the respondents are male and 45 % are female. Regarding age group, 19 % of respondents are aged between 10 to 20 years, 40% of respondents are aged between 20 to 30 years, 41 % are respondents are age between 30 to 40 years.

On accessing the level of education for consumers, most of the respondents are bachelor degrees which represent 85.5 %. Lowest participation stands for Middle school and Post – Graduate Degree which represents 1.2 %. There are 12.1 % of respondents of high school level customers who took part in the survey.

Table (3.1) Profile of Respondents

Sr.No	Demographic Factors	Number of Respondents	Percent %
1.	Gender		
	Male	46	55
	Female	37	45
	Total	83	100
2.	Age		
	Under 10		
	10 – 20	16	19
	20 – 30	33	40
	30 -40	34	41
	40 – 50		
	Total	83	100
3.	Education		
	Middle School	1	1.2
	High School	10	12.1
	Bachelor Degree	71	85.5
	Post – Graduate Degree	1	1.2
s	Total	83	100

Source: Survey Data (2019)

3.2 Visitors of Experience

Experience through the visitor's active participation, where the mind and/or body is actively engaged to increase skills and knowledge by absorbing information presented.

3.2.1 Education Experience

In this study, survey data are collected from four amusement parks in Yangon. The result from the analysis of the education experience of customers is shown in Table (3.2).

Table (3.2) Eductaion Experience

Sr.No	Items	Mean
1.	More knowledgeable	2.6
2.	Learning the new parks	2.8
3.	Learning experience	2.7

Source: Survey Data (2019)

According to the survey results shown in Table (3.2). Visitors believe that visit of family or friendly to the amusement park stimulated to curiosity learn the new of this Park. However, visitors believe that this amusement park visit is made to be more knowledge and visit to this amusement park is a real learning experience. According to the survey, this amusement park visit made to be more knowledgeable. The visitors to increase their knowledge and skills (e.g., feel free to browse, learning about new games, taking part in educational events such as arts and craft classes). Most of the visitors who are teenagers and adults responded that they can try the updated or new games at these amusement parks. They perceived that they get the knowledge about some quiz with mathematical calculations.

3.2.2 Entertainment Experience

Experiences that occur when consumers passively observe or absorb activities and/or performances. In this study, survey data collected from four amusement parks in Yangon. The resulting form of the analysis of entertainment experience is shown in Table (3.3).

According to the survey results shown in Table (3.3). Visitors believe that all of the activity of the amusement park is amusing to watch the news games. Visitors believe that watching all of the activity of the amusement park is captivating and they enjoyed watching others doing. Then the visitor believes that watching all of the activity of the amusement park is amusing to watch.

Table (3.3) Entertainment Experience

Sr.No	Items	Mean
1.	Amusing to watch	3.7
2.	Enjoying to watch	3.5
3.	Watching of captivating	3.6

Source: Survey Data (2019)

According to the survey result, the visitor get the feeling of relaxation, happiness and qualify from the sounds and atmosphere of these parks. They get enjoyed and happiness. Amusement parks are marking an effort to provide an entertainment experience and live performances by new video game bands and performing arts to entertain the visitors'. Visitors felt good music and made the happiness. They get motivated and refreshed in parks.

3.2.3 Escapist Experience

Experience where consumers actively participate and immerse themselves in the events to become part of the activity. In this study, survey data collected from four

amusement parks in Yangon. The result form the analysis of escapist experience is shown in Table (3.4).

Table (3.4) Escapist Experience

Sr.No	Items	Mean
1.	Feeling of living	3.4
2.	Different character	3.5
3.	Completely escaped	3.2

Source: Survey Data (2019)

According to the survey results, visitors believe that felt us played a different character during this amusement park. The visitors believe that this amusement park visit provided the feeling of living in a different time or place. Visitors believe that amusement park visit game the feeling of completely escaped from reality. They get a new life when they are in these parks and they can forget real life and real-time. Amusement parks are marking the customer actively participate in shaping the experience and immerse themselves to become part of the activity (e.g., virtual reality games or recreational activities). The virtual roller coasters to provide an escapist experience where visitors can sit in their dream cars and fantasize about driving the car on the open road of City.

3.2.4 Esthetic Experience

Experience where consumers passively engage and immerse themselves with a sensory-rich setting without altering the nature of the setting. In this study, survey data collected from four amusement parks in Yangon. The result form the analysis of esthetic experience is shown in Table (3.5).

Table (3.5) Esthetic Experience

Sr.No	Items	Mean
1.	Design harmony	3.4
2.	Setting of attractive	3.3
3.	Attention of design details	3.4

Source: Survey Data (2019)

According to the survey results shown in Table (3.5). Visitors believe that the amusement park setting is a good sense of design harmony and close attention was paid to the design details of the amusement park. Visitors believe that amusement park setting is very attractive. They design are amusing and visitors in their mind they reached in adventure world. They can see new decoration designs whenever they come to the parks and these designs are creative. They felt socially accepted and aesthetically appealing and they felt a sense of freedom in parks. They visitors participated and immerse themselves in the park to become part of played the games.

3.3 Perceived Value

Overall assessment of utilities, returns, functional and experiential benefits, and meanings derived from products, services, and/or experiences (Babin et al., 1994). Perceived value of respondents to experiential value and function value.

3.3.1 Experiential Value

This study is experiential value with three compound, there is an emotional, social and sensory appeal.

(a) Emotional value

Emotional value may be derived from browsing and when curiosity and desire for knowledge is satisfied. The result from the analysis of emotional value is as shown in Table (3.6).

Table (3.6) Emotional Value of Respondents

Sr.No	Items	Mean
1.	Enjoy of visiting	3.6
2.	Feel relaxed	3.5
3.	Gives pleasure	3.6
4.	Visit to next time	3.4

Source: Survey Data (2019)

According to survey results shown in Table (3.6). Visitors believe that they enjoy visiting in this amusement park and visiting in this amusement park gives pleasure. Visitors believe they feel relaxed visiting in this amusement parks and they want to visit next time. Visitors believe that they enjoy visiting this amusement park. In the activity performed in the parks that amuses, captivates and provides fun to the visitors. In parks which found that one of the motivational factor among young visitors to visit parks is “adventuer game”. They have the willingness to spend money on visiting these parks because they can do real relaxation and can get pleasure from the visit.

(b) Social value

The result from analysis on social value is as shown in Table (3.7).

Table (3.7) Social Value of Respondents

Sr.No	Items	Mean
1.	Feel of socially accepted	2.9
2.	Good impression	2.8
3.	Gains social approval	2.7

Source: Survey Data (2019)

According to the survey results shown in Table (3.7). Visitors believe that they feel socially accepted from visiting in this amusement parks. Visitors believe that a good impression on others results from visiting in this amusement park and visiting in this amusement park gains social approval. They get the new friend and played new games. They can take photos with the creation background and on post on facebook. They felt stay in a different world. Most of the respondents (teenagers and adults) responded that they get the impression from their friends on visits to these parks. They think that their friends will look down on them if they don't know about new things provided by these parks.

(c) Sensory Appeal Value

The result from analysis on sensory appeal value is as shown in Table (3.8).

Table (3.8) Sensory Appeal Value of Respondents

Sr.No	Items	Mean
1.	Games of attractive.	3.3
2.	Aspects of aesthetically appealing.	3.4
3.	Restaurants of appealing.	3.2

Source: Survey Data (2019)

According to survey results shown in Table (3.8). Visitors believe that aspects of amusement park are aesthetically appealing. The visitors believe that amusement park games are attractive, restaurants and food shops are aesthetically appealing. The visitors perceived that the appearance and design of restaurants and play stations are very unique and different from the design of other places such as supercenters and movie theaters. They get to play a new game and good food. Amusement park used of lavish designs, colors, layouts and ambience (e.g., lighting, music, smell, temperature) an appealing atmosphere to engage visitors in the park that can prove to be relaxing and pleasurable to the visitors.

3.4 Functional Value

This study is functional value with three compound, there is quality, price and service quality.

(a) Quality value

The result from the analysis of the quality value of respondents is as shown in table (3.9).

Table (3.9) Quality Value of Respondents

Sr.No	Items	Mean
1.	Quality of service.	3.4
2.	Quality of visiting environment.	3.3
3.	Quality of games and products.	3

Source: Survey Data (2019)

According to survey results shown in Table (3.9). Visitors believe in this amusement park to provide consistent quality of service. Visitors believe that in this amusement park provide consistent quality of visiting environment and in this amusement

park provides consistent quality of games and quality of products. The visitors perceived that the tools and pieces of equipment of play stations are reliable with quality and they are sure that the safety for them is very high. Visitors noticed the quality of service when they feel entertaining at amusement parks.

(b) Price Value

The result from analysis on price value perceived by respondents is as shown in Table (3.10).

Table (3.10) Price Value of Respondents

Sr.No	Items	Mean
1.	Entrance fee of reasonable.	2.9
2.	Good products and price.	2.9
3.	Games of economical.	2.8

Source: Survey Data (2019)

According to survey results shown in Table (3.10). Visitors believe that in this amusement park entrance fee is reasonable price and amusement park provides good products and services for the price. Visitors believe games of this amusement park are economical. They also perceived that the price is reasonable and they feel the value for money they spent. Visitors believe that in this amusement parks offer good value for money.

(c) Service Quality Value

The result from analysis on service quality value of respondents is as shown in Table (3.11).

According to survey results shown in Table (3.11). In this parks provide prompt service and have competent employees. The visitors believe that employees are approachable in this amusement park. The service of in this amusement park is reliable and consistent. Visitors get the superior quality and products.

Table (3.11) Service Quality Value of Respondents

Sr.No	Items	Mean
1.	Employees of approachable	3.6
2.	Courteous, polite, and respectful.	3.4
3.	A particular ticket.	2.8
4.	Heip of employees.	3.4
5.	Feel of freedom	3.5

Source: Survey Data (2019)

According to survey results, visitors believe that they feel a sense of freedom in this amusement park and employees are courteous, polite, and respectful and visitors get the help of employees in this amusement park when they need it. Visitors get freedom to browse in the parks, without pressure from sales employees. Visitors believe that they get consistent quality of visiting environment. Visitors believe they feel annoyed in this amusement park because employees push to buy a particular ticket. They also perceived that they can get freedom in parks.

CHAPTER 4

ANALYSIS ON VISITORS EXPERIENCES, PERCEIVED VALUE, SATISFACTION AND PATRONAGE INTENTION AT AMUSEMENT PARKS

This chapter shows the finding from analysis on visitors' experiences, perceived value, satisfaction and patronage intention at Amusement Parks.

4.1 Satisfaction of Visitors at Amusement Parks

Satisfaction plays an important role in predicting behavioral intentions. The role of amusement satisfaction in predicting the patronage intention toward the amusement parks. Satisfied consumers are more likely to exhibit favorable behavioral intentions such as positive word of mouth, recommending the product/service to others, and making repeat visits, including repeat visits to and recommendations to friends or family about amusement parks. Satisfaction with the amusement parks positively influences the patronage intention towards the amusement. The satisfaction judgements related to service setting contribute to purchase intentions. Thus, this study predicts that satisfaction with the Amusement Parks, made up of products, services and experiences.

Table (4.1) Satisfaction of Visitors

Sr.No	Items	Mean
1.	Own decision to visit	3.6
2.	Choice to visit	3.6
3.	Right thing to visit.	3.4
4.	Services provides	3.2

Source: Survey Data (2019)

According to the survey results shown in Table (4.1). According to the survey results, the visitors believe that they are satisfied with their decision to visit this amusement park and their choice to visit this amusement park is a wise one mean are

highest than other mean. The visitors believe that they are sure it was the right thing to visit this amusement park and the services that they receive from amusement park provide value for money. Perhaps when visitor think of parks they see them as lifestyle centers, where purchasing from park is just one of the many activities undertaken there and not the salient reason for going there. When they go visit in the park, it is done for hedonist rather than functional reasons.

4.2 Patronage Intention of Visitors at Amusement Parks

To measure Yangon amusement arks visitors’ patronage intention toward the amusement park, Grewal et al.’s (2003) amusement patronage intention scale was adapted. Respondents indicated their patronage intention (e.g., intention to amusement, word of mouth) through items statements such as “The likelihood that you would visit this park again is very high” and “You would be willing to recommend this Amusement Park to your friends.” Cronbach's α reliability was .88 (Grewal et al., 2003).

Table (4.2) Patronage Intention of Visitors

Sr.No	Items	Mean
1.	Spend of leisure time.	3.2
2.	Recommend to friends.	3.4
3.	The quality of service.	3.5
4.	Likelihood of visiting to parks.	3.4

Source: Survey Data (2019)

According to the survey results shown in Table (4.2). Visitors believe overall they feel delighted with the quality of service offered by amusement park. According to survey results, the visitors believe that they would be willing to recommend this amusement park to their friends and the likelihood that they would visit this park again is very high. Then

the visitors believe they will spend most of their leisure time in this amusement park. The visitors get the relaxing and enjoyable to visit the paks.

4.3 Effect of Experiences on Perceived Value

In this study, the effect of four types of experience on two types of perceived value is analyzed. In this study, multiple linear regression analysis is conducted to analyze the effect of experiences on perceived values, effect of perceived value on satisfaction, and influence of satisfaction on patronage intention of visitors at amusement parks.

4.3.1 Effect of Experiences on Experiential Value

In this analysis, multiple linear regression method is applied. The dependent variables are experientail perceived values and the independent variables are four types of experience. Table (4.3) shows the results from the analysis on the effect of experience on experiential value.

Table (4.3) Experiential Perceived Value

Variable	Unstandardized Coefficients		Beta	t	Sig	Collinearity Statistic	
	B	Std.Error				Tolerrance	VIF
Constant	.091	.234		.391	.697		
Education Experience	.137	.071	.163	1.945	.055	.508	1.970
Entertainment Experience	.272***	.079	.295	3.448	.001	.486	2.059
Escapist Experience	.306***	.062	.354	4.928	.000	.689	1.452
Esthetic Experience	.222***	.063	.271	3.540	.001	.609	1.643
R	.850 ^a						
R Square	.722						
Adjusted R Square	.708						
Durbin- Watson	1.522						

Source: Survey Data (2019)

*, **, *** Indicate statistical significance at the 10% level, 5% level and 1 % level

According to the result shown in Table (4.3), the significant value of entertainment experiences is less than 0.01. Therefore, entertainment experience is relating to experiential perceived value. Table (4.3) shows the results from the analysis on the effect on experiential perceived value. The correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.3), R (the correlation between the independent variable and dependent variable) is 0.0850 which lies between 0 and 1. R square (proportion of the variance in the dependent variable accounted by model) is 0.722. The model can explain 70.8% (Adjusted R Square = 0.708) about the variance of the dependent variable (experiential perceived value). The Durbin – Watson value is closed to 1(1.1522). Therefore, it indicates that there is no autocorrelation in the sample. Concerning potential problems relating to multicollinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are below 10, well below the cut-off value of 10 recommended by Neter, Wasserman, and Kutner (1985), meaning that independent variables are not correlated with each other.

The linear regression model results indicate that there is a correlation between entertainment, escapist and esthetic experience has significant effect on experiential perceived value. Visitors felt relaxed and new life. They feel forgot their real life. They enjoyed visit to the parks. The Amusement Parks design and setting is very attractive. They really enjoyed and they felt in a different time or place. During the Amusement Parks visit, they escaped form reality and felt a different character. They get the feeling of relaxation, happiness and quality from the parks. They get the brand new video games and art to entertain.

4.3.2 Functional Perceived Value

In this analysis, multiple linear regression method is applied. The dependent variables are functional perceived values and the independent variables are four types of experience. Table (4.4) shows the results from the analysis on the effect of functional perceived value.

According to the result shown in Table (4.4), the significant value of entertainment experiences, escapist experience and esthetic experiences is less than 0.01. Therefore, entertainment experience, escapist experience and esthetic experience affect on functional perceived value. The correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.4), R (the correlation between the independent variable and dependent variable) is 0.0436 which lies between 0 and 1.

Table (4.4) Functional Perceived Value

Variable	Unstandardized Coefficients		Beta	t	Sig	Collinearity Statistic	
	B	Std.Error				Tolerance	VIF
Constant	.770	.699		1.102	.274		
Education Experience	.168	.211	.114	.796	.428	.508	1.970
Entertainment Experience	.528**	.235	.329	2.247	.027	.486	2.059
Escapist Experience	.170	.185	.113	.917	.362	.689	1.452
Esthetic Experience	-.101	.187	-.071	-.541	.590	.609	1.643
R	.436 ^a						
R Square	.190						
Adjusted R Square	.148						
Durbin- Watson	2.139						

Source: Survey Data (2019)

*, **, *** Indicate statistical significance at the 10% level, 5% level and 1 % level

R square (proportion of the variance in the dependent variable accounted by model) is 0.190. The model can explain 14.8% (Adjusted R Square = 0.148) about the variance of the dependent variable (functional perceived value). The Durbin – Watson value is closed to 2(2.139). Therefore, it indicates that there is no autocorrelation in the sample. Concerning potential problems relating to multicollinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are below 10, well

below the cut-off value of 10 recommended by Neter, Wasserman, and Kutner (1985), meaning that independent variables are not correlated with each other.

The linear regression model results indicate that there is a correlation between entertainment experience, escapist experience and esthetic experience effect on functional perceived value. It is found that entertainment experience indicated the significance of the functional perceived value. Visitors believe that watching others doing. Then the visitor believe that watching all of the activity of the amusement park in amusing to watch. They can take photos with the creative background and post on Facebook. They felt stay in a different place. Amusement paks music is good and made the motivated. They really enjoyed visit to the parks and they watching all of the activity of the amusement park are captivating.

4.4 Effect of Perceived Value on Satisfaction

In this study, the effect on two types of perceived value is analyzed. In this study, multiple linear regression analysis is conducted to analyze the effect on experiential perceived values, effect on functional perceived value on satisfaction, and influence of satisfaction on patronage intention of visitors at Amusement Parks.

Table (4.5) shows the results from the analysis on perceived value and satisfaction

Table (4.5) Perceived Value and Satisfaction

Variable	Unstandardized Coefficients		Beta	t	Sig	Collinearity Statistic	
	B	Std.Error				Tolerance	VIF
Constant	1.157	.279		4.142	.000		
Experiential Perceived Value	.592***	.088	.581	6.726	.000	.860	1.163
Functional Perceived Value	.132**	.050	.226	2.620	.011	.860	1.163
R	.698 ^a						
R Square	.487						
Adjusted R Square	.474						
Durbin- Watson	2.386						

Source: Survey Data (2019)

*, **, *** Indicate statistical significance at the 10% level, 5% level and 1 % level

According to the result shown in Table (4.5), the significant value of satisfaction is less than 0.01. Therefore, satisfaction is effect on perceived value and satisfaction. The correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.5), R (the correlation between the independent variable and dependent variable) is 0.0698 which lies between 0 and 1. R square (proportion of the variance in the dependent variable accounted by model) is 0.487. The model can explain 47.4% (Adjusted R Square = 0.474) about the variance of the dependent variable (Perceived value and Satisfaction). The Durbin – Watson value is closed to 2(2.386). Therefore, it indicates that there is no autocorrelation in the sample. Concerning potential problems relating to multicollinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are below 10, well below the cut-off value of 10 recommended by Neter, Wasserman, and Kutner (1985), meaning that independent variables are not correlated with each other.

The linear regression model results indicate that there is a correlation between effect of perceived value and satisfaction. It is found that satisfaction is indicated the significance of the experiential perceived value and functional perceived value. They can get a good sense of design creative and they get a new life. Amusement park visit provided the feeling of living in a different time or place and feeling of completely escaped from reality. Amusement park setting is very attractive and they get a good sense of design harmony. Amusement parks gives the pleasure and felt relaxed. They get the socially accepted and restaurants and food shops are aesthetically appealing. They get the new quality of games and quality of products. The visitors perceived that the appearance and design of restaurants and play stations are very unique and different from the design of other places such as supercenters and movie theaters. They felt a sence of freedom in parks. They have the willingness to spend money on visiting these parks because they can do real relaxation and can get pleasure from the visit. They get the consistent quality of product and quality of brand new video games.

4.5 Influence of Visitors Satisfaction on Patronage Intention

In this study, the effect on satisfaction and patronage intention is analyzed. In this study, multiple linear regression analysis is conducted to analyze the effect on satisfaction, and influence of satisfaction on patronage intention of visitors at Amusement Parks. Table (4.6) shows the effect of functional perceived value on satisfaction and patronage intention.

Table (4.6) Influence of visitors Satisfaction on Patronage Intention

Variable	Unstandardized Coefficients		Beta	t	Sig	Collinearity Statistic	
	B	Std.Error				Tolerance	VIF
Constant	.989	.515		3.144	.002		
Satisfaction	.698***	.088	.633	7.977	.000	1.000	1.000
R	.663 ^a						
R Square	.440						
Adjusted R Square	.443						
Durbin- Watson	1.731						

Source: Survey Data (2019)

*, **, *** Indicate statistical significance at the 10% level, 5% level and 1 % level

According to the result shown in Table (4.6), the significant value of patronage intention is less than 0.01. Therefore, there is a positive relationship between satisfaction and patronage intention. Correlation coefficient (R) measures the linear relationship between two variables. As shown in Table (4.6), R (the correlation between the independent variable and dependent variable) is 0.0663 which lies between 0 and 1. R square (proportion of the variance in the dependent variable accounted by model) is 0.440. The model can explain 44.3% (Adjusted R Square = 0.443) about the variance of the dependent variable (satisfaction).

The Durbin – Watson value is closed to 2(1.731). Therefore, it indicates that there is no autocorrelation in the sample. Concerning potential problems relating to multicollinearity, variance inflation factors (VIF) were used to provide information on the extent to which non-orthogonality among independent variables inflates standard errors. All VIF values are below 10, well below the cut-off value of 10 recommended by Neter, Wasserman, and Kutner (1985), meaning that independent variables are not correlated with each other.

According to the analysis, satisfaction has positive significant influencing on patronage intention. They can get the leisure time and feeling delighted with the quality of service in the amusement park. Visitors get the services receive from amusement park provide value of money and they satisfied with own decision to visit the park. They received the good service and feel delighted with the quality of service. Perhaps when visitor think of parks they see them as lifestyle centers, where purchasing from park is just one of the many activities undertaken there and not the salient reason for going there. Then the visitors believe they will spend most of their leisure time in this amusement park. The visitors get the relaxing and enjoyable to visit the paks.

CHAPTER 5

CONCLUSION

This chapter consists of three parts. The first part is findings and discussions from the previous chapter. The second part is suggestions and recommendations according to the finding of the study. The third part is needs for further research of the visitors' patronage intention towards the amusement park in Yangon.

5.1 Findings and Discussions

This study offers the visitors' satisfaction and patronage intention towards the amusement parks in Yangon. Visitors' satisfaction is provided by the business driver for organization success. To analyze the study, the questionnaire method is applied to collect data by eighty three visitors' visiting the amusement parks. For data collection, structured questionnaires are used. The questionnaires mainly consist of two parts. The first part is concerned with the demographic characteristics of visitors'. The last part of visitors' satisfaction on visiting the amusement park and each statement is measured on a five-point scale.

The majority of visitors' in the visit are male visitors'. This survey does not especially distinguish between male and female visitors for sample design. For the age group, most visitors belong to the age group between twenty years to forty years of age, which is the most active and matured. On the other hand, educated percent is most visits. According to the survey, 85.5% of visitors are educated. Visitors' satisfaction and patronage intention to measure the educational, entertainment, escapist, esthetic experience and perceived value (i.e., emotional, social and sensory appeal). Perceived value associated with the Amusement likely plays a crucial role in consumers' satisfaction with the amusement and their intention to patronize the amusement parks.

According to the first part of the study, visitors' have positive results to get the entertainment experience and escapist experience. Amusement parks are amusing to watch and they enjoyed. And then, visitors are visiting the amusement parks, they felt

completely escaped from reality. All of the amusement parks' settings and designs are attractive to the visitors. Therefore, visitors get the esthetic experience in the amusement parks. According to survey results, visitors' like amusement parks are a good sense of their interior design harmony.

In the second part of the study, the emotional value of respondent visitors enjoyed visiting the amusement parks and they felt relaxed. According to survey results, amusement parks give pleasure. Social value and sensory appeal value are according to survey results of the effect of visitors felt socially accepted and aesthetically appealing. The third part of the study, quality, prices and service value of respondents the amusement parks provided consistent quality of games, quality of products and they feel a sense of freedom but entrance fees are not reasonable and games are economical.

Most of the visitors seems like the service. The visitors are already finished visiting the amusement park. To understand how much visitors are satisfied with the services experience of amusement park. The result showed that all the participants' satisfaction based on the experience they encounter was at a satisfying level. It is found out that visitors are highly satisfied with the services provided by amusement parks.

5.2 Suggestions and Recommendations

Visitors' satisfaction is provided the success of amusement parks. Thus, amusement parks should always emphasis on their visitors' satisfaction. According to the survey, most of visitors are highly satisfied with the entertainment experience, escapist experience, esthetic experience in amusement park. It is found out that some visitors are thinking they need a more reasonable price and feel relaxed. Therefore, some amusement parks should consider using news technology and creative innovative design. Another suggestion is all amusement parks should create another type of innovative design and the latest new games. As a result, visitors' are interested in their games and their service. Along with the result, management should work towards achieving the desired service of their visitors.

Visitor patronage intention to amusement parks results from their satisfaction with the overall service of these parks. Amusement parks management needs to provide quality services at a reasonable price, and also need to provide emotional attractiveness and social attractiveness to visitors. The entertainment and escapist experience are influencing the emotional value of visitors. Their social value is influenced by escapist experience and esthetic experience. Thus, amusement park management should focus on amusement environment and facilities to provide escapist feeling and feeling of seeing esthetic surroundings. Escapist experience is affecting quality value. Visitors will convince good quality amusement parks if they get escapist feeling. Education experience is relating to price value. If they can do some activities themselves, they will willingly accept the price charged. Entertainment experience affects service quality value. Visitors noticed the quality of service when they feel entertaining at amusement parks.

Visitors' satisfaction is one of the most important factor for the success of amusement parks. Thus, amusement parks should always emphasis on their visitor satisfaction. Most of the visitors are highly satisfied the news games and interior design. Another suggestion is amusement parks should create another type of plaining and program. Amusement parks should define the fan club celebration and membership program. To make the membership celebrated and give the present. As the result, visitors will be more interested in their plaining and program. They will get the benefit of visitors' patronage intention towards the amusement parks. Along with the result, management should works towards achieving the desired service of their visitors. Amusement parks need to assess their visitors' satisfaction regularly.

5.3 Needs for Further Research

This study has a few limitations. The first limitation is that the survey is done only to four amusement parks in Yangon. This study mainly assessed and analyzed visitors' satisfaction with the service experience with amusement parks. According to the limitation of resources, this study only emphasizes the 4Es, education, entertainments, escapist and esthetic experience of amusement parks in Yangon. Therefore, Amusement parks encompassing all demographic categories of visitors should be employed for a better examination of the occurrence of dissatisfaction with amusement parks services.

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APPENDIX I

Survey Questionnaire for visitors' satisfaction on Amusement Parks in Yangon

Section (I)

This questionnaire is only for MBA Thesis about visitors' satisfaction on Amusement Parks in Yangon. It is not related to any other business purpose or any person. Please kindly provide feedback to this questionnaire and we do appropriate for your time.

1. Gender

- Male
- Female

2. Age

- Under 5 years
- 5 years to 10 years
- 10 years to 20 years
- 20 years to 30 years
- 30 years to 40 years
- Above 40 years

3. Education Qualification

- Primary School
- Middle School
- High School
- Bachelor Degree
- Post –Graduate Degree

Section (II)

Please check the degree that best describe you're agree or disagree with the statements in the following, based on the Amusement Park you are visiting. Please tick () one of the boxes that best fit your level of agreement with each statement.

5= Strongly agree: 4= Agree: 3= Neutral: 2= Disagree: 1=Strongly disagree

	<u>Educational experience</u>	5	4	3	2	1
1	This Amusement Park visit has made you more knowledgeable.					
2	Your family or friends visit to this Amusement Park has stimulated your curiosity to learn new games.					
3	Your visit to this Amusement Park has been a real learning experience.					

	<u>Entertainment experience</u>	5	4	3	2	1
1	All of the activity of the Amusement Park has been amusing to watch.					
2	You really enjoyed watching what others were doing.					
3	Watching all of the activity of the Amusement Park has been captivating.					

	<u>Escapist experience</u>	5	4	3	2	1
1	During this Amusement Park visit, you have felt like you were living in a different time or place.					
2	You have felt you played a different character during this Amusement Park visit.					
3	During this Amusement Park visit, you completely escaped from reality.					

	<u>Esthetic experience</u>	5	4	3	2	1
1	The Amusement Park setting has a good sense of design harmony.					
2	The Amusement Park setting is very attractive.					
3	Close attention was paid to the design details of the Amusement Park setting.					

	<u>Emotional value</u>	5	4	3	2	1
1	You enjoy visiting in this Amusement Park.					
2	You feel relaxed visiting in this Amusement Park.					
3	Visiting in this Amusement Park gives you pleasure.					
4	This Amusement Park make you want to visit next time.					

	<u>Social value</u>	5	4	3	2	1
1	Visiting in this Amusement Park helps you feel socially accepted.					
2	Visiting in this Amusement Park helps you make a good impression on others.					
3	Visiting in this Amusement Park gains you social approval.					

	<u>Sensory appeal value</u>	5	4	3	2	1
1	In this Amusement Park display of games are attractive.					
2	Aspects of Amusement Park are aesthetically appealing.					
3	In this Amusement Park restaurants and food shops are aesthetically appealing.					

	<u>Quality value</u>	5	4	3	2	1
1	In this Amusement Park provide consistent quality of service.					
2	In this Amusement Park provide consistent quality of visiting environment.					
3	In this Amusement Park provide consistent quality of games and quality of products.					

	<u>Price value</u>	5	4	3	2	1
1	In this Amusement Park entrance fees is reasonable.					
2	This Amusement Park provides good products and services for the price.					
3	Games of this Amusement Park are economical.					

	<u>Service quality value</u>	5	4	3	2	1
1	Employees are approachable in this Amusement Park.					
2	They are courteous, polite, and respectful.					
3	You feel annoyed in this Amusement Park because staff push you to buy a particular ticket.(R)					
4	You get the help of employees in this Amusement Park when you need it.					
5	You feel a sense of freedom in this Amusement Park.					

Actual purchase

- Less than 1000
- 1000 - 5000
- 5000 – 15000
- 15000 - 30000
- Above 30000

	<u>Satisfaction</u>	5	4	3	2	1
1	You are satisfied with your decision to visit this Amusement Park.					
2	Your choice to visit this Amusement Park is a wise one.					
3	You are sure it was the right thing to visit this Amusement Park.					
4	The services that you receive from Amusement Park provide value for money.					

	<u>Patronage intention</u>	5	4	3	2	1
1	I will spend most of my leisure time in this Amusement Park.					
2	You would be willing to recommend this Amusement Park to your friends.					
3	Overall, you feel delighted with the quality of service offered by Amusement Park.					
4	The likelihood that you would visit this park again is very high.					

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT EPvalue

/METHOD=ENTER EduEM EntEM EscEM EstheEM

/RESIDUALS DURBIN.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience ^b		. Enter

a. Dependent Variable: EPvalue

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.850 ^a	.722	.708	.28558	1.522

a. Predictors: (Constant), Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience

b. Dependent Variable: EPvalue

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	16.537	4	4.134	50.692	.000 ^b
	Residual	6.361	78	.082		
	Total	22.898	82			

a. Dependent Variable: EPvalue

b. Predictors: (Constant), Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.091	.234		.391	.697		
	Education Experience	.137	.071	.163	1.945	.055	.508	1.970
	Entertainment Experience	.272	.079	.295	3.448	.001	.486	2.059
	Escapist Experience	.306	.062	.354	4.928	.000	.689	1.452
	Esthetic Experience	.222	.063	.271	3.540	.001	.609	1.643

a. Dependent Variable: EPvalue

Coefficient Correlations^a

Model		Esthetic Experience	Education Experience	Escapist Experience	Entertainment Experience	
1	Correlations	Esthetic Experience	1.000	-.188	-.413	-.165
		Education Experience	-.188	1.000	-.010	-.585
		Escapist Experience	-.413	-.010	1.000	-.153
		Entertainment Experience	-.165	-.585	-.153	1.000
1	Covariances	Esthetic Experience	.004	-.001	-.002	-.001
		Education Experience	-.001	.005	-4.445E-5	-.003
		Escapist Experience	-.002	-4.445E-5	.004	-.001
		Entertainment Experience	-.001	-.003	-.001	.006

a. Dependent Variable: EPvalue

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Education Experience	Entertainment Experience	Escapist Experience	Esthetic Experience
1	1	4.930	1.000	.00	.00	.00	.00	.00
	2	.030	12.856	.05	.48	.02	.16	.03
	3	.018	16.692	.48	.02	.05	.05	.44
	4	.014	18.713	.09	.07	.00	.78	.52
	5	.008	24.407	.38	.42	.93	.00	.00

a. Dependent Variable: EPvalue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.2137	4.7288	3.2923	.44907	83
Residual	-.51598	.91708	.00000	.27853	83
Std. Predicted Value	-2.402	3.199	.000	1.000	83
Std. Residual	-1.807	3.211	.000	.975	83

a. Dependent Variable: EPvalue

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT FPvalue

/METHOD=ENTER EduEM EntEM EscEM EstheEM

/RESIDUALS DURBIN.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience ^b		. Enter

a. Dependent Variable: FPvalue

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.436 ^a	.190	.148	.85254	2.139

a. Predictors: (Constant), Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience

b. Dependent Variable: FPvalue

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.300	4	3.325	4.575	.002 ^b
	Residual	56.693	78	.727		
	Total	69.993	82			

a. Dependent Variable: FPvalue

b. Predictors: (Constant), Esthetic Experience, Education Experience, Escapist Experience, Entertainment Experience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.770	.699		1.102	.274		
	Education Experience	.168	.211	.114	.796	.428	.508	1.970
	Entertainment Experience	.528	.235	.329	2.247	.027	.486	2.059
	Escapist Experience	.170	.185	.113	.917	.362	.689	1.452
	Esthetic Experience	-.101	.187	-.071	-.541	.590	.609	1.643

a. Dependent Variable: FPvalue

Coefficient Correlations^a

Model			Esthetic Experience	Education Experience	Escapist Experience	Entertainment Experience
1	Correlations	Esthetic Experience	1.000	-.188	-.413	-.165
		Education Experience	-.188	1.000	-.010	-.585
		Escapist Experience	-.413	-.010	1.000	-.153
		Entertainment Experience	-.165	-.585	-.153	1.000
	Covariances	Esthetic Experience	.035	-.007	-.014	-.007
		Education Experience	-.007	.044	.000	-.029
		Escapist Experience	-.014	.000	.034	-.007
		Entertainment Experience	-.007	-.029	-.007	.055

a. Dependent Variable: FPvalue

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions				
				(Constant)	Education Experience	Entertainment Experience	Escapist Experience	Esthetic Experience
1	1	4.930	1.000	.00	.00	.00	.00	.00
	2	.030	12.856	.05	.48	.02	.16	.03
	3	.018	16.692	.48	.02	.05	.05	.44
	4	.014	18.713	.09	.07	.00	.78	.52
	5	.008	24.407	.38	.42	.93	.00	.00

a. Dependent Variable: FPvalue

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.3524	4.5366	3.4196	.40273	83
Residual	-1.47737	4.67066	.00000	.83149	83
Std. Predicted Value	-2.650	2.774	.000	1.000	83
Std. Residual	-1.733	5.478	.000	.975	83

a. Dependent Variable: FPvalue

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT SatisfactionM

/METHOD=ENTER EPvalue FPvalue

/RESIDUALS DURBIN.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	FPvalue, EPvalue ^b		Enter

a. Dependent Variable: Satisfaction

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 ^a	.487	.474	.39020	2.386

a. Predictors: (Constant), FPvalue, EPvalue

b. Dependent Variable: Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.568	2	5.784	37.988	.000 ^b
	Residual	12.180	80	.152		
	Total	23.748	82			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), FPvalue, EPvalue

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.157	.279		4.142	.000		
	EPvalue	.592	.088	.581	6.726	.000	.860	1.163
	FPvalue	.132	.050	.226	2.620	.011	.860	1.163

a. Dependent Variable: Satisfaction

Coefficient Correlations^a

Model		FPvalue	EPvalue
1	Correlations		
	FPvalue	1.000	-.375
	EPvalue	-.375	1.000
	Covariances		
	FPvalue	.003	-.002
	EPvalue	-.002	.008

a. Dependent Variable: Satisfaction

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions		
				(Constant)	EPvalue	FPvalue
1	1	2.948	1.000	.00	.00	.01
	2	.039	8.651	.12	.07	.98
	3	.012	15.447	.87	.93	.02

a. Dependent Variable: Satisfaction

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.7165	4.7412	3.5548	.37559	83
Residual	-.95730	1.23477	.00000	.38541	83
Std. Predicted Value	-2.232	3.159	.000	1.000	83
Std. Residual	-2.453	3.164	.000	.988	83

a. Dependent Variable: Satisfaction

REGRESSION

/MISSING LISTWISE
 /STATISTICS COEFF OUTS BCOV R ANOVA COLLIN TOL
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT PI
 /METHOD=ENTER SatisfactionM
 /RESIDUALS DURBIN.

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Satisfaction ^b	.	Enter

a. Dependent Variable: Petronage Intention

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.663 ^a	.440	.433	.42643	1.713

a. Predictors: (Constant), Satisfaction

b. Dependent Variable: Petronage Intention

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.571	1	11.571	63.633	.000 ^b
	Residual	14.729	81	.182		
	Total	26.300	82			

a. Dependent Variable: Petronage Intention

b. Predictors: (Constant), Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.989	.315		3.144	.002		
	Satisfaction	.698	.088	.663	7.977	.000	1.000	1.000

a. Dependent Variable: Petronage Intention

Coefficient Correlations^a

Model		Satisfaction
1	Correlations Satisfaction	1.000
	Covariances Satisfaction	.008

a. Dependent Variable: Petronage Intention

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions	
				(Constant)	Satisfaction
1	1	1.989	1.000	.01	.01
	2	.011	13.366	.99	.99

a. Dependent Variable: Petronage Intention

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.5597	4.4793	3.4705	.37565	83
Residual	-1.47926	1.21877	.00000	.42382	83
Std. Predicted Value	-2.425	2.685	.000	1.000	83
Std. Residual	-3.469	2.858	.000	.994	83

a. Dependent Variable: Petronage Intention