EXECUTIVE SUMMARY

In this study, Gaming Customer Satisfaction in Macau will be investigated. Given the heavy dependence of the Macau economy on its gaming industry and the keen competition existed among the local casinos, the research should bring practical implications to the society. On the other hand, as there are yet no detailed studies and research focusing on the determinants of the gaming satisfaction in Macau, the study should provide theoretical contributions in the academic area.

Satisfaction of gaming customer is defined in the study as a cognitive and/or affective response of varying intensity. It is based on an evaluation of disconfirmation, service quality, staff friendliness, servicescapes, chance of winning (Mayer et al., 1998), and other standards of comparison. Customer satisfaction can occur at the time of consumption or temporal points during consumption and lasting for a finite but variable amount of time.

After a review of the relevant literature, a lot of research supported that when customers had to spend an extended period of time in the environment and the service provided was in leisure type, the more important role would be for servicescape to

affect customer satisfaction. Given the nature of the gambling services, servicescape factors should significantly influence the satisfaction of gaming customers in Macau, both in cognitive and affective terms. Thus, this research is going to focus on the influences of casino servicescapes on customer satisfaction and eventually to their approach/avoidance intentions.

Based on the research ideas suggested by Bitner (1992), Wakefield & Blodgett (1994, 1996, 1999), and Lucas (2003), five servicescape elements were identified, including ambience, navigation, seating comfort, interior décor, and cleanliness. This research altogether has 18 hypotheses in testing (1) the influence of servicescapes on cognitive and affective satisfaction of gaming customers; (2) the influence of cognitive and affective satisfaction of gaming customers on their desire to stay and intention to revisit; and (3) the mediating roles of cognitive and affective satisfaction of gaming customers between servicescapes and approach/avoidance intentions.

In order to collect data for the underlying measurement, university students were employed to conduct intercept surveys at five selected casinos including Hotel Lisboa (SJM), New Century Greek Mythology (SJM), Golden Dragon (Galaxy), Sands Macau (Venetian Macau), and Wynn Macau (Wynn Resorts Macau). A total of

1,514 persons were approached in the study with 513 successful cases at 34% response rate.

In analyzing the collected data, linear regression was employed. It was found out that several servicescape elements, e.g. navigation, cleanliness, and ambience, posted effects on the repurchase intentions of gaming customers. Cognitive and affective satisfactions were found to mediate these relationships. Results provide practical insights that the expenditure on the casino servicescapes in Macau should be worthwhile, as the intention to revisit is an essential source of income for the gaming industry.