

UNIVERSITY OF MACAU
FACULTY OF BUSINESS ADMINISTRATION

**CUSTOMER SATISFACTION IN THE MICE INDUSTRY IN
MACAO**



Thesis presented to the
Faculty of Business Administration
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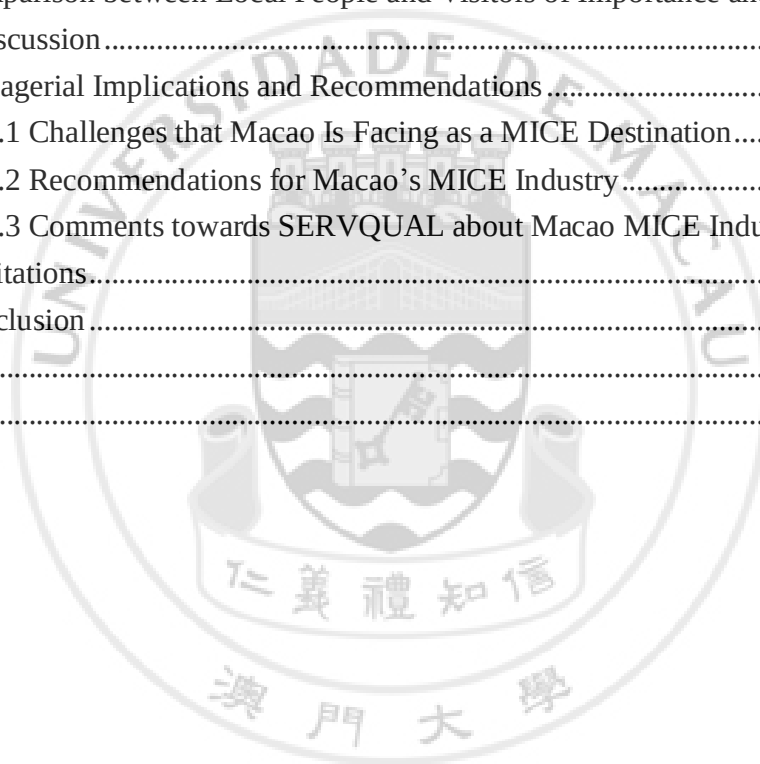
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Abstract

With the liberalisation of the gaming industry in Macao, the local government has become increasingly aware of the need to exploit the MICE industry (Meetings, Incentives, Conventions, Exhibitions and Events), along with casino tourism, to sustain Macao's healthy economic development. With the aim of creating a unique and specific MICE image for Macao, it is vital to obtain a deeper understanding of customer satisfaction with the current status of the MICE industry. Little research has been undertaken in the area of customer satisfaction towards the MICE industry in Macao. Hence, this research will contribute meaningful information to both the MICE industry and related fields of academic studies.

SERVQUAL, a renowned measuring service quality model, will be applied in this study to analyse customer satisfaction towards Macao's MICE industry. Numerous examples in the literature have affirmed that the five dimensions of SERVQUAL are helpful in evaluating customer satisfaction/dissatisfaction with a service. In this research, the five dimensions (tangibles, reliability, responsiveness, assurance and empathy) of SERVQUAL will be discussed.

This study is applied with five-point Likert scale questionnaire, through face-to-face interview with the participants/exhibitors to evaluate which dimensions should be maintained and should receive more attention. Ultimately, the findings of this study will provide key indications to Macao for the development of a brighter future for the industry and for obtaining a better voice and more satisfaction from MICE attendees.