The Effect of Satisfaction with the Environment-friendly Service Quality of Golf Club on Image, Royalty and Intention to Revisiting

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This study attempted to identify how efficiently and effectively the golf resort develops and operates the satisfaction of the environment-friendly service quality for which many leisure sports consumers have recently had the high concern and preference. For this purpose, it attempted to investigate the effect of travelers’ satisfaction of the environment-friendly service quality on their image, royalty and revisiting. As a result, the following findings were obtained: First, it was found that the male travelers satisfaction the environment-friendly course and lodging facilities higher than the male counterparts in relation to the environment-friendly service quality of the golf resort. And it was found that the travelers above their 50s of age satisfaction environment-friendly subsidiary facilities and that the travel of low or high educational level evaluated the environment-friendly course higher than anything else. And it was found that the travelers with the monthly income of 3,000,000~4,000,000won evaluated environment-friendly F&B facilities and subsidiary facilities than any other income group. Second, it was found that the environment-friendly lodging facility, F&B facility and landscape architecture of the golf resort had a positive effect on travelers’ satisfaction, which had a significant effect on their image, royalty and the revisit.

Key Words: environment-friendly, service quality, image, royalty, revisiting

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Introduction

The nature-friendly image has recently surfaced as an important theme in all industrial fields. The trend is that as the group of green consumers preferring the facility or program with the natural or well-bing image has rapidly surfaced, especially in the leisure market, the green image marketing targeting them has vigorously been expanding.

As the economic level, social welfare and living standard have become improved and as the consumer-centered market has surfaced, the consumers who perceive the product that improves their quality of life and the importance of the product which is safer by the social, health and sanitational levels and helpful to protecting the ecosystem and the environment are on the increase with rapidity (Shim, 2004).

They are those who adopt as the criterion for choice of consumption behavior the environment-friendly image that the product or brand delivers rather than the quality or price of the product which is the condition for purchase of the general consumers. They have the consumption behavior characteristic of purchasing the product that the firm with the environment-friendly product or image produces or evaluating the firm with the good environmental image as good. In addition, they have the characteristic of perceive that the process of consuming goods and service has a harmful impact on society and the environment and taking into consideration the individual’s needs and social welfare at the same time.

These characteristics suggest that the social strata reluctant to purchase the products of the firms which neglect the environment or have the image of doing harm to it are rapidly emerging.

In the end, the attitude of disrupting or neglecting the environment not only makes the image of the firm fall but also has a negative effect on the purchase or sale of its products. In consequence, environment-friendliness is positioned as the element of determining the future success of the firm. Now, firms can exploit new potential markets only when they promote the more active environment-friendly green marketing, not the passive environmental image management (Lim & Kim, 2005).

Environment-friendly leisure sports are those accessible through a personal contact with nature as those possible to perform outdoors and include ski, golf, hiking, camping, water skiing, scuba diving, picnicking, MTB, horse riding, wind surfing and the like intended for the purpose of enjoyment. Especially, they are deeply related to the environment because their players have a personal con-