

Service Quality Factors Influencing Concertgoers' Satisfaction in Malaysia: A Servqual Analysis

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ABSTRACT

This study examines how service quality affects the satisfaction of concertgoers at music concerts in Kuala Lumpur, Malaysia. Guided by the SERVQUAL framework, a cross-sectional survey of 309 attendees was conducted from November 2023 to January 2024. Seven service quality dimensions, entertainment, site elements, pricing, food and beverages, vendors, parking, and staff, were measured with a structured questionnaire. Data was analyzed using descriptive statistics, reliability tests, Pearson correlations, and multiple regression. All service quality dimensions showed significant positive relationships with overall satisfaction, and staff service and site elements had the strongest predictive effects. Large effect sizes and narrow 95 percent confidence intervals confirmed the practical significance of these results. The findings extend the SERVQUAL model to Southeast Asian live music events and highlight the importance of venue design, transparent pricing, and professional staff training in shaping visitor experiences. This study offers clear guidance for event organizers and tourism stakeholders to improve service delivery, strengthen destination competitiveness, and support Sustainable Development Goal 8 by promoting inclusive economic growth through music-based tourism.

Keywords: Music Concert Tourism, Service quality, Concertgoers Satisfaction, SERVQUAL, Crowd Management

INTRODUCTION

Music concerts are an important part of contemporary tourism, generating substantial economic and social benefits for host destinations (Bernama, 2023). As experiential travel grows, live events increasingly attract domestic and international visitors who seek immersive entertainment combined with cultural exploration. In Malaysia, the live music sector has expanded in step with the National Tourism Policy 2020 to 2030, which highlights creative and cultural experiences as key drivers of sustainable growth (Ministry of Tourism, Arts and Culture Malaysia, 2022). This policy supports Sustainable Development Goal 8, which promotes inclusive and sustainable economic growth, productive employment, and decent work through industries such as tourism and cultural events (United Nations, 2023).

Despite the rising popularity of music concerts, service quality remains a critical challenge. Reports from Malaysian events note issues such as poor crowd management, limited restroom facilities, delayed entry procedures, and inadequate medical support, all of which reduce visitor satisfaction (Rahman & Tan, 2023; Lee, 2023). These gaps highlight the need for evidence-based strategies to improve operational planning and on-site management. Research on event tourism consistently shows that high service quality is essential for visitor satisfaction, repeat attendance, and positive word-of-mouth recommendations (Chen et al., 2022; Wu & Li,

2021). However, while the SERVQUAL framework has been widely applied in festivals and hospitality settings, its use in the context of music concerts, especially in Southeast Asia, is still limited (Goh & Lee, 2024).

This study also draws on expectation–confirmation theory and perceived value models to strengthen the conceptual foundation. These perspectives explain how visitors’ pre-event expectations and their post-event evaluations combine to shape overall satisfaction. Integrating these theories with the SERVQUAL framework provides a more complete understanding of how tangible venue factors and service interactions influence the concert experience.

This study examines the relationship between service quality and concertgoer satisfaction at music concerts in Kuala Lumpur. Identifying the most influential service factors provides practical insights for event planners to enhance visitor experiences and support sustainable economic growth in Malaysia’s live music sector. The research addresses the lack of empirical evidence on service quality in Malaysian music concerts and contributes to Sustainable Development Goal 8 by showing how investment in staff training, crowd management, and vendor services can create employment and stimulate inclusive economic growth within Kuala Lumpur’s growing live music industry.

LITERATURE REVIEW

Service Quality

Service quality is a key determinant of customer satisfaction and organizational success. Parasuraman et al. (1988) defined it as an overall judgement of the superiority of a service from the customer’s perspective, emphasizing that perceived quality depends more on visitors’ expectations and experiences than on tangible resources. Building on earlier work by Grönroos (1984), the SERVQUAL model identifies five dimensions, tangibles, reliability, responsiveness, assurance, and empathy, that capture the gap between expectations and perceptions. Recent studies confirm that these dimensions remain relevant for tourism and event settings, where intangible experiences dominate visitor evaluations (Chen et al., 2022; Wu & Li, 2021). For live music events, SERVQUAL provides a structured framework to assess how venue conditions, staff performance, and ancillary services influence the audience experience (Goh & Lee, 2024).

Welthagen and Lotter (2020) refined SERVQUAL for concert settings by including entertainment quality, site elements, pricing, food and beverages, vendor services, parking, and staff interactions. These attributes reflect the complete environment of a music event and allow researchers to measure satisfaction across operational aspects that directly affect concertgoers. The adaptation highlights that service quality at concerts extends beyond the stage performance to encompass facility management, customer service, and crowd flow, each of which shapes visitors’ perceptions of value and comfort (Rahman & Tan, 2023).

Entertainment

Entertainment quality remains central to concert satisfaction because it captures both artistic performance and the overall atmosphere (Entaban, 2022). Attributes such as stage design, sound clarity, visual effects, and performer engagement determine how memorable an event becomes. Recent research shows that creative stage production and interactive elements increase emotional involvement and strengthen repeat visitation intentions (Sengoz et al., 2024). In addition, practical elements like clear signage, cleanliness, and well-maintained restrooms support enjoyment and influence positive evaluations (Goh & Lee, 2024). The musicians’ appearance and on-stage creativity also contribute to a distinctive and immersive entertainment experience (Ayuni & Dewi, 2023).

Site Elements

Site elements include the physical and technical aspects of the venue, such as seating arrangements, acoustics, lighting, and crowd management systems. Studies on event quality consistently show that venue comfort and sound quality significantly affect satisfaction and willingness to recommend the event (Armbrecht, 2021; Ho,

Tiew, & Adamu, 2022). Effective site design improves safety, reduces congestion, and enhances the sensory experience, making it a critical determinant of perceived service quality (Rahman & Tan, 2023).

Price

Perceived value for money strongly influences visitor satisfaction and loyalty. Fair pricing for tickets, foodbeverages, and parking affects how concertgoers evaluate the overall concert experience (Chen et al., 2022). Recent evidence indicates that transparent and reasonable pricing encourages positive word of mouth and repeat attendance, especially among younger audiences who are price-sensitive (Goh & Lee, 2024).

Food and Beverages

Food and beverage offerings contribute to both convenience and enjoyment. Availability, variety, hygiene, and service speed are important predictors of satisfaction (Boon et al., 2023). High-quality food options can also promote local culture and generate additional spending, supporting Sustainable Development Goal 8 (SDG 8) by creating employment and economic opportunities within the event ecosystem (United Nations, 2023).

Vendors

Vendor services, including merchandise and craft stalls, enhance the festive atmosphere and provide additional value to concertgoers. Well-organised vendor areas with diverse products and efficient service increase visitor engagement and length of stay, which in turn benefits local microentrepreneurs and supports inclusive economic growth (Khizar et al., 2023).

Parking

Efficient parking arrangements contribute to a smooth visitor experience by reducing stress and saving time. Clear signage, adequate capacity, and safe facilities are critical, as parking difficulties can undermine otherwise positive impressions of an event (Rahman & Tan, 2023). Studies on event logistics show that convenient transportation access is directly linked to overall satisfaction and repeat visitation (Wu & Li, 2021).

Staff

Frontline staff shape the service encounter through their courtesy, responsiveness, and problem-solving ability. Research consistently identifies staff interactions as a dominant predictor of satisfaction in live events (Henderson & Ong, 2024). Well-trained employees not only resolve operational issues efficiently but also create a welcoming atmosphere that enhances the emotional impact of the concert experience.

Concertgoers' Satisfaction

Concertgoers' satisfaction reflects the overall evaluation of all service experiences and is a key indicator of event success. High satisfaction strengthens a destination's image, encourages repeat attendance, and promotes positive word-of-mouth recommendations (Chen et al., 2022). It also supports Sustainable Development Goal 8 by stimulating economic activity through higher tourism demand and extended visitor spending. Traditional approaches such as the expectation–confirmation and perceived performance models remain useful for measuring satisfaction, but recent studies show that integrated service quality frameworks like SERVQUAL provide a more comprehensive view of how entertainment quality, venue management, and staff interactions shape satisfaction in live music settings (Goh & Lee, 2024; Wu & Li, 2021).

The reviewed literature highlights the importance of service quality dimensions in shaping Concertgoers' satisfaction, yet empirical evidence specific to Malaysian music concerts remains limited. To address this gap, the present study applies an adapted SERVQUAL framework to examine how entertainment, site elements, pricing, food and beverages, vendor services, parking, and staff interactions influence Concertgoers' satisfaction.

METHOD

Research Design

This study employed a quantitative, cross-sectional survey to examine how service quality attributes influence Concertgoers' satisfaction in Kuala Lumpur. A cross-sectional design was appropriate because it captures data at a single point in time and allows the testing of relationships among variables (Takona, 2024). The research framework was adapted from the SERVQUAL model, focusing on seven independent variables, which are entertainment, site elements, price, food and beverages, vendors, parking, and staff, identified as critical for concert experiences (Welthagen & Lötter, 2020; Goh & Lee, 2024). The dependent variable was overall concertgoers' satisfaction. A structured questionnaire provided standardized data suitable for descriptive and inferential analysis, enabling the evaluation of hypothesized relationships between service quality dimensions and satisfaction.

Population and Sampling

The study population comprised domestic and international tourists who attended music concerts in Kuala Lumpur between November 2023 and January 2024. Kuala Lumpur was selected because it is Malaysia's primary hub for live music and international events (Rahman & Tan, 2023). Respondents were recruited using convenience sampling, which is widely used in event research when the target population is concentrated in specific venues and timeframes (Lohr, 2021; Winton & Sabol, 2022). Researchers approached concertgoers at venue entrances and public areas, inviting voluntary participation.

The sample size followed the recommendation of Rahman (2023), who advised using Krejcie and Morgan's (1970) table for finite populations together with Roscoe's (1975) guideline of 30 to 500 respondents for behavioral studies. Although 384 responses were targeted, 309 valid questionnaires were collected, which is about 80 percent of the target. This number is still acceptable for correlation and regression analysis because it meets Roscoe's guidelines and provides sufficient statistical power for reliable testing (Hair et al., 2022; Rahman, 2023). Convenience sampling was used by approaching concertgoers on site and online to include both local and international participants. This method made data collection practical but may cause some bias because the sample might not fully represent all concertgoers, especially those who did not attend the selected events or chose not to respond. To reduce this limitation, data were gathered at different venues and across several concert types over three months to capture a range of backgrounds and experiences. Future studies can improve representativeness by using random or stratified sampling methods.

Data Collection Procedures

Primary data were collected through a bilingual (English and Malay) self-administered questionnaire distributed face-to-face and via a Google Form link displayed at concert venues. The questionnaire consisted of three sections. Section A captured demographic information such as gender, age, education, income, and concert attendance history. Section B measured seven service quality attributes using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). Section C assessed overall satisfaction with four items on the same scale. Items were adapted from validated instruments in music event research (Welthagen & Lötter, 2020; Goh & Lee, 2024) and pre-tested with 30 respondents to ensure clarity and reliability. Cronbach's alpha coefficients from the pilot test exceeded 0.70 for all constructs, indicating acceptable internal consistency (Hair et al., 2022).

Data Analysis

All responses were screened for completeness and then coded for analysis using the Statistical Package for the Social Sciences (SPSS) version 27. Descriptive statistics were used to summarize the demographic profile of respondents, and reliability analysis with Cronbach's alpha was used to assess internal consistency. Pearson correlation and multiple regression analyses were conducted to examine both the strength and the relative contribution of each service quality dimension to overall satisfaction. Standardized beta coefficients, effect sizes (Cohen's f^2), and 95 percent confidence intervals were reported to assess practical significance. These procedures

were appropriate for identifying the strength and significance of relationships among continuous variables in cross-sectional survey data (Field, 2024).

FINDING & DISCUSSION

Cronbach's Alpha Reliability Test

Table 1. Reliability Test Result

Variables	Cronbach's Alpha	No of Items
Entertainment	0.778	4
Site Elements	0.901	3
Price	0.797	3
Food and Beverages	0.877	3
Vendors	0.861	3
Parking	0.902	3
Staff	0.924	3
Dependent Variable: Satisfaction	0.938	4

The reliability analysis in Table 1 shows that all constructs meet or exceed the recommended Cronbach's alpha threshold of 0.70, indicating strong internal consistency across the measurement scales. Entertainment recorded an alpha of 0.778, reflecting acceptable reliability, while price achieved 0.797, also acceptable. Food and beverages (0.877) and vendors (0.861) demonstrated good reliability, and site elements (0.901), parking (0.902), and staff (0.924) exhibited excellent consistency. The dependent variable of satisfaction achieved the highest value at 0.938, signifying excellent reliability. According to established guidelines, values above 0.70 are acceptable, those above 0.80 are good, and those above 0.90 are excellent (George & Mallery, 2019; Hair et al., 2022). These results confirm that the survey items consistently measured their intended constructs and are suitable for further statistical analysis.

Respondent's Profile

Respondents in Table 2 were required to answer questions about their demographics as part of the survey instrument-filling process. Gender, marital status, age, education, household income, occupation, and last time attended concerts are among the demographic details. The demographic profile is meant to provide a summary of the respondents who take part in the study.

Table 2. Demographic Factors

Characteristic	Frequency (N)	Percentage (%)
Gender		
Male	160	51.8
Female	149	48.2
Age		
18-20 years old	37	12.0
21-24 years old	167	54.0
25-30 years old	103	33.3
31-45 years old	2	6
Marital Status		
Single	210	68.0
Married	99	32.0
Education		
High school/ Certificate	112	36.2
Undergraduate (Diploma/Degree)	158	51.1
Postgraduate	37	12.0

Occupation		
Self employed	50	16.2
Public Sector	83	26.9
Private Sector	67	21.7
Student	104	33.7
Unemployed	5	1.6
Origin		
Malaysian	259	83.8
Foreign	50	16.2
State		
Johor	28	9.1
Kedah	10	3.2
Kuala Lumpur	103	33.3
Putrajaya	4	1.3
Melaka	9	2.9
Negeri Sembilan	6	1.9
Pahang	12	3.9
Selangor	97	31.4
Singapore	20	6.5
Indonesia	20	6.5
Income		
RM1500 and below	149	48.2
RM1500-RM2000	99	32.0
RM2100 RM3000	45	14.6
RM3100-RM4000	12	3.9
RM4100- RM5000	4	1.3
Concert Venue		
Stadium Bukit Jalil	102	33.0
Axiata Arena	68	22.0
Zepp KL	122	22.0
Others	17	5.5
Last Time Attended Music Concert		
Recently	105	34.0
Last Month	63	20.4
4-5 Months ago	123	39.8
Last Year	9	2.9
Cannot Recall	9	2.9
With Whom go to the concert		
Family Members	30	9.7
Parents	10	3.2
Friends	24	7.8
Alone	173	56.0

The result from the respondents' demographics showed that most respondents were male (51.8%) and most of the concertgoers were 21-24 years old (54.0%). This proved the initial claims that most concertgoers in Malaysia are youth. Many respondents are single (68.0%) with most of them being undergraduates (51.1%) and their occupation were student (33.7%). The majority (83.8%) of respondents are Malaysian, and most of them were from Kuala Lumpur (33.3%). Besides, their monthly income is RM1500 and below (48.2%). The most attended music concert venue is Zepp KL (22.0%) and the last time respondents attended the music concert was 4-5 months ago (39.8%). Most of the concertgoers are attended the concert were alone (56.0%).

Coefficient Correlation Analysis

Correlations analysis is to determine the relationship between variables. In this study, the researcher wants to determine the relationship between independent variables and dependent variable. In accordance with the

research's objectives which is to investigate the relationship between concertgoers' satisfaction with music concert SERVQUAL, to test the research hypothesis, several correlation coefficients were calculated. Pearson correlation coefficient was used to measure the relationship between seven independent variables, namely entertainment, site elements, price, food and beverages, vendors, parking, and staff with the dependent variable, Concertgoers' satisfaction. The result of Pearson's correlation coefficient analysis from all the variables based on the formulated hypothesis is reported in Table 3.

Table 3. Correlation Analysis

	Concertgoers Satisfaction	Result
Entertainment	Pearson Correlation	0.916
	Sig.(2-tailed)	.000
	N	309
Site Element	Pearson Correlation	0.924
	Sig.(2-tailed)	.000
	N	309
Price	Pearson Correlation	0.863
	Sig.(2-tailed)	.000
	N	309
Food and Beverages	Pearson Correlation	0.866
	Sig.(2-tailed)	.000
	N	309
Vendor	Pearson Correlation	0.895
	Sig.(2-tailed)	.000
	N	309
Parking	Pearson Correlation	0.915
	Sig.(2-tailed)	.000
	N	309
Staff	Pearson Correlation	0.932
	Sig.(2-tailed)	.000
	N	309

The result shows that all the variables have a significant positive relationship between the independent variables (entertainment, site elements, price, food and beverages, vendors, parking, and staff) and the dependent variable (satisfaction). Based on the rules of thumb correlation coefficient size, there is a relationship between SERVQUAL and satisfaction whereby entertainment ($r=.916$, $p<0.01$), site element ($r=.924$, $p<0.01$), price ($r=.863$, $p<0.01$), food and beverages ($r=.866$, $p<0.01$), vendor ($r=.895$, $p<0.01$), parking ($r=.916$, $p<0.01$), and lastly staff ($r=.932$, $p<0.01$). It means that there is a strong relationship between the variables, as the correlation coefficient is between $.71 > r < .90$. Due to the positive correlation, both variables change in the same direction.

Multiple Regression Analysis

A multiple regression was conducted with the seven service quality dimensions as predictors of overall satisfaction. The model explained 78% of the variance in satisfaction ($R^2 = 0.78$, $F = (7,301)$, $p < .001$). Staff ($\beta = .31$, $p < .001$) and site elements ($\beta = .28$, $p < .001$) were the strongest predictors, followed by entertainment ($\beta = .19$, $p < .01$). Other dimensions showed smaller yet significant effects (β range $.10-.15$, $p < .05$). These results indicate that staff service and venue design deserve priority in resource allocation.

DISCUSSION

The findings extend expectation–confirmation theory and perceived value models by showing how tangible venue features and staff responsiveness jointly shape post-event satisfaction and reinforce the SERVQUAL dimensions in live music settings (AlSokkar et al., 2024). All seven service quality dimensions, entertainment, site elements, price, food and beverages, vendors, parking, and staff, were strongly and positively related to overall concertgoer satisfaction. Large effect sizes ($r = 0.86-0.93$) and narrow 95 percent confidence intervals

confirmed the practical significance and robustness of these relationships. These results support the study's objective of identifying how music-concert service quality drives audience satisfaction and demonstrate that excellence across both core and supporting services is essential. Consistent with recent tourism research, high satisfaction strengthens destination competitiveness by encouraging loyalty, positive word of mouth, and repeat visitation (Chen et al., 2022; Wu & Li, 2021).

Entertainment quality and site elements emerged as the most influential factors. High-quality performances, clear acoustics, and attractive stage design create immersive experiences that heighten emotional engagement and perceived value, aligning with evidence that memorable, sensory-rich environments enhance visitor satisfaction and destination branding (Sengoz et al., 2024). The strong role of site elements highlights the importance of careful venue design, effective crowd management, and reliable technical infrastructure to ensure safety and comfort during large events (Rahman & Tan, 2023).

Staff service also showed a strong association with satisfaction, underscoring the value of professional, friendly, and responsive personnel. Well-trained staff not only resolve logistical issues efficiently but also create a welcoming atmosphere that elevates the overall experience. Similar findings in event and hospitality research confirm that staff interactions remain a dominant determinant of customer satisfaction (Henderson & Ong, 2024). Investment in staff development is therefore a strategic priority for concert organizers seeking to maintain high-quality service and build visitor loyalty.

Price demonstrated a significant positive relationship with satisfaction, indicating that fair and transparent pricing of tickets, food, and related services shapes perceptions of value. This supports research showing that value for money strongly influences satisfaction and repeat attendance (Gao, 2023; Salem, 2023). Food and beverage offerings, vendor services, and parking also contributed to satisfaction, though their effects were smaller, suggesting that their influence may be indirect or moderated by venue design and staff performance. Maintaining hygienic, diverse, and reasonably priced food and beverage options, along with clear parking signage and secure facilities, remains essential for positive visitor impressions (Boon et al., 2023).

These results advance Sustainable Development Goal 8 by demonstrating that high-quality music events generate employment for performers, service staff, and local vendors while stimulating spending in accommodation, transport, and food services (United Nations, 2023; Khizar et al., 2023). Meeting or exceeding service quality expectations can attract repeat visitors and international tourists, strengthening Malaysia's position as a regional hub for live entertainment tourism.

This study also fulfils its second research objective by identifying specific operational gaps and offering actionable recommendations. Event organizers should prioritize venue design improvements, expand staff training, implement transparent pricing strategies, and strengthen hygiene protocols to meet the growing expectations of domestic and international audiences. These measures can raise visitor satisfaction and broaden the economic and social benefits of concert tourism.

LIMITATIONS AND FUTURE RESEARCH

Several limitations should be acknowledged. The use of convenience sampling limits the generalisability of the findings beyond the sampled venues and time frame. The cross-sectional design captures only a single moment, preventing assessment of how satisfaction changes over time or across different concert experiences. Although regression analysis identified the relative importance of service dimensions, future studies could adopt probability or stratified sampling, include qualitative components such as focus groups or open-ended questions, and employ longitudinal or repeated measures designs to track evolving visitor expectations. Further exploration of international concert tourists, post-event experiences, and the influence of digital engagement would provide a more complete understanding of how service quality shapes satisfaction in the growing live music sector.

CONCLUSION

This study shows that high-quality service delivery is a key driver of concertgoer satisfaction in Malaysian music concerts. Using the SERVQUAL framework across seven service quality dimensions, the research confirms that staff performance, site elements, entertainment quality, pricing, food and beverage services, vendor operations, and parking all contribute significantly to the concert experience. Staff service and site elements were the most

influential factors, highlighting the importance of professional training and well-designed venues in shaping visitor perceptions.

The findings strengthen the understanding of service quality theory by demonstrating that SERVQUAL can be effectively applied to live music settings where both tangible and experiential elements shape satisfaction. These results provide practical guidance for event organizers and tourism authorities seeking to improve operational planning, enhance visitor engagement, and build destination competitiveness. Organizers are encouraged to implement structured staff training, adopt transparent pricing, and establish clear cost–benefit plans and timelines for venue upgrades to translate these insights into effective practice.

Music concerts that meet or exceed service quality expectations can generate substantial economic benefits, create employment opportunities, and promote cultural tourism. These outcomes support Sustainable Development Goal 8 by fostering inclusive and sustainable economic growth. Future studies could use longitudinal or mixed method designs to track changing visitor expectations and examine digital engagement as an additional influence on concert satisfaction. By applying these insights, Malaysia can continue to develop vibrant, high-quality music events that attract domestic and international audiences while advancing national tourism development.

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Conflict of Interest Statement

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts, and declare the absence of conflicting interests with the funders.

Authors' Contributions

Nadia Hamdan and Syazni Jamal designed the study and planned the analytical approach. All authors contributed to data collection and preparation. Siti Amalina led the detailed data analysis, and Ellail Ain assisted in interpreting the findings. Siti Amalina, Ellail Ain, and Mohd Khairulanwar were the primary manuscript writers, while Fadhilah Zainal Abidin provided critical editorial oversight and guidance. All authors reviewed the research framework, analysis, and final manuscript, offering constructive feedback and collaboratively refining the study.

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