

A Study on the Improvement of Exhibition Site Management Quality based on the Exhibition Service Quality Perceptions of Professional Guest

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Abstract: Exhibition business is very popular today in China and more and more exhibition activity have be held and become the famous brand. In order to make the business successful and keep a good reputation, exhibition hosts pay more attention to their managing quality. Especially, Site management plays a very important role during the operation and management of a brand exhibition. The services provide to the guest including exhibitor and professional guest are the key elements of improving the quality of management. The study try to examine the exhibition service quality based on the perception of professional guests who are attracted to take part in brand exhibition holding in Shanghai. And identify the importance and satisfaction of services provided to professional guest during the exhibition by 20 key elements of service quality including hospitality, visiting order, visiting environment, venue facilities and logistics facilities, etc. And proposed some key advice and strategy to improve the quality of exhibition site management by improve the service quality to professional guest.

1 INTRODUCTION

The total exhibition area of the exhibition held in Shanghai was 12,008,000 square meters, which increased by 8.25% in 2013. (As shown in Table 1) The biggest increase of the exhibition items of 100,000 to 200,000 square meters was up to 21.43%. 2015 is the year that implementation of the Ministry of Commerce to promote the "guidance of the development of exhibition industry " in the period of "the twelfth five-year planning". Shanghai's target of becoming one of the international exhibition centers in the Asia Pacific region has been increasingly prominent. In particular, the completion of the National Convention Center in 2014, with 500,000 square meters of exhibition space, including indoor exhibition halls of 400,000 square meters and outdoor exhibition area of 100,000 square meters, as the world's largest and most competitive exhibition complex, has created unprecedented advantage for the development of Shanghai exhibition industry. Currently, besides the increase of exhibition numbers, the expansion of exhibition areas, the in-depth analysis of customers' perception for the service quality of the exhibitions held in Shanghai

and the precise grasp of the key features of a professional guests' perception for the quality of service have become the key to enhancing the market competitiveness of Shanghai exhibition market and improving the operation and management level. IPA as an effective tool can help the researchers to analyse the law of professional guest's perception for the service quality of exhibitions and provide useful strategies for the researchers.

2 LITERATURE REVIEW

The topic of Service Quality (QOS) originated a concept about customer's perception for service quality proposed by Gronroos in 1982. Since then, the achievements of decades of research by scholars in this field center on exploring theoretical models and empirical studies [1-7]. With the development of exhibition industry, the research about how to apply theories and methods of service quality to the operation and management of exhibition has multiplied. The research perspective has switched from macro-study about the relationship between the

exhibition quality and destination to the micro-study about the evaluation and perception of service quality in exhibition. increasing use of MICE industry perspective organizers and exhibitors focused on analyzing the perception of the degree. Go, Qu (2000) and other methods have been used to evaluate and construct organizers' and clients' feelings for some exhibition destination or exhibition center.^[8]Wendy Huntsman (2001) using the IPA model from the perspective of the exhibitors were satisfied with the study of participating factors, whether or not he believes the main exhibitor satisfaction and on-site service, 25 booths factors, cost, and other related ancillary services^[9]. The access of exhibition service perception is mainly by SERVQUAL and IPA tools and mainly perceived by exhibitors. For exhibition's organizer and destination, IPA mode is a valuable tool which can show us the exhibitors perception to exhibition's service quality and can propose effective suggestions(Chen Pinpin, Cai Libin, 2014)^[10].SERVQUAL mode can help to construct evaluation index about satisfaction of professional audience(Zhang Wenjie, 2010)^[11].The two tools are all effective measurements, which can be used to evaluate the service quality of Mega-event(Wang Liang, 2011)^[12]. Furthermore, the index of exhibition service quality is more and more accurate and detailed. For exhibitor,25 indexes including booth, price, logistics, etc can be the measurement of service quality. Form 2009 to 2014,the evaluation index has increased form 20 to 38. In a word, the current study on exhibition service are mainly based on the exhibitor's perception. This study is trying to analysis the exhibition service quality perceived by professional guests and construct the evaluation index to find out the laws of service quality of exhibition in order to propose constructive suggestion to improve it.

follow the instructions closely in order to make the volume look as uniform as possible (Moore and Lopes, 1999)^[13].

3 STUDY DESIGN

3.1 Research Ideas

The analysis of the essay is based on the IPA evaluation model, that is the "importance - Satisfaction" model, also known as "the importance - performance analysis" model. In order to accurately grasp the visitors' perception for the service quality on the site and to provide strategies for the operation and management of exhibition service, this study adopts five progressive steps: Firstly, according to the organizers interviews and theoretical literature, list 23 perceptual elements of visitors' perception for the service quality; Secondly, according to the design scales, start the pre-survey, whose object is professional brand exhibition held in Shanghai New International Expo Center - Shanghai East China Import and Export Fair, besides, amend and finalize 20 perception elements for the on-site service quality of exhibition; Thirdly, do formal research on professional brand exhibitions held in Shanghai New International Expo Center - Shanghai Hotel Supplies Exhibition; Fourthly, according to the survey data, analyse the data of professional visitors' perception for the on-site service quality of Shanghai exhibition industry, trying to find out the basic law of visitors' satisfaction and importance of service quality; Fifthly, use "IPA" tool to do analysis of countermeasures and propose the way to enhance level of operation and management of Shanghai exhibition industry in terms of service.

3.2 Questionnaire

250 formal questionnaires were distributed and 223 copies were returned of which 203 questionnaires are valid. The effective rate was 91.03% and the demographic characteristics of the sample are shown in Table 2. According to the letter of the test, the Cronbach's a coefficients of the guests' perception of the importance and satisfaction of on-site service quality were respectively 0.817 and 0.852. When the coefficient is above 0.7, it means that the questionnaire has passed reliability test, with high stability and reliability (Table 1). Formal questionnaire consists of two parts:

Table 1: The importance of reliability and satisfaction statistics.

	Cronbach's Alpha	Number
The importance of reliability statistics	.817	20
The satisfaction of reliability statistics	.852	20

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3.3 (1) Demographic Sample Survey

Demographic sample survey of tourists including gender, age, education, occupation, times of exhibition visit, visit the six purposes (Table 2).

Table 2: Demographic Characteristic of Respondents.

	project	Frequency(%)
Gender	male	108(53.20)
	female	95(46.80)
Age	21-30 years old	106(52.22)
	31-40 years old	66(32.51)
	41-50 years old	25(12.32)
	51 years and older	6(2.95)
Education	High school and below	32(15.76)
	Junior college	55(27.09)
	undergraduate	92(45.32)
	graduate and above	24(11.82)
Occupation	Sales	78(38.42)
	Market	29(14.29)
	Technology research and development	19(9.36)
	Others	77(37.93)
Times of visiting Shanghai exhibition	1-2 times	73(35.96)
	3-5 times	68(33.50)
	6-10 times	38(18.72)
	More than 10 times	24(11.82)
Purpose of Visit	Understand the market situation	112(55.17)
	Look for Partners	69(33.99)
	Place an order	43(21.18)
	Others	52(25.62)

The survey shows that men accounted for 53.20% and 46.80% is female ,what's more, male guests outnumbered women tourists by 6.40%; guests aged 21-30 or 31-40 accounted for 84.73%; In terms of education, guests with a bachelor's degree accounted for 45.31%, which means the guests are mainly composed of moderately educated people; In terms of occupation, the sales persons constitute 38.42%, of the total number, which is the highest proportion; In the case of the visiting times, 35.96% of the guests paid visit to Shanghai exhibition one or two times, followed by 3-5times, which constitute 33.50% of the total number; As for visiting purpose, the main purpose is to understand the market situation, which constituted 55.17%. The above-mentioned figures show that result of the survey is quite convincing.

(2) The Survey of Guests' Satisfaction and Importance

The survey of guests' satisfaction and importance of on-site service of exhibition, including two aspects--guests' satisfaction and acknowledgement with 20 indicators(Table 3). The questionnaire was judged by Likert Scale,the scores and the options are: scores of tourists satisfaction 5,4,3,2,1mean"very satisfied", "satisfied", "average", "unsatisfactory", "very dissatisfied", respectively, and the higher the score, the higher the satisfaction level ; The score of tourists importance recognition 5,4,3,2,1 represent "very important", "important", "average", "unimportant"and "very unimportant respectively. The greater the score, the higher the perceived strength.

4 ANALYSIS ON THE IMPORTANCE AND SATISFACTION OF SERVICE QUALITY PERCEIVED BY PROFESSIONAL GUESTS

4.1 Construction of the Index System

In order to achieve scientific and objective evaluation, taking the practicality of evaluation index system into full consideration, from perspective of guests, according to the process of exhibition, based on the field trips to Shanghai New International Expo Center and the venue, combing the practice of operation and management of organizers, the essay divides the guests' perception for the service quality into two levels of indicators.

The first level is the level of overall target: guests' overall satisfaction and perception of importance. The second level is the level of index.

Table 3: the evaluation system of tourists' perception for the service quality of the exhibition.

Target layer(I)	Level of index (II)
Viewers overall satisfaction and perceived importance	II1 Registrated admission time is reasonable
	II2 The route map is reasonable with clear marks
	II3 Reception staff are dressed in clean attire with good communication skills
	II4 The working staff can provide necessary information with good attitude.
	II5 The position of central service of on-site clients service is clear.
	II6 On-site customer service center can work for a long time with smooth hotline and high efficiency
	II7 The on-site advertising atmosphere, lighting and sound effect are good
	II8 The exhibition order is good, the security facilities are complete.
	II9 The site environment and hygienic conditions are good.
	II10 The arrangement of shuttle bus is good.
	II11 Health service facilities are complete.
	II12 The dining service is of good quality.
	II13 The resting place is spacious enough in the venue
	II14 The wireless networks can work with a high coverage.
	II15 The venue can provide touch-screen navigation and mobile APP
	II16 Traffic service and accommodation facilities are available.
	II17 Surrounding Parking/parking lot can be provided
	II18 Exhibition materials are comprehensive and readable.
	II19 The overall exhibitors are of high quality and large quantity
	II20 Exhibition facilities are diversified, the percentage of participation is high.

4.2 QOS Exhibition Site Viewers Perceive the Basic Situation

The index of importance and satisfaction are obtained from samples of 203 professional visitors. According to table 3, the evaluation and analysis of standard deviation and mean value of importance and satisfaction have been made. (Table 4).

Table 4: Toursit Shanghai Exhibition Service Quality Perception Evaluation and Sorting.

.indicators	Importance			Satisfaction		
	Mean value	Sequence	Standard deviation	Mean value	Sequence	Standard deviation
II1	3.74	19	0.864	3.83	2	0.576
II2	4.17	3	0.717	3.70	4	0.765
II3	4.05	8	0.706	3.53	10	0.728
II4	4.13	4	0.626	3.65	5	0.775
II5	4.04	9	0.706	3.48	12	0.593
II6	3.87	12	0.548	3.43	14	0.788
II7	3.78	17	0.600	3.63	6	0.728
II8	4.26	2	0.689	3.96	1	0.878
II9	4.06	7	0.562	3.78	3	0.850
II10	3.96	10	0.767	3.57	9	0.590
II11	3.89	11	0.815	3.39	15	0.783
II12	4.09	6	0.733	2.74	19	0.964
II13	4.11	5	0.848	2.61	20	1.234
II14	4.36	1	0.752	2.96	18	0.976
II15	3.78	18	0.850	3.04	17	0.638
II16	3.83	14	0.717	3.29	16	0.722
II17	3.85	13	0.920	3.48	13	0.511
II18	3.61	20	0.656	3.61	7	0.662
II19	3.79	16	0.795	3.52	11	0.665
II20	3.80	15	0.778	3.58	8	0.662

As can be seen from table 4, the mean value of guests' perception for the importance of service quality of Shanghai exhibition is 3.96. In general the guests judged 20 items as "important". The top six items on the list of guests' perception for the service quality are: the coverage of wireless networks(4.36), order and security facilities(4.26), route map and marks (4.17), the attitude of working staff and the availability of necessary information(4.13), the space of resting place(4.11) and the dining service in the venue(4.09), which have received the biggest concern from the guests. And they belong to four categories---service of facilities, service on the site, service at the entrance and reception and management. The last six items on the list are the diversification of exhibition activities and percentage of participation(3.80), the quality and quantity of exhibitors(3.79)

On-site advertising atmosphere, lighting and sound effect(3.78), touch-screen navigation and APP(3.78), the registered admission time(3.74), the content and readability of exhibition materials(3.61). Among them, three questions under the broad heading of exhibition activities have appeared in the last five items. So it is clear that there are more need for entrance service, reception, on-site service and facilities than the need for exhibition activities. The organizer should take guests' need into consideration and improve the service in the order of importance.

The mean value of guests' perception for the satisfaction of the exhibition service is 3.44, the overall rating is between "average" and "satisfied". The first six items on the list of satisfaction are: order and security facilities(3.96), registered demission time(3.83), on-site environment and hygienic conditions (3.78), route map and marks(3.7), attitude of the working staff and the availability of information(3.65), on-site advertising atmosphere, lighting and sound effect(3.63), which includes questions under the broad heading of entrance service on the second floor and three questions under the heading of on-site service(the arrangement of shuttle bus is numbered 9), which shows guests are mostly satisfied with entrance service, comparatively satisfied with on-site service. The last six items are under the broad heading of facility service, which are respectively hygienic service facilities in the venue (3.39), the surrounding traffic and accommodation(3.29), touch-screen navigation and APPs(3.04), the coverage of wireless networks(2.96), the dining service in the venue(2.74) and enough resting space in the venue(2.61). So in order to improve service quality, the organizers and

venue providers should focus on f the improvement of facility service

5 CONCLUSIONS

5.1 Continue to Maintain the Advantage and Build Brand of Shanghai Exhibition Services

Seven indicators of the advantage area should continued to be highlighted, and the brand of Shanghai exhibition on-site service should be established which will be manifested in facilities and service. The main exhibition venues of Shanghai exhibition should keep the current feature, which means the service of warmth, consideration, caring and human touch. And guests should maximize the exhibition visit experience in a safe, clean, clear and comfortable environment with welcoming and respecting atmosphere.

5.2 Adjust the Strategies Appropriately and Let the Characteristics of Service Take Its Own Course

Six indicators of the opportunity area have very clear features of gathering of people, which can be influenced by factors such as self-drive, visit intention and the way of online registration. Guests are fairly satisfied with factors such as time of registration or surrounding parking facilities. Since guests are professionals with specific purpose, they don't care much about the exhibition activities, on-site advertisements, exhibition materials and quantity of exhibitors. So the organizers of Shanghai exhibitions should keep these deliberate arrangements in terms of on-site operation and management.

5.3 Expand Strategies Actively and Turn Opportunities into Advantages

Four indicators of the third quadrant have "double low" feature, which need not be prioritized. With abundant time, resources and cost, the organizers of Shanghai exhibitions should grasp this diamond in the rough and enhance these factors, which would be to promote service quality of Shanghai exhibition and be beneficial to improving the operation and management.

5.4 Start from the Guests' Feelings and Focus on Improving Positive Advantages

5.4.1 Improve Network and New Media Facilities

Infrastructure improvements should proceed from the actual experience of the guests, the construction and design should be human-oriented, the phenomenon that the basic services are just furnishings should be eliminated.

With the development of new media and mobile multimedia technology, the guests have higher demand for wireless networks and mobile signals, which is especially important to the guests aged 20-40, because guests are dependent on networks and signals. Besides achieving full coverage of wireless networks, organizers should experience the networks service from the perspective of guests, increase the connection speed, simplify authentication and enhance network signal, so guests can realize real-time information update and enjoy fast and convenient information transfer.

5.4.2 Enhance the Quality of Catering Service

The catering service in the venue has a problem of high price and low quality. Generally, the same restaurant charges differently inside and outside the venue. Since exhibition visit is exhausting, it is good for the guests physically and mentally to enjoy catering facilities and dining of excellent quality. If great efforts can be made to make improvement on catering facilities and dining, if the dining service can be expanded, if the price of chain restaurants of the same brand can be the same, guests' need for dining can be satisfied, and high pricing will trouble them much less. In the meantime, their satisfaction for the dining service will be greatly enhanced.

5.4.3 Establish Sitting Area in the Venue

Since sitting areas outside the venue is subject to the change of weather, the organizers of exhibition should attach more importance to the resting place inside the venue. A free sitting area should be set up, which should not interrupt the traffic in the venue. Free charge device, drinking water, emergency medicines and other caring services should be provided to the visitors. In this way, the visitor will have a very pleasant experience and they will be more satisfied with the exhibition.

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