Perceived value, satisfaction and future intentions in sport services

Putting congruence and brand trust in the equation – linear models vs QCA

Valor percibido, satisfacción e intenciones futuras en los servicios deportivos

Poner congruencia y confianza de marca en la ecuación – Modelos lineales vs QCA

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Abstract

Purpose – The purpose of this paper is to analyze the role of brand-related variables as congruence and brand trust on the traditional model formed by perceived quality, perceived value (PV) and satisfaction, in order to compare predictive models for the variables of PV, satisfaction and future intentions of 683 users of sports services.
Design/methodology/approach – The analysis has been carried out using two different methodologies. First, three models have been proposed to be analyzed by hierarchical regression models, in order to subsequently propose a fuzzy-set qualitative comparative analysis (fsQCA) to verify the existence or not of necessary and sufficient conditions.
Findings – The results indicate that both the classic service variables and the elements related to the brand significantly predict PV, satisfaction and future intentions, in some cases with greater predictive weight being given to congruence and trust than the classic service variables. In addition, linear models have been shown to improve their predictive capability by including brand-related variables, especially the future intentions model. After the fsQCA, congruence and trust have proved to be sufficient combinations to achieve high levels of PV and future intentions, while this is not the case for satisfaction.
Originality/value – The importance of the aspects related to the brand, either on their own or in combination with the classic service variables, is demonstrated, contributing to the literature on brand image in sports services, which is practically non-existent.
Keywords Consumer behaviour, Brand image, Hierarchical regression model,
Qualitative comparative analysis, Sport services
Paper type Research paper

Resumen

Objetivo – El objetivo es analizar el papel de las variables relacionadas con la marca como la congruencia y la confianza en la marca en el modelo tradicional formado por la calidad percibida, el valor percibido y la

satisfacción, con el fin de comparar modelos predictivos para las variables de valor percibido, satisfacción e intenciones futuras de 683 usuarios de servicios deportivos.

Diseño/Metodología/Enfoque – El análisis se ha llevado a cabo utilizando dos metodologías diferentes. En primer lugar, se han propuesto 3 modelos para ser analizados mediante modelos de regresión jerárquica, con el fin de proponer posteriormente un análisis comparativo cualitativo de conjuntos difusos para verificar la existencia o no de condiciones necesarias y suficientes.

Resultados – Los resultados indican que tanto las variables clásicas del servicio como los elementos relacionados con la marca predicen significativamente el valor percibido, la satisfacción y las intenciones futuras, en algunos casos con un mayor peso predictivo de la congruencia y la confianza que las variables clásicas de servicio. Además, se ha demostrado que los modelos lineales mejoran su capacidad predictiva al incluir las variables relacionadas con la marca, especialmente en el modelo de intenciones futuras. Después del análisis cualitativo comparativo, la congruencia y la confianza han demostrado ser combinaciones suficientes para lograr altos niveles de valor percibido e intenciones futuras, mientras que no ha sido así en el caso de la satisfacción.

Originalidad/valor – Queda demostrada la importancia de los aspectos relacionados con la marca, por sí solos o en combinación con las variables clásicas del servicio, contribuyendo a la literatura sobre la imagen de marca en los servicios deportivos, que es prácticamente inexistente.

Palabras clave Análisis comparativo cualitativo, Modelos de regresión jerárquica, Imagen de marca, Servicios deportivos, Comportamiento del consumidor

Tipo de papel Trabajo de investigación

Introduction

Brand image is the element that allows all the effort, time and money invested by marketing managers, whether for goods or services, to be transmitted to consumers in a way that can lead to the success or failure of the company. Brand image should be understood as the set of aspects that we perceive of a brand, so it is equivalent at a conceptual level with brand perception, but should not be confused with the corporate image, which is a mistake that usually arises in research in this area. Through brand image, users perceive and interpret what we are and to what extent that fits with them and motivates them to carry out certain future intentions, so how we manage the brand is crucial. Throughout the literature there are numerous studies that have analyzed this aspect of brand image from different marketing approaches (Dwivedi and McDonald, 2018; Pham *et al.*, 2018) but despite this, as stated by Bougoure *et al.* (2016) most studies are oriented to the analysis of goods while the scope of services, especially the context of sports services, remain largely unaddressed and leaves a number of important questions unanswered.

For this reason, the objective of this study is to compare predictive models for the variables of perceived value (PV), satisfaction and future intentions of users of sports services, to contribute to filling the gap that exists in the literature and provide evidence of the importance of brand trust (BT) and congruence for the improvement of classic variables in the service, all through an approach with different methodologies such as hierarchical regression models (HRM) and a fuzzy-set qualitative comparative analysis (fsQCA).

Theoretical background

The study of PV, satisfaction and future intentions has been a topic widely covered in the scientific literature related to services (Jin *et al.*, 2015; Londoño *et al.*, 2017; Murray and Howat, 2002; Wu and Li, 2017). Most existing models have been based on the analysis of the same classic variables of perception of service performance, such as perceived quality (PQ), value, satisfaction and future intentions (Su *et al.*, 2016), leaving aside the possibility of incorporating other variables that may have an influence on these relationships, in this case brand congruence and BT.

Regarding the traditional variables within the quality models PQ has historically been understood as the excellence or superiority of a product and the consumer's judgment about it (Zeithaml, 1988). Grönroos (1984), for his part, establishes that the PQ corresponds to a comparison between the expectations that users have and what they really feel they receive.

On the other hand PV is defined as consumer perception of the overall benefits obtained and the cost of obtaining those benefits (Chen and Dubinsky, 2003), while satisfaction can be understood as an overall assessment by the consumer after purchase (Fornell, 1992) based on the consumer's consumption and purchasing experience over time (Anderson *et al.*, 1994), as consumers rely on all their purchasing experiences over time when making purchasing decisions (Ha and Perks, 2005).

In the field of marketing, quality has been related throughout the literature mainly to PV (Sweeney *et al.*, 1999), to value as a prior step to improving future intentions (Cronin *et al.*, 1997) and to satisfaction (Chen and Chen, 2010). PV has been especially analyzed in relation to variables such as price, brand strategies and consumer behavior (Gil *et al.*, 2006) PQ, satisfaction and future intentions (Murray and Howat, 2002) and also with satisfaction and loyalty (Yang and Peterson, 2004) but not with elements related to the brand in sports services, although it seems that aspects such as congruence and trust can have an influence on it. Satisfaction has also been studied in relation to other variables, such as attitudes toward the brand, future intentions of users and attitudinal loyalty (Russell-Bennett *et al.*, 2007), its relationship with BT (Delgado-Ballester and Luis Munuera-Alemán, 2001), the relationship between satisfaction and repurchase intentions (Mittal and Kamakura, 2001) or the analysis of the expectations, satisfaction and loyalty of fitness club users (Pedragosa and Correia, 2009).

Brand congruence is an element that has been accepted both in terms of consumer attraction to the brand and in terms of attachment and loyalty (Karampela *et al.*, 2018). Congruence, as Festinger's (1957) theory of cognitive dissonance explains, is based on the fact that people pretend to act as they think. This is why consumers are attracted to products that have a symbolic image similar to their own concept (Kwak and Kang, 2009) because they buy products that meet their needs, but are still coherent and consistent with their own image (Sirgy, 1982), which will make them more satisfied with the purchase (Bajac *et al.*, 2018). Congruence has been studied mainly in relation to loyalty satisfaction (Jamal and Goode, 2001), the effectiveness of sponsorship (Alonso Dos Santos *et al.*, 2019; Alonso Dos Santos and Calabuig, 2018), PV (Kwak and Kang, 2009) and attitudes toward the brand (Ghantous, 2016).

On the other hand, BT is also a fundamental aspect that must be analyzed, since in the buying process the relationship between buyer and seller is strongly influenced by the trust that exists between them (Kim and Walker, 2013) and is essential to build a strong relationship between the customer and the brand (Sahin *et al.*, 2011). Trust is defined as the sense of security that the consumer possesses when interacting with a brand (Delgado-Ballester *et al.*, 2003) mitigating the uncertainty in that business relationship (Frasquet *et al.*, 2017). If a problem arises, this confidence will make the consumer believe that the brand will try to solve it (Kim *et al.*, 2018) and the greater the confidence, the better the expectations will be of the brand's intentions (Pauwels-Delassus and Descotes, 2013), complying with the provisions (Erciş *et al.*, 2012). Trust has been related to more traditional variables within the management of sports services, such as satisfaction, PV or quality of service (Kim and Peterson, 2017).

In the field of sport services, the relationships between the variables abovementioned have been little analyzed. Besides, most of the existing studies have focused on the so-called linear models, obviating other types of non-linear relationships which can be observed between these constructs such as the case of models based on fsQCA (Prado-Gascó *et al.*, 2017). In general, in contrast with linear models, fsQCA offers the possibility of addressing multiple contextual causes in a straightforward manner, identifying combinations of multiple causes and get results more detailed that give us more horizontal complexity than the regression analysis (Vis, 2012). Besides, fsQCA offers more systematic fashion of analyzing complex causality and the logical relationships between causal conditions and a result than linear models (Legewie, 2013). Despite of this the literature recommends the use of both methodologies in a complementary manner (Calabuig *et al.*, 2016; Giménez-Espert and Prado-Gascó, 2018; Villanueva *et al.*, 2017).

Summarizing and to establish the approach from which this research is carried out, as hypotheses for this paper we found a total of three:

H1. The variables related to the brand will significantly predict value, satisfaction and future intentions, as well as the classic variables related to service performance.

H2. The variables related to the brand will have greater weight in some predictions than the service variables that have been analyzed mainly in the literature.

H3. Congruence and trust will be present in the combinations to obtain the expected results.

Method

Participants
The sample is composed of 683 users of sports services aged 18 to 81 years, with an average age of 36.18 years (SD 11.39). The frequency of distribution users is 3.1 percent ($n = 21$) who come occasionally (less than once a week/irregularly), 64.7 percent ($n = 435$) who come regularly (once or twice a week) and 32.1 percent ($n = 216$) who come frequently (more than three times a week). Based on gender, we see how the sample is distributed among 54.8 percent men ($n = 374$) and 45.2 percent ($n = 309$) women. Regarding the employment situation, 58.4 percent ($n = 397$) work full time, 14 percent ($n = 95$) part-time, 23.1 percent ($n = 157$) are unemployed and 4.6 percent ($n = 31$) are retired. Finally, as regards the ownership of the center to which 50.1 percent ($n = 346$) belong to a publicly owned service, while 49.9 percent ($n = 344$) belong to a private service.

Instrument
In order to collect the information, a questionnaire was used with a Likert type response from 1 to 5 points. First, the congruence scale, taken from Grace and O'Cass (2005) and made up of four items. That scale showed adequate psychometric properties with a Cronbach's α of 0.80 (Hair *et al.*, 2006) AVE values above 0.50 (Fornell and Larcker, 1981) and correlations between dimensions below 0.85 (Kline, 1998). These adequate psychometric properties hold for this study, with an α of 0.88. Subsequently, we find the scale of trust and PV, with four items for each case, extracted from Hur *et al.* (2014) who adapted it from Chaudhuri and Holbrook (2001). The reliability and validity of the model was satisfactory (Hur *et al.*, 2014). Also, in Chaudhuri and Holbrook (2001) where the value of Cronbach's α of BT was 0.81 and above 0.70 for PV (Hair *et al.*, 2006). In our case with an α value of 0.92 and 0.85, respectively. Regarding PQ, the scale is made up of four items obtained from Buil-Carrasco and Montaner-Gutiérrez (2008), Lee and Leh (2011) and Yoo and Donthu (2001). First, the instrument of Buil-Carrasco and Montaner-Gutiérrez (2008) showed good properties in Cronbach's α, composite reliability, AVE and the goodness-of-fit indicators: SB-χ^2 (df) = 831.46(419); χ^2/df = 1.98; NFI = 0.88, NNFI = 0.92, CFI = 0.94; IFI = 0.94; RMSEA = 0.05, $\alpha = 0.90$. Regarding the contribution of Lee and Leh (2011) and Yoo and Donthu (2001), the scales showed adequate psychometric properties, with an α of 0.96 and 0.84, respectively. In the case of our study, the scale produced an α of 0.89. Regarding the statements of satisfaction, we find two items that have been extracted from Bettencourt (1997), confirming good reliability and validity, with a Cronbach's α value of 0.91 (Hair *et al.*, 2006) and hold for this study with an α of 0.85. Finally, the scale of future intentions was an adaptation of Hightower *et al.*, the scale showed adequate psychometric properties in previous studies (Howat and Assaker, 2013) and also in this study, with a value of 0.94 on Cronbach's α.

Statistical analysis
First, descriptive analyses of the participants were estimated, then, calibration values for fsQCA were calculated, after that, HRM and an fsQCA were performed. In the HRM, three models were calculated: general value, satisfaction and future intentions. On the other hand,

to perform the fuzzy-set qualitative comparative analysis, the raw data from participants' responses were transformed into fuzzy-set responses. First, as suggested on literature, all missing data were deleted, and all constructs (variables) are calculated by multiplying their item scores (Giménez-Espert and Prado-Gascó, 2018; Villanueva *et al.*, 2017). Before performing the analysis, the values must be recalibrated between 0 and 1. The recalibration is quite important because it may affect the final result, indicating more or fewer observations or participants that achieved a particular output. When we consider only two values, we proceed with 0 (not having the characteristic, fully outside the set) and 1 (having the characteristic, fully in the set). However, to perform the recalibration with more than two values, we must consider the following three thresholds: the first one (0) considers that an observation with this value is fully outside the set (low agreement); the second one (0.5) considers a median point, neither inside nor outside the set (intermediate level of agreement); and the last value (1) considers the observation to be fully in the set (high level of agreement). This process was the direct method of calibration proposed by the author of the methodology (Ragin, 2008), and it is the most used on literature (Barton and Beynon, 2015; Rey-Martí *et al.*, 2016; Schneider and Wagemann, 2012; Woodside, 2013). With continuous variables or with factors from a survey (formed by different items), we must introduce these three values to proceed to an automatic recalibration of values between 0 and 1. In these cases, the literature suggests that with continuous variables or with factors, the three thresholds must be percentiles 10, 50 and 90 (Woodside, 2013): 10 percent (low agreement or fully outside the set), 50 percent (intermediate level of agreement, neither inside nor outside the set), and 90 percent (high agreement or fully in the set). Once the responses have been transformed, as suggested by literature, necessary and sufficient condition tests were carried out. A sufficient condition expresses a combination of conditions that can produce a particular outcome although that particular outcome can be achieved by other combinations of conditions. Conversely, a condition is necessary when it must always be present for the occurrence of a particular outcome. According to Eng and Woodside (2012), to calculate sufficient conditions, the fsQCA analysis involves two stages: first, a truth-table algorithm transforms the fuzzy-set membership scores into a truth table that lists all logically possible combinations of causal conditions and each configuration's empirical outcome. Second, fsQCA analysis generates three possible solutions: complex, parsimonious and intermediate. The complex solution is the most restrictive, and the parsimonious solution is the least restrictive. Previous studies (Ragin, 2008) suggest including the intermediate solution (the solution that is presented here). When considering a sufficient analysis, as stated above, solution coverage considers variance explained (number of observations that can be explained by a particular combination of conditions), whereas solution consistency expresses a model's possible reliability or fit. In addition, when we consider each condition, raw coverage indicates how many cases or observations can be explained by the conditions (variance explained). Conversely, the unique coverage expresses the number of observations (variance) that can be explained by a particular combination of conditions but not by other combination of conditions. To choose the most important condition, we must consider the raw coverage. Regarding necessary analysis and similar to sufficient analysis, the consistency indicates the adequacy of the condition to predict a particular outcome ($\geqslant$0.90), whereas coverage considers variance explained by a condition (Ragin, 2008). SPSS (Statistical Package for the Social Sciences, Version 23, IBM) was used to perform descriptive analysis, calibration values and HRM, and fsQCA software (fuzzy qualitative comparative analysis, version 2.5, Raging and David, (Claude and Christopher, 2014)) was used to perform fsQCA.

Results
With the aim of knowing the predictive capacity of the different service quality variables and the variables related to the brand regarding future intentions, PV and satisfaction,

the analyses were carried out using two different methodologies: on the one hand, the creation of linear models using multiple HRM and, subsequently, fsQCA.

Hierarchical regression models (HRM)
In terms of regression models, three hierarchical linear regressions were performed to predict PV, satisfaction and future intentions (see Table I). In all cases, two differential steps were considered: in the first step, the traditional sports quality management variables (PQ, PV and satisfaction (ST)] were included, while in the second step, the congruence (CG) and BT variables were included. First, in terms of predicting perceived value, in the first step of the regression quality was able to predict 55 percent of the value variance ($R^2 = 0.55$; R^2adj $= 0.55$) with a weight of 0.74 ($\beta = 0.74$; $p < 0.001$). In the second step, we included the variables related to the brand (congruence and trust), we observed that all the variables proposed in the regression model significantly explain the general value perceived by users (F (550.95) $= 338.45$; $p < 0.001$). The second step model is capable of predicting 71 percent of the general value variance ($R^2 = 0.71$; R^2adj $= 0.71$). As we can see, the variables that have more weight in the explanation of general value are BT ($\beta = 0.47$; $p < 0.001$), followed by brand congruence ($\beta = 0.27$; $p < 0.001$) and perceived quality ($\beta = 0.18$; $p < 0.001$). Thus, this second step implies a change in R^2 of 0.16 ($\Delta R^2 = 0.16$, $p = 0.000$) by including the variables related to the brand. In the analysis of satisfaction, In the first step, including only perceived value and perceived quality, the model was able to explain 80 percent of satisfaction ($R^2 = 0.80$; R^2adj $= 0.80$) where quality ($\beta = 0.71$; $p < 0.001$) showed a greater predictive weight than value ($\beta = 0.23$; $p < 0.001$). In the second step, including again brand congruence and BT, we can see that all the proposed variables predict satisfaction significantly (F (743.78) $= 436.54$; $p < 0.001$). In this case, the second step model predicts 81 percent of satisfaction variance ($R^2 = 0.82$; R^2adj $= 0.81$). The variable that have more weight in the explanation of satisfaction is perceived quality ($\beta = 0.60$; $p < 0.001$) followed by BT ($\beta = 0.17$; $p < 0.001$), brand congruence ($\beta = 0.11$; $p < 0.001$) and perceived value ($\beta = 0.10$; $p < 0.001$). Therefore, the inclusion of variables related to the brand implies a variation in the value of R^2 of 0.015 ($\Delta R^2 = 0.015$; $p = 0.000$) improving slightly the predictive capacity of the satisfaction model. Finally, regarding future intentions, in the first step where only perceived value and satisfaction were included the model was able to explain 66 percent of the variance of future intentions ($R^2 = 0.66$; R^2adj $= 0.66$). With the second step, including again congruence and trust, all the variables of the model are significant (F (350.02) $= 393.53$; $p < 0.001$) predicting 67 percent of future intentions variance ($R^2 = 0.67$; R^2adj $= 0.67$). Perceived value has the highest weight

Variable Predictors	Perceived value		Satisfaction		Future intentions	
	ΔR^2	β	ΔR^2	β	ΔR^2	β
Step 1	0.55***		0.80***		0.66***	
Perceived quality		0.74***		0.71***		–
Perceived value		–		0.23***		0.46***
Satisfaction		–		–		0.40***
Step 2	0.16**		0.015***		0.016***	
Perceived quality		0.18***		0.60***		–
Perceived value		–		0.10**		0.33***
Satisfaction		–		–		0.28***
Congruence		0.27***		0.11***		0.06**
Brand trust		0.47***		0.17***		0.22***
Total $R^2_{adjusted}$	0.71***		0.81***		0.67***	

Notes: "–": not part of the analysis. *$p < 0.05$; **$p < 0.01$; ***$p < 0.001$

Table I.
Hierarchical
regression
models (HRM)

$(\beta = 0.33; p < 0.001)$ followed by satisfaction $(\beta = 0.28; p < 0.001)$, BT $(\beta = 0.22; p < 0.001)$ and brand congruence $(\beta = 0.06; p < 0.05)$. These data imply a variation of 0.016 in the value of R^2 $(\Delta R^2 = 0.016, p = 0.000)$ after the inclusion of the elements related to the brand.

Fuzzy-set qualitative comparative analysis (fsQCA)
The qualitative comparative analysis was then carried out. First, the descriptive statistics and calibration values of the different variables that are part of the study were calculated using the fsQCA software (see Table II). Within this procedure and with the intention of maximizing the variance, the different calibration values have been obtained by multiplying the items of each of the scales that make up the instrument (Ragin, 2008).

Necessary conditions analysis for future intentions, perceived value and satisfaction. With respect to the necessary conditions analysis carried out for the variables of future intentions, perceived value and satisfaction (see Table III), we can observe how the results indicate that only the absence of perceived quality is necessary to achieve the dissatisfaction, since it is the only result that is placed with a value of 0.90 equaling the 0.90 criterion established by Ragin (2008).

Sufficiency conditions analysis for perceived value, satisfaction and future intentions. As for the sufficiency analysis, we have calculated the combinations of variables that allow for a high and low level of both the variable of perceived value, satisfaction and future intentions, indicating, as can be seen in Table IV, the three most important combinations for the achievement of each of the proposed results. The frequency cutoff was set at 1, and consistency cutoffs ranged from 0.86 to 0.88 above the criterion of 0.74 (Eng and Woodside, 2012).

		FI	CG	BT	PQ	PV	ST
Mean		287.40	178.14	55.35	188.92	216.78	13.19
SD		210.04	157.97	34.71	151.62	176.68	6.02
Minimum		1	1	1	1	1	1
Maximum		625	625	125	625	625	25
Calibration values							
Percentiles	10	50	16	18	24	36	6
	50	256	144	48	144	160	12
	90	625	400	125	400	500	20

Table II.
Descriptive statistics and calibration values

Notes: FI, future intentions; CG, congruence; BT, brand trust; PQ, perceived quality; PV, perceived value; ST, satisfaction

	PV		~PV		ST		~ST		FI		~FI	
	Cons	Cov	Cons	Cov	Cons	Cov	Cons	Cov	Cons	Cov	Cons	Cov
CG	0.79	0.82	0.43	0.49	0.75	0.87	0.40	0.41	0.77	0.78	0.43	0.50
~CG	0.51	0.45	0.84	0.82	0.49	0.48	0.87	0.76	0.51	0.44	0.81	0.80
BT	0.83	0.85	0.42	0.48	0.77	0.89	0.39	0.39	0.80	0.81	0.43	0.50
~BT	0.50	0.44	0.87	0.85	0.47	0.47	0.89	0.77	0.50	0.43	0.83	0.83
PQ	0.83	0.80	0.47	0.49	0.85	0.91	0.40	0.38	0.82	0.77	0.46	0.49
~PQ	0.47	0.44	0.81	0.84	0.42	0.45	*0.90*	0.84	0.46	0.42	0.79	0.84
PV	–	–	–	–	0.77	0.87	0.41	0.41	0.82	0.80	0.43	0.49
~PV	–	–	–	–	0.47	0.48	0.86	0.77	0.48	0.42	0.83	0.84
ST	–	–	–	–	–	–	–	–	0.85	0.75	0.48	0.48
~ST	–	–	–	–	–	–	–	–	0.40	0.40	0.75	0.85

Table III.
Necessary conditions analysis for perceived value, satisfaction and future intentions

Notes: Cons, consistency; Cov, coverage; FI: future intentions; PV, perceived value; ST, satisfaction. ~: absence of condition. Condition needed: consistency ≥ 0.90

	FI Consistency cutoff: 0.87			~FI Consistency cutoff: 0.87			PV Consistency cutoff: 0.87			~PV Consistency cutoff: 0.88			ST Consistency cutoff: 0.88			~ST Consistency cutoff: 0.86		
Frequency cutoff: 1	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3	1	2	3
Satisfaction	●	–	●	–	–	–												
Perceived value	●	–	●	○	○	–							–	●	●	○	–	○
Perceived quality	–	–	●	–	–	○	●	●	–	–	○	○	●	–	–	○	○	○
Brand trust	●	●	–	○	–	○	●	–	●	○	○	–	–	●	–	○	○	–
Brand congruence	–	●	–	–	○	–	–	●	●	○	–	○	–	–	●	–	○	○
Consistency	0.89	0.87	0.88	0.89	0.89	0.89	0.89	0.88	0.91	0.91	0.91	0.90	0.91	0.93	0.93	0.91	0.91	0.92
Raw coverage	0.69	0.69	0.71	0.76	0.73	0.73	0.74	0.72	0.71	0.77	0.76	0.73	0.84	0.68	0.66	0.77	0.77	0.76
Unique coverage	0.01	0.02	0.02	0.02	0.01	0.01	0.08	0.05	0.04	0.07	0.06	0.03	0.12	0.02	0.01	0.04	0.04	0.03
Overall solution consistency		0.81			0.82			0.84			0.86			0.86			0.89	
Overall solution coverage		0.84			0.88			0.84			0.86			0.91			0.84	

Notes: FI, future intentions; PV, perceived value; ST, satisfaction. ● = presence of condition, ○ = absence of condition. All sufficient conditions are adequate, raw coverage between 0.65 and 0.77. ~: low levels of condition. Expected vector for future intentions: 1.1.1.1.1 (0: absent; 1: present); expected vector for ~ future intentions: 0.0.0.0.0; expected vector for perceived value: 0.1.1.1 (0: absent; 1: present); expected vector for ~ perceived value: 1.0.0.0; expected vector for satisfaction: 1.1.1.1. (0: absent; 1: present); expected vector for ~ satisfaction: 0.0.0.0. Using the format of Fiss (2011)

Table IV.
Sufficiency conditions analysis for future intentions, perceived value and satisfaction

In predicting high and low levels of perceived value, we obtain three combinations that produce the expected result in each of them: for the case of achieving a high perceived value the most important combinations are the interaction of high levels of perceived quality and trust (raw coverage = 0.74; consistency = 0.89), high levels of quality and congruence (raw coverage = 0.72; consistency = 0.88) and high levels of trust and congruence (raw coverage = 0.71; consistency = 0.91), while for the achievement of low levels of perceived value, the best combinations are the interaction of low levels of trust and congruence (raw coverage = 0.77; consistency = 0.91), low levels of quality and trust (raw coverage = 0.76; consistency = 0.91) and low levels of quality and congruence (raw coverage = 0.73; consistency = 0.90).

For the high and low levels of satisfaction outcome variable, we find four combinations between the different variables to reach the expected result in each of them. In the case of achieving high levels of satisfaction, the most relevant combinations are high levels of perceived quality (raw coverage = 0.84; consistency = 0.91), high levels of perceived value and trust (raw coverage = 0.68; consistency = 0.93), and high levels of perceived value and congruence (raw coverage = 0.66; consistency = 0.93). On the other hand, to achieve low levels of satisfaction, the most important combinations are the interaction of low levels of value, quality and trust (raw coverage = 0.77; consistency = 0.91), low levels of quality, trust and congruence (raw coverage = 0.77; consistency = 0.91), and finally, low levels of value, quality and congruence (raw coverage = 0.76; consistency = 0.92).

Finally, for a high and low level of future intentions, we see that seven possible combinations are obtained that would produce the final result of high levels of future intentions or low levels. If we consider the achievement of a high level of future intentions,

the three most important combinations are the interaction of high levels of satisfaction, perceived value and trust (raw coverage = 0.69; consistency = 0.89), high levels of trust and congruence (raw coverage = 0.69; consistency = 0.87) and high levels of satisfaction, perceived value and perceived quality (raw coverage = 0.71; consistency = 0.88). On the other hand, the three most relevant combinations to achieve low levels of future intentions are the interaction of low levels of value and trust (raw coverage = 0.76; consistency = 0.89), low levels of perceived value and congruence (raw coverage = 0.73; consistency = 0.89) and low levels of perceived quality and trust (raw coverage = 0.73; consistency = 0.89).

Discussion

The results of this study are partly consistent with those of Calabuig *et al.* (2016), who analyzed the future intentions of spectators of a sports event and verify that quality, satisfaction and value predict future intentions, in our case the same thing happened, except in the case of perceived quality that is not part of the model. We also find the analysis of these variables in Murray and Howat (2002) where it is confirmed that satisfaction has a direct effect on future intentions, as well as an indirect effect, which is mediated by perceived value. Besides, the authors confirmed the direct effect of value on future intentions, with no indirect effect mediated by satisfaction. This agrees with our results and indicates that the variables that are part of the analysis may have more interrelationships with each other. In this sense, in the light of the study of Chen and Chen (2010) it was confirmed that both perceived value and satisfaction have significantly direct positive effects on behavioral intentions, with an indirect effect of experience quality on behavioral intentions mediated by both perceived value and satisfaction.

Prado-Gascó and Calabuig-Moreno (2016) analyzed linear models using HRM as well as fsQCA to observe the prediction of future intentions in spectators of a multi-sport event. Perceived value and satisfaction are shown to be significant predictors of future intentions, as is the case in the present study, but perceived quality is not. As for the fsQCA, specifically in the necessary conditions analysis, only a low level of perceived quality is shown to be necessary for low levels of satisfaction. In the case of future intentions, the interaction of high levels of value and satisfaction have been the variables closest to the criterion, but not necessary, as was the case in the work of Calabuig *et al.* (2016). On the other hand, with regard to the sufficiency conditions analysis, seven possible combinations were obtained for future intentions, three for perceived value and four for satisfaction, which contrasts with studies such as Prado-Gascó and Calabuig-Moreno (2016) where only the interaction of satisfaction and perceived value was obtained for future intentions.

Conclusions

The results indicate that in the prediction using linear models, both the classic service variables (quality, value and satisfaction) and those related to the brand (congruence and trust) significantly predict the result variables in the different models: perceived value, satisfaction and future intentions, supporting *H1*. In addition, the inclusion of brand variables leads to improved prediction in all models, the most prominent being the predictive model of perceived value. In terms of regressions, in the case of perceived value, brand variables show greater predictive weight than quality (supporting *H2*), while in the case of satisfaction analysis, quality shows greater weight and brand elements follow, slightly above the perceived value. In future intentions, while congruence and trust show significance, perceived value and satisfaction offer the greatest weight. On the other hand, the results of qualitative comparative analysis indicate that the combination of trust and congruence in the absence of the rest of variables is not sufficient to obtain high levels of perceived value, satisfaction or future intentions, just the combination in the absence of trust

and congruence is capable of obtaining low levels of perceived value. Thus, trust and congruence require the combination of variables such as quality, value and satisfaction to reach the result. In this case, we find that perceived quality in the analysis of satisfaction, and the combination of quality, satisfaction and value in future intentions, are the only options capable to achieve the result without the presence of brand-related variables, so *H3* is partially supported. Therefore, the results indicate that research related to perceived value, satisfaction and future intentions in services should consider aspects related to the brand such as congruence and trust within its models, given the importance they have shown to have in predicting these variables.

Managerial implications
As managerial implications, as the conclusions of this study stated, service managers, especially sports service managers, should not only focus on traditional variables to achieve the proposed objectives, but should also take into account new variables such as congruence and BT to ensure that users perceive a greater value, are more satisfied and have future intentions to continue using the service. This approach provides useful information in a context that remains largely unaddressed, allowing managers to know how variables relate to each other and how they interact to achieve the expected results, which in a way allows them to be more effective in the decisions they make and therefore achieve the objectives with less resources.

Limitations and future research
Regarding the limitations, the homogeneity and the size of the sample is the main one. Although the opinions of users of public and private services have been considered and different socio-demographic characteristics have been considered, it would have been interesting to obtain a larger and more heterogeneous sample, grouping, for example, the results depending on whether the service is public or private or considering the opinions of the users of services in different countries, which would have allowed us to verify possible differences based on the context or cultural aspects. As future lines of research, it would be interesting to solve these limitations.

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579