



University of Technology, Sydney

**Linking Value, Confirmation and Satisfaction to Predict Behavioural
Intention: Examining Alternative Models in a Service Environment**

**A thesis submitted in fulfilment of the requirements for the degree of
Master by Research (Marketing)**

By

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CERTIFICATE OF ORIGINAL AUTHORSHIP

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of the requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

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ACKNOWLEDGEMENTS

When I look back two years in my life, I can still remember the day when I left my country to fulfil a dream but unfortunately a number of unforeseen events interrupted the accomplishment of my cherished dream. In this broken journey, the person who has sacrificed most other than me is my seven-year-old daughter, Inara. So, I give special thanks to my daughter who has been my strength and support in this long strenuous journey.

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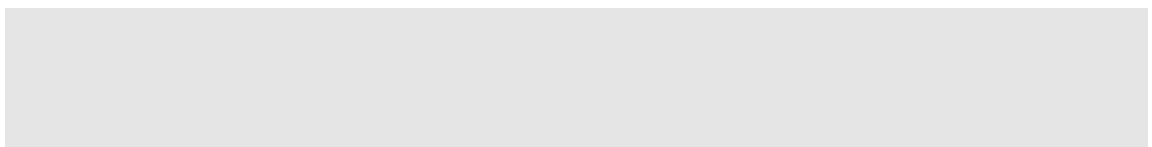
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GLOSSARY

ANOVA	analysis of variance
ATM	asynchronous transfer mode
AVE	average variance extracted
BIBD	balanced incomplete block design
BMW	best minus worst
BWS	Best–Worst Scaling (method)
CFI	comparative fit index
CFA	confirmatory factor analysis
CR	composite reliability
CR	critical ratio
CTT	classical test theory
ECT	Expectation–Confirmation Theory
GDP	gross domestic product
GRS	Graduate Research School (UTS)
HSV	highest shared variance
IPA	importance performance analysis
IPTV	internet protocol television
IRT	item response theory
IS	information systems
IRS	International Research Scholarship
KMO	Kaiser-Meyer-Olkin (measure)
LOV	List of Values (theory)
MFC	multi-dimensional forced-choice (format)
MSA	measure of sampling adequacy
PLS	partial least squares
PNFI	parsimony normed fit index
RMSEA	root mean square error of approximation
RUT	Random Utility Theory
RVS	Rokeach Value Survey
SEM	structural equation modelling
SMC	squared multiple correlation
Sqrt(B/W)	square root of the best count divided by the worst count
SVS	Schwartz Value Survey
TAM	Technology Acceptance Model
TCV	Theory of Consumption Values
TLI	Tucker Lewis index
UTS	University of Technology, Sydney
VALS	Values and Lifestyles System
VAM	value-based model

ABSTRACT

The rapid advancement of the services sector has recently led to significant changes in the global economic structure. Consequently, academic researchers and service practitioners are focusing on better delivery of consumer value and increasing consumers' purchase intentions. Unfortunately, services marketing and consumer behaviour literature has been restricted to models for replication or model development rather than alternate model comparison. To fill this gap, this study has examined three alternate models in a service environment to advance the knowledge of behavioural intention determinants from the consumer perspective. This study proposes value-based features and an expectancy–confirmation theoretical framework in a model which it compares with two prior classic models. Unlike most prior studies, this study reconceptualizes the perceived value construct from the multi-dimensional perspective for its proposed model. The Best–Worst Scaling (BWS) method is applied to measure this construct filling existing knowledge's methodological deficiency. Due to the importance of tangible and intangible features in the restaurant environment, the Australian restaurant services sector has been considered an ideal research setting for exploring inherent utilitarian and hedonic value dimensions. For data collection, this study used a web-based survey by an online research organization, and structural equation modelling (SEM) with AMOS software was chosen as the major data analysis tool. The empirical findings confirmed Alternate Model 2 as a better model in predicting consumers' behavioural intention and found increased acceptability of this model, originally tested in information systems, in services marketing and consumer behaviour literature. An unexpected result concerned the ipsative data problem (a common score for all individuals) of the BWS method resulting in a poorer model fit for the proposed model; however, this study's methodological contribution involved exploring the BWS method's hidden data problem. This study also explored the importance of situational impacts on consumer behaviour in model testing. Finally, due to the proposed model's poorer fit, hierarchical cluster analysis was run on the personal values and perceived value constructs (important constructs of the proposed model): results confirmed that consumers can be segmented based on their personality measures and value preferences. Moreover, multi-group analysis using different clusters explored the significance of developing path-by-path hypotheses in future across different consumers. Despite its limitations, the findings of the study are expected to have substantial implications for academics/researchers and practitioners in service-providing firms: specifically, this study may conceivably produce an agenda for industry-specific improvements in restaurant performance.