

PURPOSE OF STUDY

To test the peak-end rule in the conference context and investigate conference satisfaction and loyalty.

- 1) to examine the influence of the order of presentations on conference attendees' satisfaction and loyalty
- 2) to investigate the positive excitement levels of peak experiences on conference attendees' satisfaction and loyalty
- 3) to explore the influence of previous experience on conference attendees' satisfaction and loyalty
- 4) to examine the influence of time after the last visit on conference attendees' satisfaction and loyalty

METHODOLOGY

Research Design

- Experimental design
- Online

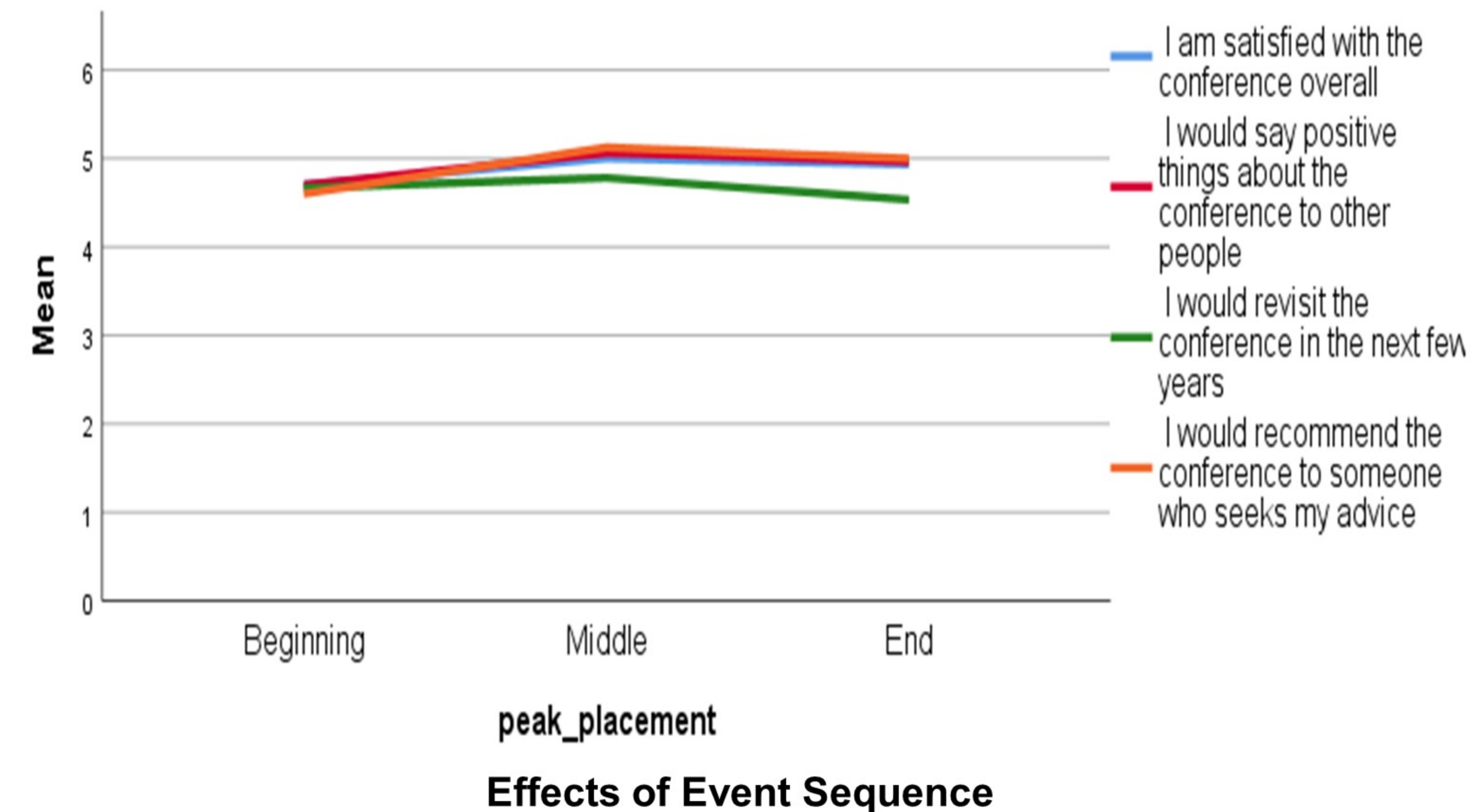
Survey Instrument

- Scenarios
 - Peak presentation and regular/neutral presentations
 - Peak presentation placed at the beginning, middle, or end of the conference
- Measurement items
 - Conference satisfaction, conference loyalty, excitement, previous experience, and sociodemographic variables

Data Collection

- Amazon Mechanical Turk
- Participants: People residing in the United States that have visited an academic conference in the past 12 months
- Sample of 211

RESULTS



Satisfaction and Loyalty based on Previous Experience

Variables	Visited one conference (n=71)	Visited more than one conference (n=140)	T-test significance
Satisfaction	4.31	5.06	.000*
Positive word-of-mouth	4.55	5.13	.002*
Revisit intentions	4.08	4.81	.002*
Willingness to recommend	4.37	5.09	.001*

Satisfaction and Loyalty based on Time after Previous Visit

Variables	During last month (n=41)	From 1 to 3 months ago (n=76)	More than 3 months ago (n=94)	One-way ANOVA test significance
Satisfaction	5.32	4.86	4.55	.013*
Positive word-of-mouth	5.05	5.12	4.73	.140
Revisit intentions	5.00	4.70	4.27	.030*
Willingness to recommend	5.29	4.99	4.54	.014*

Influence of Excitement on Satisfaction and Loyalty (Regression)

Independent/Mediating Variables	Dependent Variables					
	Model 1: Satisfaction		Model 2: Loyalty		Model 3: Loyalty	
	β	<i>t</i>	β	<i>t</i>	β	<i>t</i>
Peak at the beginning	.477*	9.508	.430*	9.258	.187*	4.016
Peak at the middle	.343*	6.836	.328*	7.053	.153*	3.553
Peak at the end	.364*	7.241	.510*	10.983	.325*	7.469
Satisfaction	-	-	-	-	.509*	9.448
R^2	.470		.547		.682	
<i>F</i> test statistic, significance	$F(3, 207) = 63.188, p = .00$		$F(3, 207) = 85.360, p = .00$		$F(4, 206) = 113.638, p = .00$	



CONCLUSION

- Satisfaction and loyalty were higher for peak presentations at the end compared to at the beginning or middle, but not statistically different
- Excitement levels after peak presentations influenced loyalty more than satisfaction
- Peak presentations at the end strongly influenced loyalty, while peak presentations at the beginning strongly influenced satisfaction
- People with more experience had higher levels of satisfaction and loyalty
- People with a more recent experience had higher levels of satisfaction and loyalty

IMPLICATIONS

- Adopted peak-end rule for the first time in event research
- Positive peak emotions boost satisfaction and loyalty
- End the conference with positive excitement
- Retain attendees year after year by providing different functions that interest the varying needs of attendees
- Collect feedback as soon as possible