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## RESEARCH PROBLEM

Public policies decision-makers have to frequently tackle issues concerning services' quality. The ancillary services offered to the attendees of cultural and music events play a crucial role on the overall judgment of the events

## METHODOLOGY

**Sample survey** ➡ *Ad hoc* face-to-face survey to investigate behaviours and orientation of attendees of musical events arranged in Salento (South Italy) in 2014

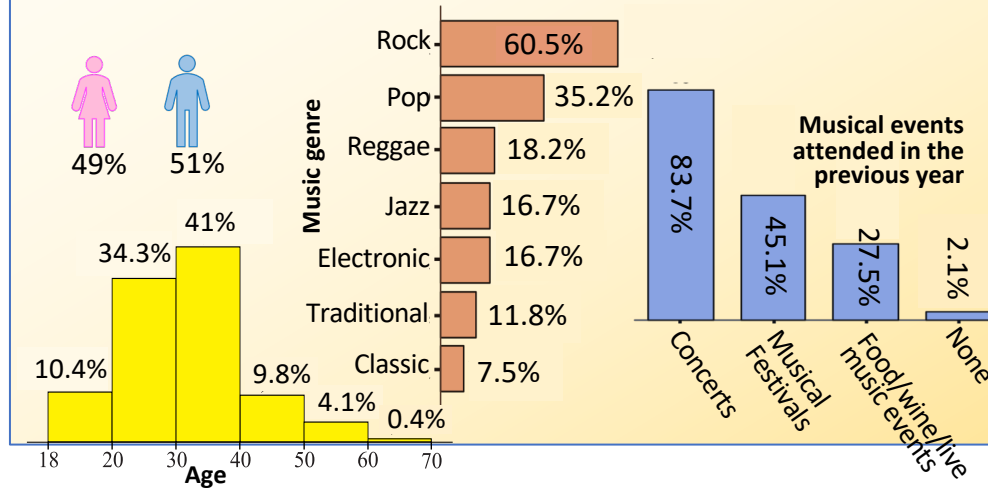
**PCA** ➡ to identify key quality dimensions of music events

**MLR's model** ➡ to analyze predictors of expenditure for music events

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## SURVEY SAMPLE'S FEATURES

488 units selected at random during the most important music events occurred in Salento in August 2014



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## PCA RESULTS

Three basic components (key dimensions)

### Facilities (31%)

- Security services
- Food & Beverage
- Restrooms
- Merchandising
- Shuttle services

### Organization (11%)

- Event duration
- Starting time
- Event location
- Tickets availability
- Parking space

### Exhibition (9%)

- Artist performance
- Acoustic quality

(Percentage of total variance explained by the basic component)

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## MLR RESULTS

Two levels of expenditure — medium (50-150 €)  
Vs. The lowest level (up to 50 €)  
— high (up to 150 €)

Factors affecting the expenditure for music events:

- Age ➡ ➡
- Importance level for ticket prize: 2 ➡ 4 5
- Importance level for event location: 1 2 3 ➡ 5
- Importance level for shuttle service: 1 2 3 ➡ 5
- Tickets purchasing method: Online ➡ Not online

**Legend**

- ➡ Medium level of expenditure
- ➡ High level of expenditure
- ☐ Reference category
- ➡ Probability increases
- ➡ Probability decreases

The results are significant at 5% level  
Likert scale : 1 = "Not Important At All", 2 = "Slightly Important", 3 = "Indifferent", 4 = "Very Important", 5 = "Extremely Important"