

The Impact of Academic Satisfaction as a Mediator on International Conferences

Qusay H. Al-Salami¹, Souhila N. Abdalla²

¹Department of Business Administration, Cihan University-Erbil,
Kurdistan Region, Iraq,

²Department of Public Administration, Cihan University-Erbil,
Kurdistan Region, Iraq

Abstract—Scientists have lately discovered that the quality of services has a significant influence on academic satisfaction (AS) and academic loyalty. Universities in Erbil are competing attract academics by conducting international conferences. The purpose of this study is to evaluate the service quality (SQ) in international conferences. A statistical analysis was provided based on data collected from 150 responses from academics at Cihan University-Erbil and other universities in the region. A structured questionnaire was conducted by the respondents to analyze their general expectations on conference services and the actual service performance they perceived with the conference. The study also assessed the impact of respondents' past experiences on their expectations. The findings of this study show that we have positive effect between the total effect of (SQ) the independent variable (IV) on (conference industry [CI]) the dependent variable is highly significant with ($t = 6.02$, $P < 0.05$), also the effect of the mediator variable (AS) was significant with ($t = 7.01$, $P < 0.05$), and finally both the IV and the mediator variable (SQ) and (AS) have a significant effect on the dependent variable (CI). We found that the meditation effect was partial but not complete effect.

Keywords—Service quality, Expectation, Conference Industry.

I. INTRODUCTION

The conference industry (CI) is one of the most booming and fastest growing service industries, as it forms a major part of the business events sector. While there is a globally increasing demand for this industry, conferences are getting numerous and competitive. Increased competition and more-demanding academics mean that careful consideration must be taken for the facilities and services provided during conferences (Hinkin and Tracey, 2003).

Based on this perspective, Parasuraman et al. (1988) developed the current measurement of perceived service quality (SQ), SERVQUAL, to measure academic's expectations and perceptions concerning a service encounter. This scale measures SQ by calculating the difference between expectations and perceptions. If the levels of perceptions exceed expectations, it will be regarded as higher levels of quality. Conversely, if the expectations have not been met by the organization, the quality of service will be classed as bad or poor (Fick and Richie, 1991). In this study, the importance of SQ to the CI is presented as a measure of how well the service level delivered matches the participant's expectations and the relationships between academic perception and satisfaction.

Therefore, academics satisfaction is the key factor and the most studied element in marketing researches. One of the most important factors of academic satisfaction (AS) is quality of services. SQ has a direct and strong impact on AS and loyalty (Cronin and Taylor, 1992; Parasuraman et al. 1985; Parasuraman et al. 1988).

Customer satisfaction is the conclusion of consumer's experience achieved by comparison of the expected level and delivered level of services. In this relationship perception has a direct impact on AS while expectation does not (Anderson and Sullivan, 1993). Therefore, quality of service has an indirect impact on company's performance. Companies need to work hard in order to meet their customer's requirements and what they look at.

A. Research Problem

At the time where the volume of conferences implemented by universities increases, the SQ evaluation in the international conferences are not at the same level. Hence, it's important to analyze the relationship between the SQ and AS, to analyze their general expectations on conference services and the actual service performance they perceived with the conference.

B. Research Importance

Marketing managers employ SQ as a perfect factor to find and analyze information about academic needs, wants, and perceptions about services. This information assists managers to identify problems and make strategic plans in order to improve efficiency, profitability, and overall performance. Scientists have made great efforts throughout the recent decades to discover an idealistic model that measures SQ and provides fundamental answers. Keeping in mind that in despite of the failure of some universities still the competition is increasing in daily basis, that is make the service investment is the only and easier way to invest in Erbil. This subject is significant and valuable because it provides the universities management with deep understanding of the academic's satisfaction and will give them sufficient knowledge about the reasons that affected this satisfaction and to give the opportunity to take the right decision.

C. Research Objectives

The aim of this study is to determine the SQ of Cihan's international conferences as a measure of how well the service level delivered meets the participant's expectations.

D. Research Hypothesis

H1: SQ has a positive and significant effect on CI of Cihan University in Erbil.

A part from the effect of SQ, CI is also affected by other factors such as Perceptions, Expectations, and Loyalty that might increase AS, and this impact the relationship between SQ and CI concerning with this a hypothesis is then generated as in H2 below.

H2: AS is mediating the effect of SQ on CI of Cihan University in Erbil.

E. Methodology Used

This study was designed to use quantitative approach to examine the causal relationship across variable with SPSS. Two kinds of variables were involved. The independent variable (IV) refers to SQ, while the dependent variable (DV) is represented by CI, where the AS is the mediating variable in the model. A mediation model is a causal model. This means that the mediator variable has been assumed to cause the affect in the outcome variable and not vice versa.

The study is implemented at universities environment in Erbil city. Sampling technique is used and simple random sampling has been chosen with 146 valid questionnaires were collected for the purpose of this study. Data analysis and hypothesis testing are conducted with SPSS version 16. Linear and multiple regressions were used to examine the relationship between the dependent and IV, mediating by another variable. The model is displayed in Fig. 1.

Analyses required:

1. Path c: Bivariate regression predicting DV from IV.
2. Path a: Bivariate regression predicting Mediator from IV.
3. Path b and c': Multiple regression predicting DV from Mediator and IV.

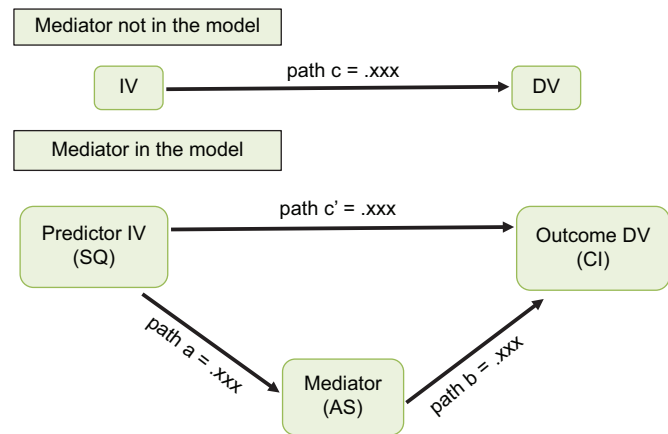


Fig. 1. The research model.

II. THEORETICAL SECTION

In this study, literature focuses on SQ, conference services, attendees' expectations and satisfaction, and SQ evaluation which will then be used for the primary research which is pivotal to meet the objectives. Initially, the term SQ is explained in detail. The aspects of SQ that is associated with conferences are then outlined. Eventually, this leads to identifying SQ model, as well as the evaluation of SQ and the measurement techniques that are used to measure the expectations and perceptions of academics. Finally, CI is covered in the last part of literature review. SQ in International Conferences is further examined and outlined.

A. SQ

In the contemporary economy, SQ has received a considerable research attention in marketing literature. Several studies have concentrated on the concepts of SQ associated with customer attitudes and satisfaction, and the measurement techniques of the SQ (Taylor and Cronin, 1992).

Different definitions and concepts about SQ in terms of comparing customer expectations with performance have been addressed in publications and literature. Parasuraman et al. (1985, p. 42) defined SQ as "perceptions resulting from a comparison of customer expectations with actual service performance." In addition, Severt et al. (2007) stated that SQ is a tool for how well the customer expectations are matched by the delivered service level. This coincides with the fact that SQ works as a bonding agent that is created between the organization and its customers. Even though there are many different definitions for what SQ is, it is agreed in the literature that it is the discrepancy between the expectations and the perceptions of customers (Agha, 2017, p. 269).

SERVQUAL

The measurement of SQ has an increasingly significant role for an organization delivering a higher level of service. However, it is difficult to measure the SQ, due to the unique characteristics of SQ such as inseparability, intangibility, heterogeneity, and perishability. In addition, customer perceptions and expectations are playing a pivotal role in the evaluation of SQ (Naik et al., 2010). Based on

this perspective, a specific measuring instrument known as SERVQUAL has developed by Parasuraman et al. in 1988 (Fateh, 2018).

SERVQUAL is a standardized questionnaire with 22 pairs of questions that represent the five dimensions which are tangibles, reliability, responsiveness, assurance, and empathy. The first 22 statements are designed to gather the customer expectations on service attributes while the corresponding statement reflects the customers' perceptions regarding the experienced SQ of a particular organization (Fick and Ritchie, 1991). In this manner, customers could be able to describe how a service should be performed in general, and how it actually operated by a particular organization during the service delivery (Langer, 1997).

Based on disconfirmation paradigm, Parasuraman et al. (1985) invented the new model of SQ measurement. They attempt to offer a new method for measuring SQ by covering the weakness of Nordic model. In SERVQUAL model, the above authors suggest using the differences between expected level of service and delivered level of service for measuring SQ perception with five dimensions: Reliability, Responsiveness, Assurances, Empathy, and Tangibility (Fig. 2).

SQ in CI

One of the most dynamic and fastest growing service industries is the CI, reliant on the people's increasing demand in exchanging ideas and information through communication and learning (Shone, 2014). The services and facilities provided during the conferences should be given considerable attention whenever there is an increase in competition and more demanding customers (Hinkin and Tracey, 2003). The attendees are a valuable component of the conferences. The importance of sharing the experiences as well as the services provided throughout the conference period is a matter taken into consideration by the academics and scholars who attend the conferences from all over the world and carry such experiences with them when they return back home. Therefore, in terms of ensuring success in market place and competitive advantage, it is very important to understand the role of "quality" as an effective element in service provision (Langer, 1997).

In line with the established points of view in the existing literature, the CI evolves and becomes a large-scale modern service industry. Accordingly, conferences include some aspects such as service and venue requirements since they are based on a location where conferences take place and involve a range of services leading to the academic's experiences. Shone (2014) demonstrate that the provided service and facilities are also essential for the success of a destination specifically in the international conferences in terms of

conference tourism. On the other hand, the expectations of participants have been raised due to an increment in public education, and such expectations are exponentially increasing amongst the academics through social media. Although a small-scale meeting may require only essential equipment, a larger conference requires a very high logistical support in terms of specialist activities such as venue and ancillary services such as staff, catering, environment, and ambiance.

In addition, conference organizers need to put considerable efforts to make the conference succeed and perform an excellent service. It is also essential that the serviced provided meet the participants' needs from their arrival till their departure. SQ within CI is crucial for satisfying attendees and creating loyalty along with customers (Naik et al., 2010). In other words, a conference manager and its organizers need to be able to meet the expectations of the conference attendees and delegates to gain a competitive advantage against competitors.

B. Customer Satisfaction

It is a well-known fact that, the focus of the industry is always on the customers because the customers are the major agents in the service process (Al-Salami et al., 2019). Correspondingly, customer satisfaction has become the most strategic issue where the businesses attempt to maximize profits. Taylor and Cronin (1992) define satisfaction as a customer judgment of an experience either cognitive or emotional. In the view of Parasuraman et al. (1988) satisfaction is customer's pleasurable level of fulfillment. Moreover, there is a common perspective which defines satisfaction as an evaluation of the customer's expectations compared to perceived service (Langer, 1997). There are various inconsistent opinions in the literature on whether satisfaction is an outcome of SQ. Both empirical and theoretical arguments have been put forward in debate to demonstrate the relationship between SQ and customer satisfaction. Despite the contradictory evidences, literature supports the point of view that customer satisfaction is an outcome of SQ (Taylor and Baker, 1994). For instance, in the study of Parasuraman et al. (1985), it is proposed that customer satisfaction increases when the SQ perceived by the customer rises.

On the other hand, there is a direct relationship between AS and academic loyalty. According to Massoudi, (2020) loyalty indicator can drivers to satisfaction. Loyalty behaviors, including relationship continuance, increased scope of relationship, and recommendation are merely the products of academics' beliefs which emerge from perceived lack of advantages and SQ provided by other competitors. Thus, it could be concluded that, both SQ and AS create a reaction series that escalates the profits action which can directly impact the academic's future intentions and behaviors towards the service (Taylor and Baker, 1994; Al Qaysi and Zainal, 2018; Pirdawd, 2019).

C. Customer Expectation

Understanding the expectations or needs of academics assists organizations in how to best serve the customer

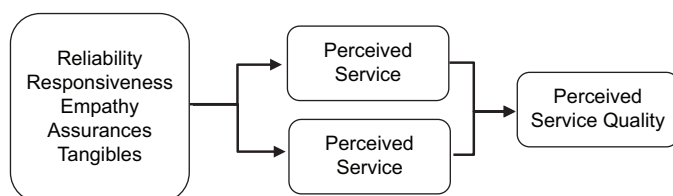


Fig. 2. The SERVQUAL model by Parasuraman et al. (1985).

and provide a basis on making improvements for their satisfaction. The term “expectation” varies depending on the way it is used in the SQ or customer satisfaction literature (Parasuraman et al., 1988; Faaeq et al., 2018).

Expectation, in the SQ literature, refers to the desires or needs of customers. In other words, people’s feelings about what the service should be rather than it is. In contrast, it is customer’s predictions about what is likely to happen during an exchange of service in the satisfaction literature. When people attend a particular event, they hope for positive outcomes and desires to be met with their expectations completely (Oliver, 1980).

Correspondingly, the expectation level of academics about the service differs according to these hopes and wishes. For instance, when people accept the service, which does not meet their expectations, it is known as adequate service and the service level that they hope to receive is known as desired service (Zeithaml et al. 1993). In other words, customers assess the perceived SQ on the basis of their desires and the acceptability level. However, any failure to meet customers’ expectations may cause dissatisfaction and unhappiness, so it directly affects the future intentions and behaviors of customers (Massoudi, 2016).

In recent years, researchers have placed a greater emphasis on understanding the customers’ expectations role. It is a doubtless fact that customers’ expectation level of quality is on the rise. This proves the point that if expectation levels of academics are greater than the perceived performance, it causes customer dissatisfaction and contributes to modest discrepancies (Sawadi and Al-Salami, 2015).

D. Customer Perceptions

Perceptions of customers are always considered as their reality. Their perceptions of the service provided will be formed through their assessment of the quality whether they are satisfied with the service. As perceptions may shift over time, companies need to assess their customers’ perceptions continually to maintain their success in the market place (Zeithaml et al. 1993).

E. SQ Model

The “Gap Model,” which was established by the American scholars Parasuraman et al. in 1988, is one of the most useful contributions to the service management literature (Lewis and Shoemaker, 1997). As part of the exploratory theory of the research, the scholars conducted a series of comprehensive face-to-face interviews to understand the insights of executives on what constitutes the quality of service. Five key insights were identified about the SQ concept referring to interaction between the academic and organization. However, only Gap 5 is investigated in this study, which is overall quality determined by subtracting expectations from perceptions. The Gap 5 emphasizes the expected service-perceived service gap: Due to factors affecting academics and the shortfalls on the service provider side. The importance of closing the gap between academic expectations and perceptions is achieved first by understanding what they

expect. Consequently, this will lead the organization to close this gap to provide high quality service which will satisfy the academics.

F. CI

CI could be part the tourism industry, and can be used to generate reputation for a community, town, or region. This kind of industry is constituting of the basic management tools that involving planning, organizing, leading, and control. Arranging a conference from conceptualization to execution can take time depending on the nature of the conference itself, whether it is local or international summits.

Creating memorable experiences and promoting attendee interaction will be at the top of planner’s wish lists. Conference has been existed for a long time as there have been people, the meeting has been happening, researchers and investigations of ancient cultures have found evidences of primitive ruins that has been used by people to meet and to discuss interests (Spiller, 2002 p. 3). The development of industry and commerce increases the need of meeting between business people and professionals, aimed to discuss, and exchange ideas (Spiller, 2002 pp. 5-6).

III. EMPIRICAL SECTION

It is well known that questionnaires are the most common means and being a straightforward way of collecting data. Thus, the researchers used this mean to determined user expectations and actual quality perceptions of responses before and after their attending the conference. They try to apply short questions, easy to answer, clear avoiding any confusing and ambiguity.

A structured questionnaire, which anticipates the potential answers and categorizes the responses accordingly, consists of 19 closed and 1 open-ended question. The benefits of mainly using close-ended questions in terms of the completion, which provides a quick and easy way for respondents, and analysis and comparability of data. 5-point Likert scale and multiple choices were the mainly used question types in the questionnaire to obtain the data in numeric form which basically makes the analysis easier.

A. Research’s Factors Frequency

In Table I, we can show the general statistics for our research, while the following figures explain the frequencies of each important factor in the questioner.

From Table II, we notice that the largest percentage of participation is (54.8%) male and (45.2%) female, in general (80) mail and (66) female. This indicates that male respondents have a higher proportion compared to female. Furthermore, we notice that the majority of respondents were aged between 35 and 50 years’ old which is nearly covering (57.5%). The results support a representation of optimal age group for the conference is between 26 and 55 years old those academicians who desire new socialization and networking opportunities that contribute to the exchange of ideas and the updating in their fields (Shone, 2014).

TABLE I
STATISTICS

	Gender	Age	Academic Experience	Academic Title	University	Conferences Attendance	Attendance Time
<i>n</i>	Valid	146	146	146	146	146	146
	Missing	0	0	0	0	0	0
Mean	1.4521	1.8904	1.9452	2.1849	2.5068	3.0137	1.9863
Median	1.0000	2.0000	2.0000	2.0000	2.0000	3.0000	2.0000
Mode	1.00	2.00	2.00	2.00	1.00	2.00	2.00
Std. Deviation	0.49941	0.64459	0.71227	0.83048	1.48206	1.39944	0.58706
Variance	0.249	0.415	0.507	0.690	2.197	1.958	0.345
Skewness	0.195	0.104	0.080	0.300	0.276	0.190	0.002
Std. Error of Skewness	0.201	0.201	0.201	0.201	0.201	0.201	0.201
Range	1.00	2.00	2.00	4.00	4.00	4.00	2.00
Sum	212.00	276.00	284.00	319.00	366.00	440.00	290.00

TABLE II
PARTICIPANT'S DEMOGRAPHIC INFORMATION

Demographic Variable	Category	(<i>n</i> =350)	Percentage
		Frequency	%
Gender	Male	80	54.8
	Female	66	45.2
Age	<35 years	39	26.7
	35–50 years	84	57.5
	>50 years	23	15.8
Academic experience	1–5 years	41	28.1
	6–10 years	72	49.3
	>10 years	33	22.6
Academic Title	Assistant Lect.	31	21.2
	Lecturer	64	43.8
	Ass. Prof.	45	30.8
	Professor	5	3.4
	Senior Lect.	1	0.7
University	Cihan	61	41.8
	International University of Erbil	17	11.6
	LFU	14	9.6
	SUH	41	28.1
	Bayan	13	8.9
Conferences Attendance	E-mail	22	15.1
	Somebody informed me	39	26.7
	Conference Centre website	36	24.7
	Searched for this conference in Google	13	8.9
	Attended before	36	24.7
Attendance Time	This is my first conference	26	17.8
	1–3	96	65.8
	>3	24	16.4

From the same table, we notice that (49.3%) how have from 6 to 10 years' academic experience and the largest percentage of participation is 43.8% how academic title is lecturer. In addition to that, the largest participation rate was for lecturers from Cihan University (61) lecturers that's mean (41.78%), and there are (39) lecturers know about Cihan's conference by somebody inform them, while (36) lecturers know about conference equally by conference center website, and the largest percentage of participation is (65.75%) how attended to Cihan's conferences from 1 to 3 times.

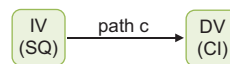
B. Hypotheses Testing

Using Baron and Kenny method (1986), the 4-step indirect effect method using (SPSS 16.0) to analyze our data through Linear and Hierarchical Regression Analysis. Here, we need to investigate the effect on our dependent variable which is (CI), the direct effect that happened from our independent var. (SQ) directly (Model 1), and the indirect effect that happened from adding the effect of the mediator var. (As) which explained in (Model 2).

Step 1: We used the linear regression to estimate the relationship between the dependent var. (CI) and the independent var. (SQ) [path c], Model 1 represent this relationship.

$$Y = i_1 + cX + e_1 \dots \quad (1)$$

$$Y = 1.804 + 0.559 X$$

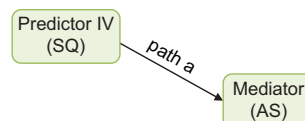


From Table III and IV, it is obvious that $F = 36.241$ which is significant, also $t_c = 6.020$ which is significant with $P < 0.05$ as shown in Table V. This result showed the total effect between (SQ) and (CI) and hence (SQ) is significant related to (CI) which indicates that H_1 is significant, and this hypothesis is accepted.

Step 2: Again, used the linear regression analysis to estimate the relationship between the mediator var. (AS) as a dependent var. and the independent var. (SQ) [path a].

$$M = i_2 + aX + e_2 \dots \quad (2)$$

$$M = 1.459 + 0.617 X$$



From Table VI and VII, the F value=49.145 which is obviously significant with $P < 0.05$. Again, t_a value = 7.010 is significant with $P < 0.05$ as shown in Table VIII with $S_a = 0.088$, hence (SQ) is significant related to (AS). This result emphasizes the theoretical part of (Baron and Kenny), that the relationship between independent var. on the mediator var. must be significantly different from zero.

TABLE III
MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.448 ^a	0.201	0.196	0.55272	0.201	36.241	1	144	0.000

a. Predictors: (Constant), SQ
b. Dependent Variable: CI

TABLE IV
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.072	1	11.072	36.241	0.000 ^a
	Residual	43.992	144	0.306		
	Total	55.064	145			

a. Predictors: (Constant), SQ
b. Dependent Variable: CI

TABLE V
COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.804	0.372		4.843	0.000	1.068	2.540
	SQ	0.559	0.093	0.448	6.020	0.000	0.375	0.742

a. Dependent Variable: CI

TABLE VI
MODEL SUMMARY^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	0.504 ^a	0.254	0.249	0.52452	0.254	49.145	1	144	0.000

a. Predictors: (Constant), SQ
b. Dependent Variable: AS

TABLE VII
ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.521	1	13.521	49.145	0.000 ^a
	Residual	39.618	144	0.275		
	Total	53.139	145			

a. Predictors: (Constant), SQ
b. Dependent Variable: AS

TABLE VIII
COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.459	0.353		4.127	0.000	0.760	2.157
	SQ	0.617	0.088	0.504	7.010	0.000	0.443	0.791

a. Dependent Variable: AS

TABLE IX
ANOVA^c

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.072	1	11.072	36.241	0.000 ^a
	Residual	43.992	144	0.306		
	Total	55.064	145			
2	Regression	14.440	2	7.220	25.415	0.000 ^b
	Residual	40.624	143	0.284		
	Total	55.064	145			

a. Predictors: (Constant), SQ

b. Predictors: (Constant), SQ, AS

c. Dependent Variable: CI

TABLE X
COEFFICIENTS^a

Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	1.804	0.372		4.843	0.000	1.068	2.540
	SQ	0.559	0.093	0.448	6.020	0.000	0.375	0.742
2	(Constant)	1.379	0.380		3.629	0.000	0.628	2.129
	SQ	0.379	0.104	0.304	3.654	0.000	0.174	0.583
	AS	0.292	0.085	0.286	3.443	0.001	0.124	0.459

a. Dependent Variable: CI

TABLE XI
COEFFICIENTS^a

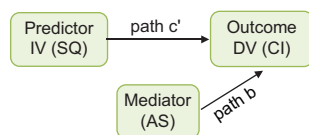
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	1.459	0.353		4.127	0.000	0.760	2.157
	SQ	0.617	0.088	0.504	7.010	0.000	0.443	0.791

a. Dependent Variable: AS

Step 3: For this step Hierarchical Regression Analysis is used to estimate the effect of (SQ) on (CI) with the inclusion of the mediator var. (AS) [path b and c'].

$$Y = i_3 + c'X + bM + e_3 \dots \quad (3)$$

$$Y = 1.379 + 0.379X + 0.292M$$



It is clear from Table IX that the value of $F = 25.415$ which is significant at $P < 0.05$. For equation (3) we have the following value from Table X: $t_c = 3.654$, $t_b = 3.443$, $S_c = 0.104$, $S_b = 0.085$ which present that (SQ) is significantly related to (CI) and that (AS) is significantly related to (CI) at $P < 0.05$.

Step 4: The Mediation effect = total effect – direct effect, to explain this, the effect of (SQ) on (CI) is referred to as total effect, that effect is then partitioned into combination of:

- Direct effect of (SQ) on (CI).
- Indirect effect of (SQ) on (CI) transmitted through the mediator var. (AS).

Hence, the relationship between (SQ) and (CI) is decomposed into a direct link and indirect link as shown in Table IX.

$$\therefore \text{Mediation effect} = c - c' = 0.559 - 0.379 = 0.180$$

This mediation effect should equal to the product of (SQ) coefficient ($a = 0.617$) as shown in Table VIII, and coefficient of (AS) ($b = 0.292$) as shown in Table X: $a \times b = 0.617 \times 0.292 = 0.18$. We note also that $c' = 0.379$, while $c = 0.559$ as shown in Table X, that mean there was a drop in this value. Beside there were some changes in adjusted $R^2 = 0.252$ as shown in Table XI, which mean 25.2% of changing in (CI) is explained through (SQ) and (AS).

All these finding lead us to accept H_{22} , and that our hypothesis is significant, which mean that the mediator var. (AS) is affected our dependent var. (CI), but this was a partial and not complete effect.

IV. RESULTS AND CONCLUSIONS

1. On regress the CI on SQ, we found that SQ is significant with $P < 0.05$, which mean the importance of quality of service to the CI to be more attracted to the participants.
2. R^2 of model 1 is 0.201, which mean 20.1% of the variation in CI could be explained through the quality of services.
3. On regress the CI on SQ, and the mediator var. the AS together. We notice the following:

- The probability value of SQ is significant with $P < 0.05$ which mean that the quality of service is a dominant var. to industry of conferences.
- The probability value of our mediator, the academics satisfaction which mean that their satisfaction is affected their attendance to enhance the industry of conferences.
- The effect of academic's satisfaction has a partial effect and not complete effect, because the significance of quality service does not change whether the academics satisfaction is there or not.
- Adjusted R^2 for model 2 in Table XI shows the value = 0.252 which mean 25.2% of the variation in this industry could be explained through the quality of services and the satisfaction of the academics that attending.
- The changes of the value of R^2 in Table XI were 6.1% when we add the academics satisfaction as a mediator to the SQ.
- The standardized coefficient on Table X, we notice that the coefficient of SQ had dropped from 0.448 for Model 1 to 0.304 on Model 2, besides the t -value for (SQ) = 3.654 is so close to the t -value for (AS) = 3.443, which explain that the AS has a partial effect on the conferences industry, and this obvious on the all conferences done by Cihan University-Erbil.

REFERENCES

- Agha, A.M.Q. (2017). E-Service Quality Factors Impacting Customers Purchase Retention in E-Retailing in Malaysia, The 1st International Conference on Information (ICoIT'17), 10th of April. p266.
- Al Qaysi, S.J. & Zainal, B.A. (2018). The impact of marketing strategy on customer satisfaction for E-learning: A marketing strategies model approach. *International Journal of Computer Science and Information Security*, 16(10), 95-102.
- Al-Salami, Q.H., Saadi, I.A., Sawadi, Z.T., & Saleh, R.K., (2019). The factors affecting customer relationship management implementation at DHL company in Baghdad, Iraq. *Cihan University Erbil Journal of Humanities and Social Sciences*, 3(1), 43-51.
- Anderson, E.W., & Sullivan, M.W. (1993). The antecedents and consequences of customer satisfaction for firms. *Marketing Science*, 12(2), 125-143.
- Baron, R., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical consideration. *Journal of Personality and social Psychology*, 51, 1173-1182.
- Cronin, J.J., & Taylor, S.A. (1992). Measuring service quality: A re-examination and extension. *Journal of Marketing*, 56(3), 55-68.
- Faaeq, M.K., Mat, N.K., Faieq, A.K., Rasheed, M.M., & Al-Salami, Q.H. (2018). Towards of smart cities based on the sustainability of digital services. *International Journal of Engineering and Technology*, 7(4), 436-442.
- Fateh, S.J. (2018). Impact of perceived health services quality on the beneficiaries' satisfaction an explorative study of Erbil hospitals. *Cihan University Erbil Scientific Journal*, 2(1), 24-38.
- Fick, G.R., & Ritchie, B.J. (1991). Measuring service quality in travel and tourism industry. *Journal of Travel Research*, 30(2), 2-9.
- Hinkin, T.R., & Tracey, B.J. (2003). The service imperative: Factors driving meeting effectiveness. *Cornell Hotel and Restaurant Administration Quarterly*, 44(5), 17-26.
- Langer, M. (1997). *Service Quality in Tourism; Measurement Methods and Empirical Analysis*. Frankfurt, New York: Peter Lang.
- Lewis, R.C., & Shoemaker, S. (1997). Price-sensitivity measurement: A tool for the hospitality industry. *The Cornell Hotel and Restaurant Administration Quarterly*, 38(2), 44-54.
- Massoudi, A. (2016). Employees performance dimensions in Kurdistan Region hotel industry. *International Journal of Recent Scientific Research*, 7(10), 3534-3539.
- Massoudi, A., & Ahmed, M. (2021). Assessing the sustainability of facility management in the food sector in Kurdistan Region of Iraq. *Cihan University Erbil Journal of Humanities and Social Sciences*, 5(1), 106-110.
- Naik, K.C., Gantasala, S.B., & Prabhakar, G.V. (2010). Service quality (Servqual) and its effect on customer satisfaction in retailing. *European Journal of Social Sciences*, 16(2), 231-242.
- Oliver, R.L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of marketing research*, 17(4), 460-469.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1985). A conceptual model of service quality and its implications for future research. *Journal of Marketing*, 49(4), 41-50.
- Parasuraman, A., Zeithaml, V.A., Berry, L.L. (1988). SERVQUAL: A multiple item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 12-40.
- Pirdawd, H.Q. (2019). A study on spirituality among private employees and its impact on their life satisfaction. *Restaurant Business*, 118(10), 1-14.
- Sawadi, Z.T., & Al-Salami, K.H. (2015). Pre-implementation phase of adopting CRM strategy: Evidence from Swedish Specialist Hospital in Iraq. *European Journal of Business and Management*, 7(30), 130-139.
- Severt, D., Wang, Y., Chen, P.J., & Breiter, D. (2007). Examining the motivation, perceived performance, and behavioural intentions of convention attendees: Evidence from a regional conference. *Toursim Management*, 28, 399-408.
- Shone, A. (2014). *Conference Management: An Introduction to Conference and Convention Management*. Derby: Conferences Direct Publications.
- Spiller, J., & Chon, K. (2003). Convention tourism: International research and industry perspectives. *Annals of Tourism Research*, 30(4), 962-963.
- Taylor, S.A., & Baker, T.L. (1994). An assessment of the relationship between service quality and customer satisfaction in the formation of consumers' purchase intentions. *Journal of Retailing*, 70(2), 163-178.
- Zeithaml, V.A., Parasuraman, A., & Berry, L.L. (1993). Research note: More on improving service quality measurement. *Journal of Retailing*, 69(1), 140-147.