

## **Determinants of Conference Service Quality as Perceived by International Attendees**

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**Abstract :** In recent years, conference destinations have been highly competitive; therefore, it is necessary to know about the behaviours of conference participants such as the process of their decision-making and the assessment of perceived conference quality. A conceptual research framework based on the Theory of Planned Behaviour model is presented in this research to get better understanding factors that influence it. This research study highlights key factors presented in previous studies in which behaviour intentions of participants are affected by the quality of conference. Therefore, this study is believed to provide an idea that conference participants should be encouraged to contribute to the quality and behaviour intention of the conference.

**Keywords :** conference, attendees, service quality, perceives value, trust, behavioural intention.

**Conference Title :** ICMHT 2016 : International Conference on Management, Hospitality and Tourism

**Conference Location :** Kuala Lumpur, Malaysia

**Conference Dates :** August 18-19, 2016