THE MEDIATING EFFECT OF PERCEIVED VALUE ON THE RELATIONSHIP BETWEEN MOTIVATED CONSUMER INNOVATIVENESS AND SPORTS FACILITY REVISIT INTENTIONS

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Abstract

Sports facility businesses strive for sustainable profitability by securing membership applications. Anticipated revisits to a sports venue are deemed critical for such service-delivering businesses. Data collection was targeted at 250 Bangkok residents will a propensity to engage in exercise or health-oriented activities. The scales used were adapted from prior studies and checked for reliability as well as convergent and discriminant validity. Structural equation modeling was used to assess the relationships with the aid of a SmartPLS program. The proposed mediating relationship was confirmed. Motivated consumer innovativeness significantly affected revisit intentions through perceived value. Future research might shift to a comparative design or address regional discrepancies. A sports facility might consider promoting motivated consumer innovativeness and perceived value among patrons to enhance the chances of revisits.

Keywords: perceived value, motivated consumer innovativeness, sports facility, revisit intentions

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INTRODUCTION

Over the past few years, Thai sports consumers have become more conscious of the importance of a healthy lifestyle given the current COVID-19 pandemic. Consequently, they have engaged in sport and exercise more intensely or more frequently than in previous decades—albeit with a novel approach that caters for the preventive measures associated with COVID-19, such as social distancing, mask wearing, and frequent hand washing, as mandated by the nation's Ministry of Public Health. These health regulations have not deterred athletic-minded Bangkok residents from being involved in indoor sports and exercise activities at various sporting venues.

A sports facility is a venue for physical and sporting activities; it supports communities to achieve health promotion goals (Green et al., 2015; Jeanes et al., 2019). Among such goals are the Royal-Initiated Biking Activities that have played a critical role in enhancing awareness and engendering enthusiasm among urban city residents regarding sports participation (Terason, 2021).

City-wide sport venues are identified as facilities made accessible to interested individuals by various local and national governing bodies, as well as by businesses or investment companies. According to the 2021 TripAdvisor records, some top favorites for athletic-minded residents were the YOKKAO Training Center, Rock Domain Climbing Gym, the Rink Ice Arena, Sivalai Clubhouse, and the Racquet Club, as examples from among over one hundred sport venues of varying size, capacity, marketing reach, and resource sophistication.

Sports facilities strive to ameliorate their service quality to stimulate customer loyalty in terms of revisits (Orr & Kellison, 2020). This is manifested by the facilities attempting to secure member recruitment. Nonetheless, many patrons refuse to be bound by long-term contracts and instead arrange short-time or temporary access. These sports establishments realize that as providers of exercise services, they rely on the revenue generated by customer patronage. Unfortunately, it has been argued that many public sports facilities fail to meet the public's needs or are even mismanaged due in part to a lack of specialized user-oriented management (Fried & Gastel, 2021); this is especially true of commercial sports facilities, which struggle to attract repeat or regular customers and fail to maintain the profitability of the business. This issue is linked with the attitude of sports participants, particularly regarding perceived value (Lu & Wang, 2020; Sweeney & Soutar, 2001).

LITERATURE REVIEW

Motivated Consumer Innovativeness

Consumer *innovativeness* is defined as a situational attribute generated by a consumer's

fundamental and blended traits, as well as a person's learning history (Mowen, 2000I). This attribute appears when an individual consumer is motivated to purchase or consume new and diverse products instead of continuing to consume in the same way as before (Steenkamp et al., 1999). Chen (2014) also demonstrated that consumer innovativeness can be viewed as a consumer's overall inclination to try innovative products, as well as the capacity to make personal decisions autonomously and to explore new opportunities. Bartels and Reinders (2011) affirmed that understanding and anticipating customer adoption of a new service or product is critical for marketing managers.

Motivated consumer innovativeness refers to a coalescence of the motivation and consumer innovativeness concepts. Motivation refers to the external and internal elements that can impact a consumer's behavior toward accomplishing a goal (Vandecasteele & Geuens, 2010). Consumers who are more motivated are more likely to acquire new technical offerings (Foxall et al., 1998). Motivated consumer innovativeness (MCI) assesses a person's motivation to utilize and purchase innovative items (Caricati & Raimondi, 2015). Other research has indicated that MCI has four theoretical dimensions (Vandecasteele and Geuens, 2010), namely functionally motivated consumer innovativeness (fMCI), hedonically motivated consumer innovativeness (hMCI), socially motivated consumer innovativeness (sMCI), and cognitively motivated consumer innovativeness (cMCI).

Each dimension of MCI portrays unique attributes. sMCI is driven by a self-assertive societal demand for distinctiveness. fMCI is motivated by the functional performance of inventions and focuses on enhancement of achievement and task management (Vandecasteele & Geuens, 2010). If customers are highly concerned about fMCI, they are more likely to prioritize accuracy and saving time when acquiring goods and services containing new technology (Ozturk, 2016). cMCI involves the thinking process. hMCI is motivated by sensational stimulation or pleasure and emotion (Vandecasteele & Geuens, 2010). Consumers prefer consuming innovation services or products as they want to experience feelings of satisfaction, excitement, and happiness (Ford & Nichols, 1987).

Sweeney and Soutar (2001) divided MCI into the four dimensions of emotional (hedonic), functional, epistemic (cognitive), and social. Kwak et al. (2021) argued that MCI has a significant effect on perceived value which in turn enhances a dining venue's intentions to use robots for serving food. There are many previous MCI studies regarding customer's acceptance of technological products and services and usage intentions. However, studies that focus on the acceptance of technology-related services in sport, which could lead to revisit intentions, are limited, especially regarding

training facilities. The following hypothesis was formulated accordingly:

H1: MCI directly affects revisit intentions.

Perceived Value

Numerous studies have explored how consumers perceive value, in order to understand the mechanism of consumer choice behavior. *Perceived value* can be described as "the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given" (Zeithaml, 1988, p.14). This attribute is determined by customers, not sellers or owners, based on their personal perceptions of a service or product in comparison to the money they paid (Anderson et al., 1994). Value can be experienced in both tangible and intangible ways and can be a technique for businesses to differentiate themselves from other market rivals based on customer beliefs, expectations, needs, and wants, pre- and post-purchasing and consuming of products (Kazakeviciute & Banyte, 2012). Lichtenstein et al. (1991) suggested that the ratio between quality and price is seen as the most common definition of value. Customers perceive price as the subjective evaluation of the reasonableness of the price of a service or product when compared with the range of competitors' prices (Han & Hyun, 2015). Oh (2003) argued that the negative difference between the actual and reference prices directly influences a customer's perception of price.

Many studies mainly focus on service quality to measure a customer's value perception. Perceived service quality can be thought of as the subjective comparison between consumers' expectations and perceptions of the actual service consumption (Gronroos, 1984). Service quality is perceived as the evaluation of the service that a customer received, while satisfaction relates to the customer's judgement of the service experience during and post process which reflects the customer's emotional reaction (Baker & Crompton, 2000). Lai and Chen (2011) stated that high service quality positively affects the customer's perception of value. Baker and Crompton (2000) maintained that service quality was a critical factor influencing satisfaction, perceived value, and intentions to repurchase.

Unlike earlier studies that focused on a unidimensional view, some researchers have argued that the value perception of customers is structured by different factors. Value is not only measured by the monetary dimension, but also through both hedonic and utilitarian components, as the nature of value perception is more complex (Sweeney & Soutar, 2001). Hedonic value refers to a broad evaluation of advantages and sacrifices, such as a preference for delight and enjoyment, while utilitarian value emphasizes practical rewards and sacrifices, such as economic worth and time. These

components have a unique effect on behavioral intentions (Shin et al., 2019).

Lu and Wang (2020) maintained that the concept of perceived value could be classified into perceived benefit and perceived sacrifice. Perceived benefit, made up of perceived usefulness, perceived enjoyment, and social image, has a significant influence on perceived value. Meanwhile, perceived sacrifice, which includes perceived risk and perceived fee, generates a negative evaluation on the perceived value of products or services.

Sheth et al. (1991) identified the value perception concept that influences a consumer's choice using five value dimensions, namely emotional value, functional value, conditional value, epistemic value, and social value. Sweeney and Soutar (2001) proposed four elements of perceived consumer value encompassing price value, quality value, emotional value, and social value, for better understanding of a consumer's choice and their behavioral intentions. In addition, Küpelia and Özer (2020) added the dimensions of epistemic and reputation to the value scale proposed by Sweetney and Soutar (2001). This multidimensionality may help to better explain consumer purchasing and repeat behaviors, such as revisiting, re-watching, and repurchasing (Meng et al., 2018). The second hypothesis was developed accordingly:

H2: MCI directly affects perceived value.

Revisit Intentions

Revisit intention refers to the likelihood that a visitor returns to a specific place for another visit (Cole & Scott, 2004) and is connected to the duration of satisfaction with the initial visit (Um et al., 2006). This concept is touched upon predominantly in tourism research as it is viewed as a form of behavior demonstrated after a trip or tour (Cole & Scott, 2004). Repeat visitors are more satisfied, inclined to stay at a visiting location longer, to engage more intensely in activities at the destination, and promote favorable word-of-mouth, while the cost of the required marketing is also lower than that aimed at first-time visitors (Lehto et al., 2004; Um et al., 2006).

Studies showed that a customer's perceived value had a direct impact on revisit intentions and concluded that perceived value was critical in understanding consumer behavior (Kim et al., 2018). For example, Hellier et al. (2003) suggested that perceived value is the main element influencing revisit intentions and brand choice. Nevertheless, Küpeli and Özer (2020) argued that perceived value has a greater influence on customer behavioral intentions than satisfaction. Petrick (2002) also provided support for this statement, indicating that a perception of higher value affects a customer's belief of receiving good utility that is worth the price paid. Meanwhile, satisfaction with the product may be insufficient.

In a performance context, Hume et al. (2007) demonstrated that revisit

intentions refer to a consumer's intension to re-watch a performing arts program and that a revisit intension demonstrates satisfaction and trust toward the service which ensures future re-engagement in the audience. However, in a tourism context, a tourist may revisit a previous destination due to the pleasant experiences—hedonic value—or due to travel cost satisfaction—utilitarian value. Accordingly, perceived value has a direct effect on destination revisit intentions (Um et al., 2006). Thus, the third hypothesis was formulated as follows:

H3: Perceived value directly affects revisit intentions.

It has been hypothesized that perceived value acts as an intervening variable, mediating the interplay between MCI and revisit intentions (Um et al., 2006). Perceived value is generated from the time MCI begins operating in a sports participation situation, impacting revisit intentions throughout the time its impact is felt. Here, perceived value is postulated to be accountable for the influence of MCI on a sports participant's intention to revisit a sports facility. Thus, the fourth hypothesis was formulated accordingly:

H4: MCI affects revisit intentions indirectly through perceived value.

In summary, the present study aimed to evaluate the mediating effect that perceived value has on the relationship between motivated consumer innovativeness and the revisit intentions of active sport participants at commercial sports facilities in Bangkok. The conceptual framework for the study is depicted graphically in Figure 1. The framework displays MCI as a second-order exogenous variable, revisit intentions as an endogenous response variable, with a mediated relationship between motivated consumer innovativeness and revisit intentions.

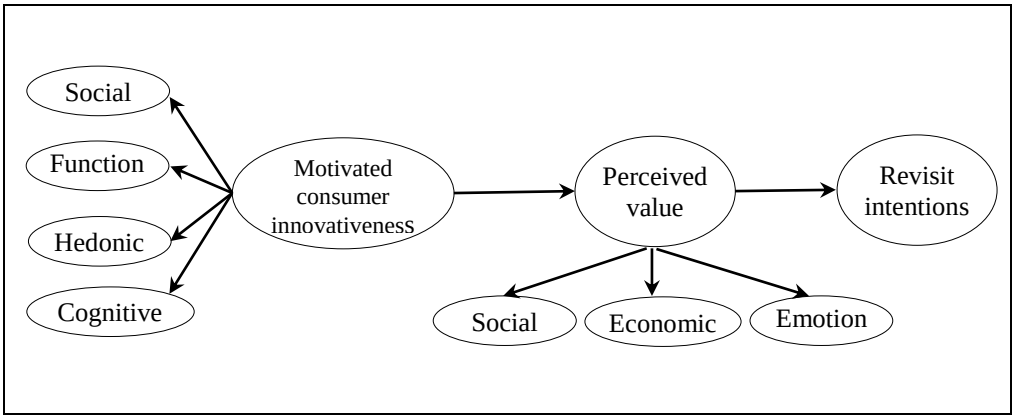

Figure 1 Conceptual Framework

METHOD

Participants

The population for this study were patrons of sports facilities residing in Bangkok, who had visited a sports facility for the purpose of sports participation or exercise. An exhaustive list of the target population was not available; respondents were recruited using a combination of sampling techniques. Initially, based on probability sampling, certain inner-city areas were selected at random, with commercial sports facilities being chosen randomly in those areas. In the final stage, a purposive sampling technique was applied to select research participants who had visited those venues, based on certain attributes, such as frequency of visit (at least once a month), sports-mindedness (having a liking for sports), health consciousness, and non-member status (not bound by a membership to any club).

Variance-based, partial least squares, structural equation modeling (PLS-SEM) does not necessitate committing to a large sample size and also does not stipulate any assumptions regarding the normal distribution (Hair et al., 2017). Thus, the minimum sample size for the study was calculated in accordance with the 10-times rule (Goodhue et al., 2012; Hair et al., 2011). This rule of thumb is grounded on the supposition that a sample size for PLS-SEM should be greater than 10 times the maximum number of inner and outer model links pointing to a focus construct in the model. The technique was applied in this study by multiplying the number of arrows pointing to the revisit intentions construct, by 10. Thus, as the utilized sample comprised of 250 sports facility visitors, which exceeded the smallest sample size required for PLS-SEM; the utilized sample is therefore deemed sufficient for the

Table 1 Participant Characteristics

Characteristic	*n*	%
Gender		
Male	88	35.2
Female	162	64.8
Highest education level completed		
Below college	46	18.4
College	204	81.6
Type of visit		
paid pass	44	17.6
unpaid pass	206	82.4
	M	*SD*
Age (years)	34.11	5.33
Monthly income (USD)	3,131	202.49
Frequency of visits (per month)	2.12	0.21
Distance from sports facility (km)	6.04	2.30

PLS-SEM analysis.

The personal profiles of the participants are summarized in Table 1. The sample contained both male (35.2%) and female (64.8%) visitors of the selected sports facilities. Most of the participants possessed a college level education (81.6%) and had attended the facility using a guest day pass (82.4%). Their average age was 34.11 years (*SD* = 5.33). Their mean monthly income was USD 3,131. Most of the participants lived within a radius of 6.04 km from the sports facility of their choice.

Instrument

The motivated consumer innovativeness scale was adapted from Vandecasteele and Geuens (2010), and was composed of four dimensions: social, functional, hedonic, and cognitive. Each of these factors had four indicators. Perceived value was adapted from Sweeney and Soutar (2001) and consisted of three dimensions: social, economic, and emotional, each having three items. Revisit intentions consisted of a set of three indicators previously used by Um et al. (2006). All scales had an anchor starting from one ("strongly disagreed") to five ("strongly agreed").

Since the variables were planned to be collected using the same method, it was necessary to avert the possibility of common method bias (Podsakoff et al., 2012), which could potentially result in the artificial inflation of the interconnections. To ensure that the model was not contaminated by common method bias, scale item clarity was improved by ridding the scales of ambiguous items containing unspecified words, words with multiple meanings, or jumbled multiple ideas, as recommended by Podsakoff et al. (2012). Therefore, item statements were kept concise, easy to understand, and devoid of any double meanings.

Data Analysis

The composite-based structural equation modeling (SEM) technique was applied in evaluating the assumed models and the embedded relationships. In the process, the SmartPLS-3 software (Ringle et al., 2015) was chosen for the assessment using a stepwise approach. First, the measurement model was assessed in terms of reliability and validity. Second, the structural model was analyzed to examine the proposed hypotheses.

In most cases, PLS is a robust method in situations involving missing values, model misspecification, and violation of the usual statistical assumptions of latent variable modeling, as well as being resistant to violations of normality and divergence between analytical and bootstrap sampling distributions (Henseler et al., 2015). PLS-SEM reportedly can solve highly complex models with numerous latent variables, observed variables, and factors (Hair et al., 2017). It is therefore particularly suited for a preliminary stage of theory development and validation (Hair et

al., 2017). Furthermore, PLS can be used to achieve acceptable statistical power on a small sample size (Hair et al., 2011).

Bootstrapping was applied in the analysis to validate the predictive model by resampling and estimating the model validity from each subsample estimate. This aims to assess the statistical significance from the sample instead of the population (Hair et al., 2010).

RESULTS

Measurement Model

In evaluating the measurement model, some items were removed since their factor loadings were less than 0.6 (Gefen & Staub, 2005). The finalized measurement model consisted of four indicators for each dimension of MCI, three indicators for each dimension of perceived value, and three indicators of revisit intention. Initially, the reliability and validity were assessed. Based on the factor analysis, the loadings of all indicators were greater than the minimum acceptable value of 0.50, as recommended by Hair et al. (2010). Though Vinzi et al. (2010) advocated a loading greater than 0.7, and social science studies commonly use 0.70, the variance inflation factor estimates were lower than 0.5, which is still deemed as acceptable according to Hair et al. (2010).

Reliability of the constructs was assessed based on Cronbach's (1951) alpha coefficients, rho_a values, and the composite reliability coefficients. The alpha values were greater than 0.7, the cut-off recommended by DeVellis (2005). The rho_a values were greater than 0.7, reflecting good reliability (Henseler et al., 2016). The

Table 2 Factor Loadings and Reliability Results

Item	λ
MCI: Social (α = .67, rho_a = .81, CR = .78, AVE = .57)	
- I like visiting sports facilities that allow me to impress others.	.77
- I like visiting sports facilities that can distinguish me from others.	.72
- I like trying a new sports facility which I can be identified with.	.77
- I like visiting sports facilities that command respect from others.	.71
MCI: Functional (α = .76, rho_a = .77, CR = .80, AVE = .66)	
- I would switch to a new sports facility that helps to save my time.	.69
- I would change to a new facility that could give me more comfort.	.79
- I like a sports facility that is more functional than attractive.	.77
- I would definitely sign-up at a sports facility which facilitates my exercise routine.	.82
MCI: Hedonic (α = .71, rho_a = .76, CR = .73, AVE = .58)	
- Visiting a newly opened sports facility gives me a sense of joy.	.71
- It feels good to frequent a brand-new facility.	.87
- Visiting a newly opened sports facility is exciting.	.81
- Signing up for membership at a new facility pleases me.	.87

Table 2 (Continued)

Item	λ
MCI: Cognitive (α = .72, rho_a = .80, CR = .79, AVE = .71)	
- I would visit a sports facility that satisfies my analytical mind.	.87
- I would visit a sports facility where I can learn new things.	.84
- I would visit a sports facility that requires logical thinking.	.80
- I would visit a sports facility that challenges my intellectual ability.	.81
Perceived value: Social (α = .77, rho_a = .82, CR = .77, AVE = .69)	
- A visit extends my social network.	.70
- My visit impresses other people.	.65
- The visit experience makes me sociable.	.67
Perceived value: Economic (α = .87, rho_a = .74, CR = .79, AVE = .68)	
- The facility offers inexpensive services.	.69
- The prices for incremental services are reasonable.	.71
- The facility gives good value.	.61
Perceived value: Emotional (α = .75, rho_a = .70, CR = .81, AVE = .77)	
- The visit makes me feel healthy and well.	.76
- I find the visit to be a pleasant experience.	.75
- The visit makes me even more enthusiastic.	.77
Revisit intentions (α = .72, rho_a = .83, CR = .75, AVE = .72)	
- I would visit the facility again.	.70
- I plan to start my membership here.	.69
- There is a high chance I will keep coming here.	.72

Note. α = Cronbach's coefficient alpha; CR = composite reliability; AVE = average variance extracted.

Table 3 Correlations and Discriminant Validity Results

	1	2	3	4	5	6	7	8
1. sMCI	**(0.75)**	.74	.75	.71	.66	.74	.75	.74
2. fMCI	.54	**(0.81)**	.75	.74	.75	.74	.75	.65
3. hMCI	.65	.55	**(0.76)**	.75	.64	.71	.74	.70
4. cMCI	.76	.47	.60	**(0.64)**	.65	.79	.71	.74
5. sPC	.65	.78	.58	.87	**(0.83)**	.74	.66	.72
6. ePC	.45	.77	.55	.70	.87	**(0.82)**	.69	.71
7. emPC	.67	.67	.76	.77	.78	.55	**(0.88)**	.65
8. RI	.66	.55	.87	.45	.57	.77	.81	**(0.85)**

Note. The square roots of the AVE are on the diagonal, indicated by bold type and in parentheses. The heterotrait–monotrait ratios of the correlations are below the diagonal. The correlations are above the diagonal. sMCI = socially motivated consumer innovativeness; fMCI = functionally motivated consumer innovativeness; hMCI = hedonically motivated consumer innovativeness; cMCI = cognitively motivated consumer innovativeness; sPC = perceived social value; ePC = perceived economic value; emPC = perceived emotional value; RI = revisit intentions.

composite reliability estimates were greater than 0.7, the threshold proposed by Wasko and Faraj (2005).

Conversely, convergent validity aims to test a construct's conceptual relation to another underlying construct; in this case, it was acceptable, given that the average variance extracted (AVE) estimates were greater than 0.5, as suggested by Höck and Ringle (2006). The reliability and validity results are provided in detail in Table 2.

Table 3 shows evidence of discriminant validity by affirming that one construct is theoretically unrelated to the other constructs. It is manifested by the correlations of the constructs that are less than the square root of AVE (Fornell & Larcker, 1981) and the heterotrait–monotrait ratio of correlations, with values below the conservative value of 0.9 (Henseler et al., 2015).

Structural Model

The evaluation of the structural model was assessed based on the values of R^2, Q^2, and the regression coefficients. The strength of the paths was determined based on the R^2 value. This value described the paths between MCI and perceived value, between perceived value and revisit intentions, and between MCI and revisit intentions. The R^2 values were 0.43, 0.30, and 0.51, respectively. According to Falk and Miller (1992), this estimate should be greater than or equal to 0.1 for the explained variance of a dependent variable to be deemed adequate.

In addition to assessing predictive accuracy by investigating the R^2 values, Stone-Geisser's Q^2 was calculated using the blindfolding procedure. The Q^2 value determines the predictive relevance of the endogenous latent variables. For a model to be able to predict the relevance of such a construct, this value should be larger than zero (Hair et al., 2017). Here the Q^2 values of 0.43 and 0.32 were good predictors of the data points of the indicators; thus, the model demonstrated predictive relevance for the constructs.

The statistical testing results of the hypothesized relationships are presented in Table 4. The significance or alpha level was set at 0.05. When the probability level is lower than the alpha level, the result can be ruled statistically significant (Craparo, 2007) and the null hypothesis can be rejected. The standardized regression coefficients were investigated to evaluate the statistical significance of the hypotheses. It was found that MCI directly affected revisit intentions ($\beta = .43$, $p < .011$).

In addition, MCI directly affected perceived value ($\beta = .38$, $p < .041$); hypothesis two was supported. Furthermore, hypothesis three was supported, in that perceived value directly affected revisit intentions ($\beta=.23$, $p < .042$). The final hypothesis was also supported, as it was found that MCI affected revisit intentions indirectly through perceived value ($\beta=.09$, $p<.021$). The total effect equaled 0.52. In addition, the indirect relationship was considered to be a partial mediation considering the path

Table 4 Direct and Indirect Paths

	β	*SD*	*t*	*p*	BI [25%, 75%]
H1: MCI -> RI	.43	0.01	1.49	.011	[0.021, 1.665]
H2: MCI -> PC	.38	0.13	2.68	.041	[0.225, 2.558]
H3: PC -> RV	.23	0.07	3.48	.042	[0.088, 3.515]
H4: MCI -> PC -> RI	.09	0.11	3.34	.021	[0.026, 4.516]

from MCI to revisit intentions was minimized in absolute size though it was still different from zero when the perceived value was added as a mediator into the equation. Here, both the direct and indirect relationships were demonstrated to be significant.

DISCUSSION

The hypotheses were found to be corroborated by the test results. The research findings also corresponded with other empirical works that reported a relationship between MCI and revisit intentions (Kwak et al., 2021) and between MCI and perceived value (Meng et al., 2018). The present result confirmed that MCI and perceived value, if effectively managed, can serve as an important element in facilitating repeated use. A potential customer is motivated by the perceived value in the selected facility (Green et al., 2015; Jeanes et al., 2019).

The four theoretical components identified by Vandecasteele and Geuens (2010) were characterized by functional, hedonic, social, and cognitive dimensions. This second order relationship was corroborated in this study, with social, economic, and emotional perceived value being manifested. Furthermore, the findings confirmed the results of other studies, for example, Lehto et al. (2004) and Um et al. (2006) which had suggested visitors tended to revisit a travel destination and to engage in word-of-mouth communication in the process.

Though many other studies on perceived value have addressed tourist destinations, the present study focused on sports facility venues. Thus, it adds to the body of knowledge on sports management in general and sports facility management in particular. The results showed that in terms of sports facilities, when the focus is on perceived value initiatives, customers tend to repeat their visit to an establishment, coupled with a sense of worthiness in their efforts, a behavior which translates into a higher chance of revisiting.

There were some limitations to the present study. The data were collected during the COVID-19 pandemic, so sports participation was restricted in several aspects. The turnout of sports participants may not have been as high as when there were no imposed health regulations. During this time, some people feared crowded spaces to the extent that they refused to exercise in non-private sports

facilities. Future studies should be undertaken at a later date, when social gathering rules have been lifted.

The study exclusively targeted residents in Bangkok where sports facilities are relatively abundant and conveniently accessible. The findings were intended to describe the attitudes of the people in the specified areas. In future studies, sports venues in other major provinces might be considered for inclusion, to obtain a better picture of the entire country.

The findings of this study can be used to formulate policies that influence customer behavior in sports settings. Specifically, sports facilities can deliver experiential services that enhance customer perceived value when making revisit decisions. The results are applicable to those in sports facility businesses and designing strategies that can strengthen positive perceived value among potential clients. It is hoped that the results of this study can help to sustain clientele in the long run, assisting establishments in reaping greater profits from membership sign-up and location expansion.

In conclusion, MCI had a significant direct affect on perceived value and a significant indirect affect on revisit intentions. Perceived value was a critical mediator and a direct predictor of revisit intentions. Bangkok residents tended to visit a sports facility when they perceived value in doing so and/or when they were motivated by the studied factors.

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