



Article Title

Country Club Members' Perceptions of Value, Image Congruence, and Switching Costs: an Exploratory Study of Country Club Members' Loyalty [Summary]

Citation

Back, K.-J., & Lee, J.-S. (2009). Country Club Members' Perceptions of Value, Image Congruence, and Switching Costs: an Exploratory Study of Country Club Members' Loyalty. *Journal of Hospitality & Tourism Research*, 33(4), 528–546. <https://doi.org/10.1177/1096348009344232>

Abstract

The objective of this study was to investigate the relationships among perceived value, member satisfaction, switching costs, and member loyalty in the country club industry. In particular, this study sought to ascertain the mediating role of member satisfaction in the relationships centered on value—loyalty and image congruence—loyalty and the moderating role of switching costs in the member satisfaction—loyalty relationship. The results revealed a significant mediating effect of member satisfaction, whereas switching costs did not play a significant moderating role in the member satisfaction—loyalty relationship. Findings from this study will enhance understanding of how to cultivate club member loyalty.

Summary:

This study confirmed the significant effect of perceived value on customer satisfaction. When members perceived a great value in membership, they became satisfied. In addition, the study revealed the significant effect of image congruence on member satisfaction. Consistent with previous studies, when members perceived that typical member image was congruent with their self-images, their satisfaction levels were enhanced. As evidenced from the mediating role of satisfaction, image congruence and perceived value also indirectly contribute to member loyalty by satisfying members. That is, satisfied members tend to spread positive feedback to others and show great willingness to stay with a club.

"This article summary is distributed under a [Creative Commons Attribution 4.0 license](https://creativecommons.org/licenses/by/4.0/) (CC BY).