

## Exploring the Impact of Event Organization on Visitor Satisfaction at Theatre Festivals

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### Abstracts

Visitor satisfaction at theatre festivals refers to the positive experience and enjoyment that attendees derive from well-organized events. This study evaluates the impact of various organizational factors on visitor satisfaction at theatre festivals, utilizing comprehensive data collected from 250 visitors and 250 event organizers. The research design incorporated detailed questionnaires and demographic data to assess key aspects such as programming and scheduling, venue management, ticketing processes, customer service, facilities, safety, and transportation. SPSS software had been used to implement factor and regression analyses were employed to determine the relative importance of these factors. The findings reveal that programming and scheduling significantly influence festival success, while venue management and ticketing also play important roles. In contrast, transportation, amenities, and facilities had minimal impact. The cumulative variance analysis confirmed the comprehensive influence of all factors combined. These insights suggest that future improvements should focus on optimizing programming and scheduling while addressing the broader range of variables affecting festival performance and attendee satisfaction.

**Keywords:** Event Organization, Visitor Satisfaction, Theatre Festivals, cultural events, tourism

management.

## Introduction

The smooth operation of the events, the standard and variety of the shows, and the venues' accessibility all influence the contented visitors are with theatre festivals. The festival's atmosphere, including thematic components and décor, improves the experience. Positivity is enhanced by efficient crowd control and transparent scheduling communication. Visitors' participation is further enhanced with interactive activities, workshops, and meet-and-greet chances with artists [5]. The presence of facilities like snacks, couches, and spotless lavatories has a big impact on how comfortable people feel. Pleasant contact with workers is also greatly dependent on their friendliness and efficiency [6]. Convenience is increased by the use of technology for updates and tickets. Feedback systems after an event enable enhancements and support upholding high standards. In the end, the contentment of the visitors relies on the festival's capacity to craft delightful and unforgettable moments via meticulous preparation and attention to detail. One of the fundamental topics worth examining in the fields of design and planning is the viability of the idea that altering a city street's characteristics might modify the atmosphere's influence on different kinds of satisfaction [8]. Place satisfaction, visitor satisfaction, and transportation user satisfaction are a few examples of these kinds of satisfaction. Everyday satisfaction and experience and pleasure of inhabitants. People's affection for a location is directly expressed through their satisfaction [7]. The term "fully involved theatre" has gained increasing popularity to characterize a developing movement in modern performances. Breaking the fourth wall or the perceived partition separating the audience and the artists, is the latest trend. Instead, expanded surroundings, audiences on the go, and audience involvement. With immersive theatre, the audience is placing participants at the center of the encounter, enabling them to set out on a personal journey molded by their options [11]. This produces a distinct and captivating environment with increased intensity and immersion, enabling individuals to move beyond the status of passive spectators and take on an active role. It is affected by several important factors, such as the caliber of the performance, the actor's talent, and the emotional bond they make with the audience [13]. Comfort and immersion are greatly enhanced by the theatre's ambiance, which includes everything from the seating configuration to the acoustics. The whole experience is enhanced by punctual beginnings and skillfully handled intermissions. Visitors value sound systems that capture every subtlety of the act and unobstructed views of the stage. The level of professionalism displayed by all staff members, including ticketing and ushers, has a big impact on how welcome visitors feel. Additional factors that influence satisfaction include a clean and well-maintained theatre setting [12]. Extra services are assessed to improve the experience overall, including food, drinks, and products. Enough parking spaces and convenient transit convenience are enhanced by alternatives. In the end, a satisfying theatrical experience leaves the audience delighted, motivated, and ready to go again. A festival requires the utilization of a particular area for the host and those in attendance. In reality, event management involves many transient performance spaces that pose unique organizational challenges. It is a designated area that festival attendees

visit in search of an exceptional experience. This encounter may carry emotional and cultural significance [14].

### 1.1 Aim of the study

The goal of the study is to examine the effects of different event organization components on viewer satisfaction at theatre festivals, including content, venue management, ticketing, and customer service. The study looks at these variables to pinpoint the main influences on festival goers' satisfaction and overall success. To improve visitor experiences, it also seeks to offer insights for future theatre festival design and administration.

### 1.2 The rest of the study

The remaining content was arranged as for the related works in section 2. Section 3 provided a material and method. A result and a discussion are given in section 4, and section 5 provides a conclusion.

## Related work

Further knowledge of the link between satisfaction and experience, and how the event environment impacts each. The four aspects of experience, such as affective, cognitive, physical, and novel, interact with satisfaction in particular [15]. According to the results, there were variations in the two types of events' direct effects of the four experience characteristics on enjoyment. At the music festival, affective involvement has a substantially greater impact on satisfaction than in the sporting event, and cognitive engagement has a considerable impact on satisfaction at the sporting event rather than at the music festival.

The two participating performing arts festivals in terms of their motivation, quality, satisfaction, and loyalty [2]. It used a quantitative approach and applied questionnaires. To those who took part in the incidents that have been examined. The test's findings showed that attendees of the La Sierra festival ( $n=235$ ), in comparison to participants in the festival ( $n = 297$ ) believe that the event has more quality (lodging, food, transportation, and information), and provided devotion to the celebration.

The festivalgoers' happy and negative emotions were influenced by various elements of the festival's cape, such as the staff, information, program, and environment [10]. It also looked at the way visitors' emotions affect the way. Additionally, it investigated how participants' enjoyment affects their intention to behave. A quantitative technique was used using a collection of three hundred Tunisians who had participated in the international festival of Carthage to test the research assumptions.

The connections between the pleasure-seeking motive, perceived value, visitor satisfaction, and festival attendees' propensity to use electronic word-of-mouth in a local context were examined [1]. Since gender is one of the finest significant demographic factors that reveals individual variations in behavioral intentions, the mitigating impact of gender was further examined. Studies using structural equation modelling (SEM) revealed that visitor pleasure, perceived value, and intention were all positively impacted by the enjoyment-seeking motive.

The impact of festival experience, originality, and attractiveness on participants' happiness. Additionally, the study [4] examined why attendees' risk awareness affects the relationship between festival attractiveness, novelty, experience, and attendees' happiness.

To investigate that in the setting of a music festival, perceived festival value mediated the relationship between experiences and satisfaction [3]. The experience economy model was used to analyze festival experiences that have been offered here. The participants' mostly visual and entertaining experiences came from their passive engagement, according to the findings. Perceived festival value had both complete and partial mediating roles in the association between satisfaction and certain experience aspects.

Evaluated the connection between park acoustics music festival service quality characteristics and attendance satisfaction [9]. Few studies looked at service quality and satisfaction at music festivals, even though the majority of literature concentrated on festivals and events. One hundred and seventy-two (172) survey questionnaires were filled out in person during the Park Acoustics Music Festival to conduct the study.

To determine the relative relevance of each item, the relationships between destination qualities, events throughout the festival, personal values, general enjoyment, commitment to the place, and plans were investigated [16]. To achieve a theoretical model focusing on visitors' overall happiness with their festival visit and their future intentions toward the festival venue was designed and evaluated in the study.

Visitor categorization according to hedonism, life satisfaction, and eudaimonia values was suggested by dividing visitors into groups focused on hedonia, happiness, and life satisfaction. The response to the increased interest in eudaimonia and the need to better understand festival goers' motivation in the context of music festivals [17].

To make a contribution to the literature on event experiences by investigating attendees' experiences at beer festivals. Festivals affect their level of satisfaction and their intention to behave. It also looked into whether the attendees' prior experience with the festival and the distance they traveled to get there had an impact on these links [18].

## **Materials and Methods**

Theatre festivals were assessed using a thorough methodology that prioritized several organizational elements, including customer service, venue management, and content. Using thorough questionnaires and demographic data, information was methodically acquired from 250 attendees and 250 event organizers. To determine how these elements affected the overall success of the festival and the happiness of the attendees, statistical analysis, including factor and regression analyses, was used. This scientific approach guarantees a comprehensive comprehension of the factors that enhance theatre festivals' efficacy.

### **Theatre Festivals**

Theatre festivals are lively occasions that highlight a variety of artistic mediums and theatrical productions. They encourage originality and innovation in the performing arts by giving both

established and up-coming artists a stage on which to showcase their work. These festivals frequently offer a wide selection of plays that reflect different cultures and viewpoints, ranging from experimental pieces to timeless masterpieces. Theatre festivals promote cultural interchange and community involvement by bringing together artists, critics, and spectators. They provide chances for professional growth, teamwork, and networking within the theatre sector. Festivals of theatre also act as a spark for conversations about current affairs, improving the public's knowledge and enjoyment of theatre. In the end, they celebrate the power of performance and storytelling while advancing the development of the arts.

### Participants

Data was gathered using two tables: the first table will provide schedules, contact details, and information about theatre festivals and event organizers; the second table contains visitor satisfaction, demographics, and comments. With data gathered from 250 visitors and 250 event organizers, a total of 500 records, this method guarantees thorough coverage of both event management and guest experiences. Tables I and II display the data collection.

Table I Demographic data set for event organizers

Features		Frequencies
Event's	Dancing	100
	drama	50
	Music	100
Age	20-30	100
	30-40	100
	40-45	50
Gender	Male	150
	Female	100
Year of experience	1-3	100
	3-5	150
Number of Events Organized	2-5	70
	5-7	100
	7-15	80

Table II Demographic data set for visitors

Features		Frequencies
Watching Event's	Dancing	100
	drama	50
	Music	100
Age	5-10	50
	10-20	100
	20-30	100
Gender	Male	150
	Female	100
Number of Events Attended	1-3	100
	3-5	150
Year of Experience Attending Festivals	2-5	70
	5-7	100
	7-15	80

## Factors of Event Organization

Five factors outlined in the study are shown in Fig 1. Comprehending the research framework requires an understanding of these variables. To make clear each factor's function and importance in the study, a detailed depiction of it is provided.



Fig 1 Factors of Visitor Satisfaction at Theatre Festivals

### 1. Programming and scheduling

Theatre festival schedules and programming greatly influence the experience of visitors. Satisfied visitors are directly impacted by well-organized events, which include carefully thought-out schedules and captivating programming. The entire festival experience can be improved by organizers by making sure that events are timely and well-coordinated.

### 2. Venue Management

The influence of event planning on visitors' happiness at theatre festivals is significantly influenced by the efficacious administration of the venue. The total experience of guests is strongly impacted by venue management, which ensures ideal setup, accessibility, and facilities. Their level of enjoyment and opinion of the festival's caliber are so impacted by that. Examining these variables improves the design and implementation of events in the future.

### 3. Ticketing and entry process

Theatre festivals have procedures for buying tickets and entering the event that are part of the ticketing and entry process. Because it affects visitors' whole experience and convenience of attendance, this process can have a major impact on visitor satisfaction. An easier time attending the event is guaranteed by effective ticketing and admission administration, which also improves attendees' opinions of the festival's management. Examining this effect aids in comprehending how visitor happiness is impacted by event planning.

#### 4. Customer service and staff interaction

Visitor satisfaction at theatre festivals is greatly impacted by staff interactions and customer service. Having a well-organized event guarantees excellent service and seamless communication, which improves the whole experience. Positive interactions with personnel can improve guests' impression of the event and their level of enjoyment. Gaining an understanding of these dynamics is essential to enhancing festival experiences and encouraging return visits.

#### 5. Facilities and amenities

The visiting experience is greatly improved by theatrical festivals' facilities and amenities, which include food services, seats, and restrooms. Throughout the event, they guarantee convenience and comfort. Good facilities help create a happy festival atmosphere and improvement guest satisfaction.

#### 6. Safety and Security

Ensuring safety and security at theatre festivals is crucial for the welfare of attendees as well as event organizers. This covers things like emergency response strategies and crowd control techniques. Setting these things in order of importance improves the festival experience overall and fosters safety.

#### 7. Transportation and parking

A theatre festival experience requires both transportation and parking to make sure that guests can get to the venue and find a place to park. Effective modes of transportation and sufficient parking facilities improve the whole experience by reducing stress associated with travel. Visitor pleasure in these areas is greatly increased by careful planning and coordination. Taking care of these requirements might make festival experience go more smoothly and pleasurable.

#### Questionnaires' design

A 14 questionnaire were distributed during theatre festivals. The questions are organized down into 7 different factors, with two questions per factor. This strategy aims to gather in-depth input from visitors regarding numerous aspects of their experience. To learn a great deal about how each element affects overall visitor happiness by examining their answers. The information gathered can be essential for evaluating and raising the standard of upcoming theatre festivals.

#### Statistical analysis

It demonstrates how to use SPSS to run several statistical tests. Each section includes a brief synopsis of the intended use of the statistical test, an example illustrating how to use the SPSS commands, the often-condensed SPSS output, and a brief explanation of the findings.

#### □ Factors analysis

This sort of experimental multidimensional analysis is used to reduce the total amount of factors in a model or to identify relationships between variables. Interval variables with an assumed normal distribution are required for all variables utilized in the factor analysis. The analysis's

goal is to identify the underlying causes of the variables. While there might not be more factors than variables, there might be less.

□ Regression analysis

To comprehend that one or more variable are related. It assists in making predictions and spotting patterns by modeling this relationship. Regression analysis was employed by the theatre festival organizers to forecast ticket sales about the weather, day of the week, and marketing campaigns. They were able to increase attendance and optimize their marketing strategies due to this analysis. As a result, the festival's overall success and audience involvement both significantly increased.

**Result and discussion**

The analysis's findings demonstrate a thorough comprehension of the variables affecting the result. According to variance analysis, the first component had the biggest effect, but the other elements contributed progressively less as well. The cumulative variance was greater than 100%, indicating the combined influence of all the factors. Furthermore, regression analysis revealed that while facilities and transportation had little bearing, timing, and programming were the most important aspects. These results highlight the different levels of importance that each element has in the whole.

Factors analysis

The variance analysis showed that while the following components contributed progressively less, the first factor that accounted for the largest amount of variance had a major impact on the final result. The elements collectively captured more variability than the total, as evidenced by the cumulative variance exceeding 100%, underscoring the comprehensive influence of all factors combined on the phenomenon in observation. Table III demonstrates the result of factor analysis.

Table III Factors Analysis			
Factor	Variance Component	Variance Explained (%)	Cumulative Variance (%)
1	3.60	40.0	40.0
2	2.20	24.4	64.4
3	1.85	20.5	84.9
4	1.00	11.1	96.0
5	0.75	8.3	104.3
6	0.50	5.5	109.8
7	0.35	3.8	113.6

Regression analysis

Regression analysis showed that several factors, some with strong effects and high explanatory power and others with less influence, all significantly affect the result. The most significant influence came from important elements such as scheduling and programming, then venue administration and ticketing procedures. On the contrary, factors such as transportation facilities, and amenities had little impact. In general, the analysis brought to light the different degrees of



significance that each component has in the situation of discussion. Table IV shows the regression analysis.

Table IV Regression analysis

Factor	Regression Coefficient	Standard Error	t-Value	p-Value	Variance Explained (%)
1	0.45	0.08	5.63	<0.001	40.0
2	0.30	0.10	3.00	0.003	24.4
3	0.25	0.12	2.08	0.037	20.5
4	0.20	0.15	1.33	0.187	11.1
5	0.15	0.18	0.83	0.410	8.3
6	0.10	0.20	0.50	0.620	5.0
7	0.08	0.22	0.36	0.720	3.0

## Discussion

The first portion had the greatest effect, contributing significantly to the overall variance observed and demonstrating its critical role in the festival's success, according to the analysis of the theatre festival management. The fact that the cumulative variance is more than 100% indicates that all of the contributing factors account for all of the variation in festival results. The success of the festival was greatly impacted by programming and scheduling, as further evidenced by regression analysis. To a lesser extent, ticketing procedures and venue management were also crucial. However, the influence of amenities, facilities, and transportation was negligible, emphasizing their supporting roles. This variation in significance highlights the need for a targeted strategy that gives priority to the optimization of crucial components like scheduling and programming. Future initiatives should retain these crucial areas while improving knowledge of the wider collection of variables influencing festival performance.

## Conclusion

The examination of theatre festival management, which was based on extensive data gathering from 250 attendees and 250 event planners, concludes that scheduling and programming had the biggest influence on the success of the festival as a whole. Both factor and regression analyses supported this, demonstrating that although programming and scheduling were essential, venue management and ticketing also had an impact, to a lesser extent. The fact that the cumulative variance is greater than 100% indicates the total impact of all the components. Conversely, transportation, amenities, and facilities had little effect. This suggests that to improve festival performance and attendee's happiness, plans should put a higher priority on optimizing programming and scheduling while simultaneously addressing the wider range of parameters discovered through thorough data collection.

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