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Service quality, satisfaction and behavioural intentions in sport child camps: participants and parents' perspectives

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Abstract

Purpose – This study aims to assess service quality in sport child camps among both participants and parents and its effects on satisfaction and behavioural intentions.

Design/methodology/approach – Data were collected from participants (n = 258) and parents (n = 226) of a sport child camp. A confirmatory factor analysis analysed the psychometric properties of the constructs, and a subsequent structural equation model examined the effects of service quality on satisfaction and behavioural intentions.

Findings – The results indicate a multi-dimensional construct of service quality that influences satisfaction and behavioural intentions differently among parents and participants. For participants, Service Failures and Recovery, Safety and Food influenced satisfaction, while Service Failures and Recovery and Fun influenced Behavioural Intentions. For parents, Management Commitment to Service Quality, Staff, Food and Contact with Physical Environmental influenced satisfaction, while Management Commitment to Service Quality and Staff influenced Behavioural intentions.

Research limitations/implications – Both parents and participants' perceptions of service quality in sport child camps were captured and its effects on satisfaction and behavioural intentions. The study provides sport child camp managers with critical information about service delivery and its outcomes among the two key consumers (participants and parents).

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Originality/value – This study offers new ideas to advance knowledge on sport child camps by capturing the perceptions of two key stakeholders and providing useful insights into how different attributes of service quality influence the levels of satisfaction and behavioural intentions among parents and participants.

Keywords Sport child camps, Sport consumer, Service quality, Satisfaction, Behavioural intentions
Paper type Research paper

Introduction

Sport child camps are the most important form of organized leisure activity for children and adolescents, and their popularity and market competition has been increasing (Lehto *et al.*, 2020; Omelan *et al.*, 2018). In 2016, the American Camping Association (ACA) estimated that more than 14 million youth participated in these events, a number that increased to more than 26 million in 2020 (Wycoff, 2021). Given that these events face a seasonal demand, its success relies on returning satisfied consumers (Alexandris and Kouthouris, 2005). The delivery of high-quality services has been associated to organizational advantages (Cronin *et al.*, 2000) and often highlighted in sport child camps research as a predictor of participants' satisfaction (Costa *et al.*, 2004), which in turn tends to positively affect the intentions to re-attend the camps (Kwok *et al.*, 2010). Thus, camp managers need to listen to participants, plan enjoyable activities and provide them with an exceptional experience (Kwok *et al.*, 2010).

In addition to participants' evaluation of these events, understanding the perceptions of parents is crucial as they often evaluate and relate to camps differently (Costa *et al.*, 2004). Previous studies have mainly focused on the assessment of sport child camps by children (i.e. participants; Kotíková and Kotíková, 2016; Kwok *et al.*, 2010; Omelan *et al.*, 2018). Nevertheless, despite children experiencing these camps firsthand, parents are those who often make the final purchase decision (Costa *et al.*, 2004; Omelan *et al.*, 2018). Thus, collecting data from both is important to favour camp managers' efforts in improving service delivery, addressing expectations (Alexandris and Kouthouris, 2005) and promoting conative loyalty (Walsh *et al.*, 2017). Nevertheless, despite parents and participants being key stakeholders of sport child camps, examinations of service quality (SQ) and its outcomes among these two groups are lacking. Additionally, it is important to note that sport child camps provide core (e.g. program of sport activities) and complementary services (e.g. food) that may influence consumers' satisfaction (Lee *et al.*, 2012; Tsuji *et al.*, 2007) differently, and these effects have not been considered in past research (Costa *et al.*, 2004).

Understanding how both parents and participants evaluate SQ and its subsequent outcomes allows camp managers to better understand their customers' desires and meet their needs, thus favouring the reputation and profitability of these events (Alexandris and Kouthouris, 2005). Considering existent literature highlighting the link between SQ, satisfaction and behavioural intentions (BI) (e.g. Biscaia *et al.*, 2021), the importance of parents and children for sport child camps and the lack of understanding of these relationships in the perspective of the two types of consumers, the purpose of the current study is to examine the relationships between SQ, satisfaction and BI among both participants and their parents in sport child camps.

Theoretical background and hypotheses

Sport child camps

Children often spend large amounts of time watching television and playing video games (Roberts *et al.*, 2017) decreasing their physical activity rates (D'Haese *et al.*, 2015). Thus, camps are an opportunity to participants to attain the recommended levels of physical activity, and to practice sport activities (Jefferies, 2005; Weaver *et al.*, 2014), encouraging the adoption of healthy lifestyles (D'Haese *et al.*, 2015), and increasing sport participation.

Sport child camps are events promoted for children to spend their school vacations, practice a variety of sports (Jago and Baranowski, 2004; Mahoney, 2011), have fun, learn new skills

(Jefferies, 2005), and socialize with their peers. For example, the University of Porto sports camp, which runs for a week (Monday to Friday) from 9:00 a.m. until 6:30 p.m., at the University facilities, beach, or park, essentially consisting of sports activities (CDUP, n.d.). These camps are often conducted by trained physical staff with a focus on sport instruction (Jefferies, 2005) allowing participants to try different sports during the experience. Its importance relies on the impact those events have on children's physical activity, since children who participate in sport child camps tend to be more physically active than those who do not participate, and often choose to be more physically active in the future (Tovar *et al.*, 2010).

The growing interest in sport child camps provides opportunities for organizational profit (Monk and Deutsch, 2016), leading to an increase of consumer behaviour research (Kwok *et al.*, 2010; Jones, 2005). However, a gap identified in the literature (Sousa *et al.*, 2022) was that studies are mainly focused on participants' (i.e. children) evaluation of these events (e.g. Kwok *et al.*, 2010), and few have examined parents' opinions (e.g. Walsh *et al.*, 2017). Parents search these camps to their children (Seifried, 2007), and often make the final purchase decision (Omelan *et al.*, 2018). But children are those who live the camp experience benefiting from it (Omelan *et al.*, 2018). Parents and participants are pivotal stakeholders because they can either affect or be affected by the sport child camps' actions (Mainardes *et al.*, 2012). Thus, both parents and participants' perspectives must be considered by sport child camp managers when organizing the events, because the success of any organization depends to a great extent on its ability and satisfy key stakeholders (Bryson, 2004) and develop sustainable relationships over time (Alexandris and Kouthouris, 2005).

Service quality and its effect on satisfaction and behavioural intentions

Service quality has been widely studied in fitness contexts (Chang and Chelladurai, 2003), sport events (Biscaia *et al.*, 2013), professional leagues (Yoshida and James, 2010) and leisure activities such as sport child camps (Costa *et al.*, 2004). It refers to a consumer's global judgement of the excellence of the service provided by an organization (Zeithaml and Bitner, 2003) and is often accepted as a multi-dimensional concept (Brady and Cronin, 2001) comprising different attributes such as the core service, facilities, interaction with staff and other consumers (Dias *et al.*, 2019). In sport child camps, SQ's importance relies on the fact that parents and participants tend to evaluate the camps' quality differently (Costa *et al.*, 2004), which may affect subsequent responses. Also, SQ is an imperative for the success of sport child camps due to its importance to building competitive advantage (Cronin *et al.*, 2000) in an increasingly competitive camp industry (Lacanienta *et al.*, 2018).

Previous studies on sport child camps evaluation have focused on the incentives for participation (Alexandris and Kouthouris, 2005), features that participants consider when choosing the camps (Lehto *et al.*, 2020) and the ones that trigger more enjoy during their experiences (Jones, 2005). Participants tend to consider both core attributes of the camps such as activities' program (AP), and complementary aspects such sense of safety, quality of facilities and staff (Alexandris and Kouthouris, 2005; Costa *et al.*, 2004), which highlights a social element associated to these events for children. Both core (AP) and complementary services (access/communication, staff, facilities, food, and safety) are also important for parents, but these seem to focus their evaluation more on issues directly related to the organization of the event (Costa *et al.*, 2004; Lehto *et al.*, 2020). In fact, previous research on SQ in sports services (e.g. Chang and Chelladurai, 2003; Ferreira *et al.*, 2015) have considered attributes associated to the organization such as management commitment to SQ (MCSQ), service climate (SC), contact with physical environmental (CWPE), but also to the service itself, such as the contact with other participants (CWOP) and service failures and recovery (SFR). Considering that parents often value event organization (Lehto *et al.*, 2020), the inclusion of related attributes when measuring SQ in sport child camps should be considered. Similarly, previous literature highlights the importance of

attributes such as opportunities to have fun (Barlas *et al.*, 2011; Baker *et al.*, 2019), quality and variety of food (Costa *et al.*, 2004; Lehto *et al.*, 2020), Rules (Chavez *et al.*, 2014), communication of the events (Costa *et al.*, 2004; Lehto *et al.*, 2020) and the sense of safety (Klunk *et al.*, 2021; Omelan *et al.*, 2018) as important features of the overall SQ in sport child camps.

Despite the general agreement that multi-dimensional models are crucial for measuring SQ (Biscaia *et al.*, 2021), there is a dearth of research on the dimensionality of SQ in sport child camps, particularly when considering the perceptions of both parents and participants and its effects on subsequent responses among these two groups. This is important to address because managers need to satisfy both parents and participants due to their role on decision-making and associated retention (Omelan *et al.*, 2018; Schwab *et al.*, 2010).

SQ has been also described as an antecedent of consumer satisfaction (Biscaia *et al.*, 2013; Cronin *et al.*, 2000), since satisfaction reflects individuals' overall feelings derived from the perceived quality of the core product and ancillary services (Oliver *et al.*, 1997). Also, as noted by Bitner (1990), consumers make judgements about quality-satisfaction relationships based on their experiences with the service provider. Although some studies have investigated satisfaction in sport child camps (e.g. Kotíková and Kotíková, 2016), none have analysed SQ effects on both participants and parents' satisfaction, and this analysis is important because satisfaction of these groups may be influenced by different service attributes (Costa *et al.*, 2004). Also, satisfaction with sport child camps is usually dependent on the evaluation of the camp's core service (i.e. sport activities' program) (Alexandris and Kouthouris, 2005), but these camps also include complementary services (e.g. food, interaction with staff), and both tend to impact satisfaction (Lee *et al.*, 2012; Tsuji *et al.*, 2007). The core service refers to the central service provided by an organization (Yoshida and James, 2010), while complementary services are those that assist the sale and consumption of the main offer (Hume, 2008). In sport child camps, the core service provided is related to the AP (sport activities), while the complementary services refer to features that assist these sport activities, including for example the food, interaction with staff, provision of safety environments, management of potential service failures, or the interaction with physical environment.

In the current study, we examine the relationships between SQ dimensions and both sport child camp satisfaction (CCS) and complementary services satisfaction (CSS) among both participants and parents. Following Lee *et al.* (2012), CCS is defined in this study as a consumer satisfaction with the core service of sport child camp, while the CSS is defined as a consumer satisfaction with the complementary services experienced at the sport child camp. Considering the positive link between SQ and satisfaction (Oliver *et al.*, 1997), and the need to better understand these relationships in the context of sport child camps, the following hypotheses were formulated.

H1. Participants' perspectives of SQ have a positive effect on their (a) CSS, (b) CCS.

H2. Parents' perspectives of SQ have a positive effect on their (a) CSS, (b) CCS.

Additionally, past studies have highlighted that specific SQ attributes may also have a direct effect on future behavioural intentions (e.g. Tsuji *et al.*, 2007). The underlying rationale guiding these studies is that consumers tend to consider favourable SQ evaluations (e.g. good program of sport activities, quality food, management commitment to quality services) to continue interacting with the event organizers (Biscaia *et al.*, 2021; Byon *et al.*, 2013). Considering that the sport child camps' success relies on returning consumers (Alexandris and Kouthouris, 2005), and the lack of understanding of SQ and BI relationships in the perspective of both camp consumers (i.e. parents and participants), the following hypotheses were proposed.

H3. Participants' perspectives of SQ have a positive effect on their BI.

H4. Parents' perspectives of SQ have a positive effect on their BI.

Satisfaction and behavioural intentions

Satisfaction is often described as a summary of cognitive and affective reactions regarding service encounters (Oliver *et al.*, 1997), being a concept that has attracted considerable attention in the sport consumption literature (Biscaia *et al.*, 2013) for two main reasons. First, satisfaction is derived from consumers' perception, being an important criterion to assess the quality of service delivery (Yoshida and James, 2010). Second, satisfaction is often highlighted as an antecedent of consumers' BI (e.g. Calabuig *et al.*, 2014) also in sport events (Zhang *et al.*, 2020). Following Yoshida and James (2010), in the current study, satisfaction refers to the individuals' (i.e. parents and participants) pleasurable response derived from the core product and complementary services at sport child camps.

Satisfaction is widely studied in different contexts including sport child camps (e.g. Alexandris and Kouthouris, 2005), and it is often suggested that it creates long-term benefits for the organizers (e.g. Walsh *et al.*, 2017). The rationale beyond these benefits is based on the idea that positive experiences with a service make individuals want to repeat them in the future (Oliver, 1999). Complementarily, satisfaction with core and ancillary services have been found to have a positive impact on BI (Yoshida and James, 2010). However, and although the interest in satisfaction in sport child camps is becoming evident (Kwok *et al.*, 2010), there is a lack of studies simultaneously assessing parents and participants' perceptions. Also, previous studies have not considered core and complementary services when evaluating consumer satisfaction with sport child camps. Both core and complementary services are experienced by children and assessed by parents in a subjective way often based on their children's feedbacks. This assessment is essential for the final choice to return and recommend subsequent editions of the camp.

Considering the relationship between satisfaction and BI noted in past studies about sport consumers (e.g. Yoshida and James, 2010), and the lack of examination of the path from CCS and CSS to BI of sport child camps among both participants and parents, the following hypotheses were proposed.

H5. Participants' perspectives of (a) CSS, and (b) CCS have a direct positive effect on BI.

H6. Parents' perspectives of (a) CSS, and (b) CCS have a direct positive effect on BI.

Behavioural intentions

Behavioural intentions are often associated with consumers' willingness to pay a price premium, repurchasing a service, and recommending it to others (Kharouf *et al.*, 2020; Zeithaml *et al.*, 1996). Specifically, in events, favourable behavioural intention refers to the intention of revisiting sports events in the future and spreading a positive word-of-mouth to potential consumers (Duan *et al.*, 2020; Zeithaml *et al.*, 1996).

Although an intention does necessarily translate into a behaviour (Hassan *et al.*, 2016), it has been suggested that this link often occurs (Ajzen, 2001). The rationale for this assumption is provided by the theory of planned behaviour highlighting that an intention represents an indicator of how much a person is willing to engage in a particular behaviour (Ajzen, 2001). Therefore, and consistent with previous literature on sport consumer behaviour (Biscaia *et al.*, 2021; Yoshida and James, 2010), in the current study BI are defined as a consumer's favourable intentions to participate in the sport child camp again in the future, recommend it to others and remain loyal to the camp.

Given the growing competition in the sport child camps market and the fact these events face a seasonal demand, it is becoming increasingly important for camp managers to retain their consumers (Alexandris and Kouthouris, 2005). Thus, it is vital to understand if participants and their parents intend to attend the same camp again and/or recommend the camp to others (Lee *et al.*, 2004). Responding to the calls for further empirical investigation on

consumers' reactions to sport child camps (Sousa *et al.*, 2022), the current study examines the relationship between satisfaction and BI for both participants and parents. The hypothesized model is presented in Figure 1. Participants and parents' perspectives are assessed separately in different studies as described below.

Study 1– participants

Participants and data collection

The context of this study was a sport child camp that occurred during the summer of 2020 in Porto, Portugal. This is an annual sport child camp that comprising 4 weeks, and children stay in the camp all weekdays between 8:30a.m. and 6:00p.m. The core service includes combat sports (karate, judo, taekwondo), team sports (football, tag rugby, baseball), individual sports (athletics, swimming, archery), and nature sports (tree climbing, rappel, surf). Data were collected from a convenience sample of 258 participants, after their camp experience. From the 295 participants aged 10 years or older (see details below), a response rate of 87.5% was obtained. Participants filled out a face-to-face questionnaire during the last day of the camp, under the best conditions of a private room in the camp facilities. Camp staff were present to help and ensure participants understood what was being asked. All staff received training from the research team and a guide to ensure consistency in the procedures of data collection. Ages of the participants ranged from 10 to 15 years (M = 11.7 ± 1.1 years). The minimum age of 10 years was based on previous literature suggesting that only around 10–11 years, children's memory capacity and constructive processes seem to function similarly to those of adults (Leeuw *et al.*, 2004). Literature recommendations were followed (Bell, 2007; Bird, 2009; Leeuw *et al.*, 2004): (1) items were short and with straightforward syntax; (2) a short title and introductory text were included in each section to help children; (3) clear instructions describing how participants were expected to respond to the items ("*If you completely agree with a statement, tick the number 7. If, on the other hand, you completely disagree with it, tick the number 1. For any other opinion, use the intermediate numbers. Please indicate only one number for each statement.*").

Approximately two-thirds were boys (N = 164; 63.6%) and 94 were girls (36.4%). Parents signed a consent form explaining the purpose and the voluntary nature of the study, granting permission for participants to fill out the questionnaires.

Instrument

A questionnaire with three sections was applied. The first section evaluated perceptions of SQ and included a 32-item scale adapted from Chang and Chelladurai (2003) that was

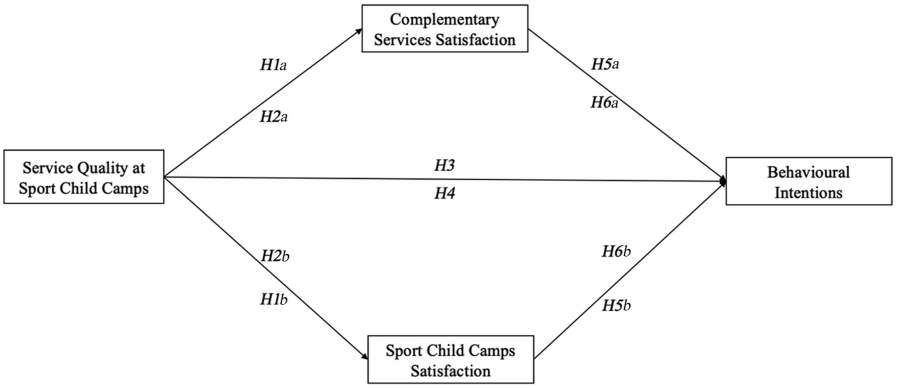

Figure 1.
Hypothesized model

validated by Ferreira *et al.* (2015) to the Portuguese language in sports services contexts. It included the attributes of MCSQ, SC, staff, AP, CWPE, CWOP and SFR. Additionally, items to measure fun (three), food (five), rules (three), and safety (seven) were designed based on previous literature highlighting these aspects in sport child camps (e.g. Lehto *et al.*, 2020; Klunk *et al.*, 2021) and an open questionnaire to understand which camp features that were missing from the initial scale (details below).

The second section measured satisfaction and BI. Satisfaction was evaluated through CSS and CCS, using 6 items adapted from Yoshida and James (2010). In turn, BI was measured with 3 items adapted from Cronin *et al.* (2000). All questionnaire items were measured on a Likert-type scale ranging from 1 = completely agree to 7 = strongly disagree. The third section was composed by demographic information.

Prior to the questionnaire application, a pre-test was performed with 156 participants to further assess clarity of the proposed instrument among target respondents; verify the adequacy of time, language, as other logistical issues of the questionnaire application process and, analyse the internal consistency of the proposed constructs (Bell, 2007). The language and clarity of the items has been then simplified before data collection as noted above.

Data analysis

Data were analysed using AMOS 25.0. A two-step maximum likelihood structural equation model was conducted. Internal consistency of the constructs was measured through composite reliability (Hair *et al.*, 2018). Convergent validity was evaluated based on the average variance extracted (AVE). Discriminant validity was assessed through the correlation's coefficients and AVE tests of discriminant validity (Fornell and Larcker, 1981). Also, standardized loadings (Hair *et al.*, 2018), the pattern of standardized residual correlation values (Kline, 2005), and item-level theoretical rationale (Marôco, 2021) were considered. The significance of the structural weights was evaluated using the Z tests produced by AMOS and statistical significance was assumed at a 0.05 level.

Results

Measurement model

The results of the CFA including SQ attributes, Satisfaction dimensions and BI showed that the factor loadings from all the items of MCSQ, SC, AP and Rules failed to exceed the cut-off point of 0.50 (Hair *et al.*, 2018), and as such, the constructs were eliminated. This may be due to the fact children do not have in consideration the issues directly related to the planning and organization of the event. After this scale refinement, the final measurement model consisted of 31 items, distributed by Staff and CWOP (four items), CWPE, SFR, Fun, Safety, CCS, CSS, and BI (three items each), and Food (two items). The refined model showed an acceptable fit to the data [$\chi^2(389) = 882.824$ ($p < 0.000$), $\chi./df = 2.27$, TLI = 0.88, CFI = 0.90, RMSEA = 0.07].

As indicated in Table 1 (and Appendix), all items showed high factor loadings ranging from 0.609 to 0.970. The composite reliability ranged from 0.75 (Food and BI) to 0.96 (CWOP) indicating the constructs were internally consistent (Hair *et al.*, 2018). Evidence of convergent validity was found based on the factor loadings above 0.50 (Hair *et al.*, 2018; Marôco, 2021) and the fact that the AVE values ranged from 0.50 (RI) to 0.79 (CCS). The squared correlations ranged from 0.06 to 0.55. Except for Fun and BI ($\varphi = 0.55$), the AVE values for the other constructs were greater than the squared correlations between these constructs and any other. Still, this correlation coefficient was lower than the suggested criterion of 0.85 (Kline, 2005). In addition, we compared the χ^2 statistics when the correlation between the two constructs was free versus constrained to one (Anderson and Gerbing, 1988). There was a statistically significant decrease in the χ^2 value when the correlation was free between Fun and BI ($\Delta\chi^2 = 52.19$; $\Delta_{df} = 1$; $p < 0.01$). Thus, evidence discriminant validity was provided.

Construct	Factor loadings	CR	AVE	Correlation matrix									
				1 0.55	2 0.58	3 0.60	4 0.55	5 0.61	6 0.65	7 0.69	8 0.76	9 0.79	10 0.50
1. Staff	0.68–0.85	0.83	0.55	1.00	0.30	0.35	0.40	0.06	0.38	0.12	0.13	0.14	0.26
2. Contact with Physical Environment	0.68–0.82	0.81	0.58	0.55	1.00	0.49	0.48	0.16	0.26	0.26	0.23	0.22	0.26
3. Contact with Other Participants	0.72–0.81	0.96	0.60	0.59	0.70	1.00	0.32	0.11	0.13	0.19	0.10	0.08	0.12
4. Service Failures and Recovery	0.66–0.81	0.78	0.55	0.63	0.69	0.57	1.00	0.09	0.29	0.21	0.28	0.30	0.38
5. Food	0.74–0.82	0.75	0.61	0.24	0.40	0.33	0.30	1.00	0.20	0.12	0.32	0.30	0.22
6. Fun	0.72–0.91	0.85	0.65	0.62	0.51	0.36	0.54	0.45	1.00	0.12	0.25	0.27	0.55
7. Safety	0.61–0.97	0.81	0.69	0.35	0.51	0.44	0.46	0.34	0.34	1.00	0.17	0.18	0.17
8. Complementary Services Satisfaction	0.81–0.91	0.91	0.76	0.36	0.48	0.32	0.53*	0.57**	0.50	0.41*	1.00	0.48	0.32
9. Sport Child Camp Satisfaction	0.84–0.97	0.92	0.79	0.37	0.47	−0.28*	0.55**	0.55**	0.52	0.43**	0.69	1.00	0.30
10. Behavioural Intentions	0.69–0.74	0.75	0.50	0.51	0.51	0.35	0.62*	0.47	0.74**	0.41	0.57	0.55	1.00

Note(s): *$p < 0.05$; **$p < 0.01$. Correlations reported in the lower triangle. Squared correlations depicted in the upper triangle; Model Fit [$\chi^2(389) = 882.824$ ($p < 0.000$), $\chi./df = 2.27$, TLI = 0.88, CFI = 0.90, GFI = 0.82, RMSEA = 0.07]

Table 1.
Factor loading, composite reliability (CR), average variance extracted (AVE), correlation matrix, and squared correlations among constructs (participants)

Structural model

The examination of the structural model included a test of the overall model fit and individual tests of the hypothesized relationships. The model shows an acceptable fit to the data [$\chi^2(358) = 753.090$ ($p < 0.000$), $\chi./df = 2.1$, TLI = 0.90, CFI = 0.91, RMSEA = 0.07]. The path coefficients for the structural model are illustrated in Table 2.

The relationship between Staff, CWPE, CWOP and Fun with CSS was not significant ($p > 0.05$). In turn, SFR ($\beta = 0.33$, $p < 0.05$), Food ($\beta = 0.37$, $p < 0.01$) and Safety ($\beta = 0.20$, $p < 0.01$) were positively related to CSS, partially supporting H1a. The H1b was also partially supported, because SFR ($\beta = 0.39$, $p < 0.01$), Food ($\beta = 0.33$, $p < 0.01$) and Safety ($\beta = 0.25$, $p < 0.01$) were positively related to CCS. However, the relationship between Staff, CWPE CWOP and Fun with CCS was not significant ($p > 0.05$). Similarly, H3 was partially supported since SFR ($\beta = 0.34$, $p < 0.05$), and Fun ($\beta = 0.53$, $p < 0.05$) were positively related to BI. However, Staff, CWPE, CWOP, Food and Safety were not related to BI ($p > 0.05$). Both H5a

Hypotheses	Path	Supported?	β
H1a		Partially	
	Staff → Complementary Services Satisfaction		−0.03
	Contact With Physical Environmental → Complementary Services Satisfaction		0.06
	Contact With Other Participants → Complementary Services Satisfaction		−0.17
	Service Failures and Recovery → Complementary Services Satisfaction		0.33*
	Food → Complementary Services Satisfaction		0.37**
	Fun → Complementary Services Satisfaction		0.14
	Safety → Complementary Services Satisfaction		0.20**
H1b		Partially	
	Staff → Sport Child Camp Satisfaction		−0.03
	Contact With Physical Environmental → Sport Child Camp Satisfaction		0.06
	Contact With Other Participants → Sport Child Camp Satisfaction		−0.24*
	Service Failures and Recovery → Sport Child Camp Satisfaction		0.39**
	Food → Sport Child Camp Satisfaction		0.33**
	Fun → Sport Child Camp Satisfaction		0.15
	Safety → Sport Child Camp Satisfaction		0.25**
H3		Partially	
	Staff → Behavioural Intentions		−0.05
	Contact With Physical Environmental → Behavioural Intentions		−0.05
	Contact With Other Participants → Behavioural Intentions		−0.09
	Service Failures and Recovery → Behavioural Intentions		0.34*
	Food → Behavioural Intentions		0.05
	Fun → Behavioural Intentions		0.53*
	Safety → Behavioural Intentions		0.16
H5a	Complementary Services Satisfaction → Behavioural Intentions	No	0.09
H5b	Sport Child Camp Satisfaction → Behavioural Intentions	No	−0.01

Explained variance	
Complementary Services Satisfaction	$R^2 = 0.53$
Sport Child Camp Satisfaction	$R^2 = 0.56$
Behavioural Intentions	$R^2 = 0.66$

Note(s): *$p < 0.05$; **$p < 0.01$; Model fit [$\chi^2(358) = 753.090$ ($p < 0.000$), $\chi./df = 2.1$, TLI = 0.90, CFI = 0.91, GFI = 0.84, RMSEA = 0.07]

Table 2.
Summary of the structural model (participants)

and H5b were not supported because CSS and CCS respectively, were not related to BI ($p > 0.05$). The combined effects of the model explained 53% of CSS ($R^2 = 0.53$), 56% of CCS ($R^2 = 0.56$) and 66% of BI ($R^2 = 0.66$).

Study 2 – parents

Data in this study was collected from the same sport child camp as in study 1, and collected after the camp experience with 226 parents, which represents 76.6% of the eligible parents (see study 1). Ages ranged from 31 to 76 years (M = 43.9 ± 5.2 years), being more women (N = 152; 67.3%) than men (N = 74; 32.7%). Parents filled the questionnaires in person, receiving it at the beginning of the last day and returning it at the end of the same day. As for participants, the questionnaire was also composed of three sections. The first evaluated the SQ through the same scale used for participants, but as per study 1 new items to measure Food (four items), Communication (two items) and Safety (seven items) were designed, based on previous literature indicating its importance for sport service contexts (e.g. Costa *et al.*, 2004; Lehto *et al.*, 2020) and an open questionnaire to understand which camp features were missing from the initial scale (details below). The second and third sections, were as in study 1. Also, a pre-test was performed to 54 parents (Perneger *et al.*, 2015) with equal purpose to participants' pre-test, resulting in the rewording of some items. A two-step structural equation model was then performed to test the proposed structure of the measurement and test the hypotheses.

Results

Measurement model

The results of the CFA showed that the factor loadings from all the items of SC failed to exceed the cut-off point of 0.50 (Hair *et al.*, 2018), thus the construct was eliminated. This may have been related to the fact all items include reference to staff members, and parents did not witness staff interaction with children during the camp. Additionally, the correlations between Communication and Staff, and MCSQ and Fun were higher than 0.85 suggesting a very strong association between these constructs. Thus, the items of Communication and Staff were grouped in a single construct named Staff. This decision was because most camp communications to parents were made directly by staff members, which may have led parents to consider the communication process as a staff responsibility. This is consistent with past literature indicating that during the camp, staff should maintain communication channels with the parents (Gaslin, 2013) being this critical to camp success (Nachman *et al.*, 2021). Similarly, MCSQ and Fun were grouped and labelled MCSQ to better reflect the item content and prior literature suggesting that an essential task of camp managers is to ensure that participants have fun during the sport camps (Walsh, 2011; Henderson *et al.*, 2007). After this scale refinement, the final measurement model consisted of 38 items, divided by Staff (six), CWPE (five), MCSQ and CWOP (four each), SFR, Food, CSS, CCS and BI (three each), and AP and Safety (two each). The model showed an acceptable fit to the data [$\chi^2(600) = 1370.009$ ($p < 0.000$), $\chi./df = 2.28$, TLI = 0.89, CFI = 0.91, RMSEA = 0.08].

The correlation matrix, AVE values and squared correlations are reported in Table 3. All items showed high factor loadings ranging from 0.685 to 0.998 (see Table 2 and Appendix), and the AVE values ranged from 0.53 (CWPE) to 0.99 (Safety), which provides evidence of convergent validity. The composite reliability ranged from 0.79 (AP) to 0.99 (Safety) supporting internal consistency. The squared correlations ranged from 0.04 to 0.72. The squared correlations between MCSQ and Staff ($\varphi = 0.72$) and CWPE and FSR ($\varphi = 0.72$) were higher than the AVE values of these constructs. Nevertheless, these correlation coefficients were equal or lower to cut-off point of 0.85 (Kline, 2005). Also, when comparing χ^2 statistics

Table 3.
Factor loading, composite reliability (CR), average variance extracted (AVE), correlation matrix, and squared correlations among constructs (parents)

Construct	Factor loadings	CR	AVE	Correlation matrix 1	2	3	4	5	6	7	8	9	10	11
				0.67	0.69	0.65	0.53	0.83	0.67	0.71	0.99	0.67	0.76	0.68
1. Management Commitment to Service Quality	0.77–0.87	0.89	0.67	1.00	0.72	0.29	0.35	0.16	0.50	0.15	0.48	0.38	0.59	0.66
2. Staff	0.77–0.90	0.93	0.69	0.85	1.00	0.25	0.50	0.17	0.66	0.17	0.44	0.42	0.58	0.64
3. Activities Program	0.76–0.85	0.79	0.65	0.54	0.50	1.00	0.14	0.07	0.13	0.04	0.08	0.10	0.30	0.16
4. Contact with Physical Environment	0.69–0.82	0.85	0.53	0.59	0.71	0.37	1.00	0.42	0.72	0.17	0.29	0.34	0.38	0.25
5. Contact with other Participants	0.87–0.94	0.95	0.83	0.40	0.41	0.27	0.65	1.00	0.32	0.04	0.07	0.12	0.14	0.05
6. Service Failures and Recovery	0.78–0.85	0.86	0.67	0.71	0.81	0.36	0.85	0.57	1.00	0.16	0.32	0.34	0.44	0.40
7. Food	0.74–0.92	0.88	0.71	0.39	0.41	0.19	0.41	0.19	0.40	1.00	0.13	0.62	0.14	0.24
8. Safety	0.98–0.99	0.99	0.99	0.69	0.66	0.29	0.54	0.26	0.57	0.36	1.00	0.27	0.25	0.36
9. Complementary Services Satisfaction	0.68–0.88	0.86	0.67	0.62*	0.65*	0.31	0.58	0.34	0.58	0.79**	0.52	1.00	0.45	0.42
10. Sport Child Camp Satisfaction	0.81–0.91	0.90	0.76	0.77**	0.76	0.55	0.62*	0.38	0.66	0.38	0.50*	0.67	1.00	0.49
11. Behavioural Intentions	0.78–0.87	0.86	0.68	0.81*	0.80*	0.40	0.50	0.23	0.63	0.49	0.60	0.65	0.70	1.00

Note(s): *$p < 0.05$; **$p < 0.01$. Correlations reported in the lower triangle. Squared correlations depicted in the upper triangle. Model Fit [$\chi^2(600) = 1370.009$ ($p < 0.000$), $\chi./df = 2.28$, TLI = 0.89, CFI = 0.91, GFI = 0.77, RMSEA = 0.08]

(i.e. correlation between the two constructs free vs constrained to one; Anderson and Gerbing, 1988) there was a statistically significant decrease in the χ^2 value (MCSQ and Staff: $\Delta\chi^2 = 87.38$; $\Delta_{df} = 1$; $p < 0.001$; CWPE and SFR: $\Delta\chi^2 = 39.82$; $\Delta_{df} = 1$; $p < 0.001$), which supports evidence of discriminant validity among the constructs.

Structural model

The model showed an acceptable fit to the data [$\chi^2(601) = 1384.223$ ($p < 0.000$), $\chi./df = 2.3$, TLI = 0.89, CFI = 0.91, RMSEA = 0.08]. The relationship between AP, CWPE, CWOP, SFR and Safety with CSS was not significant ($p > 0.05$). In turn, MCSQ ($\beta = 0.25$, $p < 0.05$), Staff ($\beta = 0.27$, $p < 0.05$) and Food ($\beta = 0.62$, $p < 0.01$) were positively related to CSS, partially supporting, H2a. The H2b was also partially supported, because MCSQ ($\beta = 0.56$, $p < 0.01$) and CWEP ($\beta = 0.38$, $p < 0.01$) were positively related to CCS. However, the relationship between CCS, Staff, AP, CWOP, SFR, Food and Safety was not significant ($p > 0.05$). Similarly, H4 was partially supported since MCSQ ($\beta = 0.41$, $p < 0.05$) and Staff ($\beta = 0.38$, $p < 0.05$) were positively related to BI. However, AP, CWPE, CWOP, SFR, Food and Safety, were not significantly related to BI ($p > 0.05$). Both H6a and H6b were not supported because CSS and CCS respectively were not significantly related to BI ($p > 0.05$). All path coefficients are illustrated in Table 4, and the combined effects of the model explained 82% of CSS ($R^2 = 0.82$), 73% of CCS ($R^2 = 0.73$) and 75% of BI ($R^2 = 0.75$).

General discussion

The purpose of the current research was to examine the relationships between SQ, satisfaction and BI in sport child camps among participants (i.e. children) and parents. Given that participants and parents experience sport child camps differently, and existing studies have not considered the perspectives of these two key stakeholders, the current study adds to the literature by highlighting the SQ attributes that most contribute to positive outcomes among these groups. The results indicate that SQ influences both satisfaction and BI, but in different way among parents and participants.

For participants, the first main finding is that SFR, Safety and Food positively influence both CSS and CCS. This confirms that SFR influence service evaluations by consumers and their subsequent satisfaction (Smith and Bolton, 2002) also in sport child camps. Participants perceived that potential fails were properly solved, supporting that high SQ implies fewer incidents (McColl-Kennedy and Sparks, 2003). From a managerial point of view, this result suggests that sport camp managers must continue to prevent service failures and work on service recovery immediately when such circumstances occur. Likewise, Food and Safety influence participants' satisfaction, providing empirical support to previous studies on sport child camps (Klunk *et al.*, 2021). On one hand, Food is a complementary service that adds value to the core service (Martín *et al.*, 2011), playing special attention in sport child camps (Kennedy *et al.*, 2017). Participating in sport child camps requires high energy expenditure (Franchini *et al.*, 2021); thus, an implication to practice is that managers must continue to guarantee balanced dining options must be continued, ensuring a sufficient energy intake to participants, and the opportunity for children to improve their overall nutrition and health (Kennedy *et al.*, 2017). On other hand, Safety seems a priority for participants (Omelan *et al.*, 2018), because there is a potential risk of injuries and illnesses (Miller and Barth, 2016), and a high-risk of contagion of COVID-19 among participants (Leoni *et al.*, 2022). This research was developed after the COVID-19 pandemic as started (with safety measures implemented), and the findings provide initial evidence suggesting that the lessons learnt by organizers in terms of health and safety are likely to become standard procedures from now onwards. This means that managers should consider maintaining measures such hand washing routines, outdoor

Hypotheses	Path	Supported?	β
H2a		Partially	
	Management Commitment to Service Quality → Complementary Services Satisfaction		0.25*
	Staff → Complementary Services Satisfaction		0.27*
	Activities Program → Complementary Services Satisfaction		−0.08
	Contact With Physical Environmental → Complementary Services Satisfaction		0.26
	Contact With Other Participants → Complementary Services Satisfaction		0.02
	Service Failures and Recovery → Complementary Services Satisfaction		−0.26
	Food → Complementary Services Satisfaction		0.62**
	Safety → Complementary Services Satisfaction		−0.02
H2b		Partially	
	Management Commitment to Service Quality → Sport Child Camp Satisfaction		0.56**
	Staff → Sport Child Camp Satisfaction		0.27
	Activities Program → Sport Child Camp Satisfaction		0.11
	Contact With Physical Environmental → Sport Child Camp Satisfaction		0.38**
	Contact With Other Participants → Sport Child Camp Satisfaction		−0.07
	Service Failures and Recovery → Sport Child Camp Satisfaction		−0.20
	Food → Sport Child Camp Satisfaction		0.14
	Safety → Sport Child Camp Satisfaction		−0.18*
H4		Partially	
	Management Commitment to Service Quality → Behavioural Intentions		0.41*
	Staff → Behavioural Intentions		0.38*
	Activities Program → Behavioural Intentions		−0.08
	Contact With Physical Environmental → Behavioural Intentions		−0.16
	Contact With Other Participants → Behavioural Intentions		−0.10
	Service Failures and Recovery → Behavioural Intentions		0.06
	Food → Behavioural Intentions		0.05
	Safety → Behavioural Intentions		0.02
H6a	Complementary Services Satisfaction → Behavioural Intentions	No	0.06
H6b	Sport Child Camp Satisfaction → Behavioural Intentions	No	0.14

Explained variance	
Complementary Services Satisfaction	$R^2 = 0.82$
Sport Child Camp Satisfaction	$R^2 = 0.73$
Behavioural Intentions	$R^2 = 0.75$

Note(s): *$p < 0.05$; **$p < 0.01$; Model fit [$\chi^2(601) = 1384.223$ ($p < 0.000$), $\chi./df = 2.3$, TLI = 0.89, CFI = 0.91, GFI = 0.77, RMSEA = 0.08]

Table 4.
Summary of the structural model (parents)

activities, and frequent material disinfection. Another implication for practice is the implementation of injuries and illness preventive measures allowing managers to maintain camp safety and participants' satisfaction. Also, staff certification to first aid/CPR, easy access to first aid equipment, teaching safety measures to participants when using sport equipment (archery, climbing equipment), and implementation of emergency action plans (planned by staff, camp manager and local emergency services) are all practical measures to be considered by those involved in the organization of sport child camps to improve service quality and subsequent satisfaction.

Contrary to the hypothesized model, CWOP affected participants' CCS negatively. In fact, the language and/or behaviour of some participant may disturb other participants (Dias *et al.*, 2019), which is something that camp managers must be aware and act upon. Thus, the establishment of a violence prevention regulation in camps, the attribution to participants of fair-play prizes, or the inclusion of activities themes as solidarity, team spirit, and collaboration with peers are important implications to be considered by managers. Additionally, after the COVID-19 lockdowns, changes in children behaviour were described (Ezpeleta *et al.*, 2020) such as problems with peers, deterioration of the relationships with others, and lowest socialization capability (Jiao *et al.*, 2020). Sport child camps imply participants' interactions during the activities, meaning that pre-pandemic enjoyable moments may now be a source of stress. Thus, strategies as ice-breaker activities should be implemented to develop group work and mutual aid and fun (Perron, 2016).

Another key finding among participants is that SFR and Fun positively influenced BI. The SFR-related findings confirm that this is a critical management aspect (Kim and Baker, 2020) even in sport child camps. Although service failures are inevitable at some point (Kim and Baker, 2020), its recovery is relevant to the organization's profitability because it affects retention. Additionally, despite event failures are a widespread and common phenomenon (Nordvall and Heldt, 2017), it is still an unexplored issue in sport-related literature. Thus, considering the SFR's influence on RI among participants, camp managers must continuously develop recovery strategies such as listing the most common and the rarest service failures, preparing a plan B for each potential failure (failures in food, activities, or facilities). Regarding Fun, its positive effect in participants' BI supports the idea that sport child camps must be planned to be a positive and fun environment (Barlas *et al.*, 2011; Baker *et al.*, 2019). From a managerial point of view, it is crucial to consider new and different sport activities (Blo-Ball; Hammerfield; 4D Soccer), paralympic sports (boccia, wheelchair tennis, seated volleyball) or the most enjoyed sport activities in the previous camp edition (i.e. requires surveying participants; Jones, 2005).

For parents, the positive effect of MCSQ, Staff, Food and CWPE on satisfaction were key results. MCSQ influenced both CSS and CCS, supporting the view that camp organizers should continuously implement operational and strategic measures to improve service delivery (Lewis *et al.*, 2016) and thus favour parents' satisfaction. Likewise, Staff and Food showed a positive influence on parents' CSS, which adds to existing literature in other sport-related environments (e.g. spectator sports and fitness centres) that highlights these SQ attributes as important factors of consumer experiences (García-Fernández *et al.*, 2018). On one hand, top-quality staff are vital for sport child camps (Dubin *et al.*, 2020) because they are those who lead almost all sport activities (Walsh, 2011) and deal directly with participants, ensuring their safety (McCole *et al.*, 2012). On other hand, sport child camps should be used as opportunities to influence children's positive eating habits (Tilley *et al.*, 2014) fighting the weight-related problems among children, mainly during the summertime (Tilley *et al.*, 2014). An implication for practice is that camp managers must maintain high-quality staff and provide participants with enough lunch options to ensure parents' satisfaction. Similarly, CWPE influenced parents CCS positively. Parents' CWPE in the context of our sport child camp occurred when they dropped-off their children in the morning and picked them up at afternoon, and these contacts seem to be favoured by what they saw. Our child sport camp took place in recently renovated sports facilities, with easy access, car parking, well signposted information, and in an environment which parents perceived the implemented preventive measures to COVID-19. This positive relationship between CWPE and CCS highlights the importance attributed by parents to the physical environment (Costa *et al.*, 2004; Lehto *et al.*, 2020). Contrarily to the hypothesized model, safety showed a negative influence on parents' CCS. Considering the COVID-19 measures implemented by the camp organization, perhaps parents have perceived that camp

organizers were being too conservative, or that the sport nature of the camp has been changed, disturbing their children's fun; thus affecting their satisfaction. Further research may be necessary to better understand whether this negative relationship was mainly due to the pandemic-related preventive measures or if other aspects may play a role when assessing safety.

Another key result among parents is that MCSQ and Staff positively influenced BI. The MCSQ aims to assess the perception that parents have of the activities developed by camp organizers, and this seems to be pivotal when choosing to engage with the camp again in the future. Camp managers should continue to show parents that they are focused in improving camp's service quality, apply regular satisfaction questionnaires, and develop new camp services. Additionally, aspects such as staff friendliness and availability to help and listen participants seem to be essential for parents' BI of the camp. This supports previous sport consumer behaviour literature (e.g. Biscaia *et al.*, 2021) describing SQ attributes such as interaction with staff as predictors of BI. This result also highlights that staff is determinant for the event's success (Dubin *et al.*, 2020). Consistently, camp managers must continue to invest in improving staff quality since this is essential to retain parents. For example, prior camp staff experience is described as a good indicator of competency (Wahl-Alexander *et al.*, 2017), but it is virtually impossible to always recruit experienced staff. Thus, camp managers must invest in regular training schemes to increase operational performance (Hogreve *et al.*, 2017) and promote BI among parents. Also, sharing the results of parents and participants' questionnaires may contribute to staff behavioural improvements. Additionally, retained staff allows camp managers time and cost savings. This may improve program quality and contribute to nurturing relationships with participants (McCole *et al.*, 2012) through more enjoyable experiences (Biscaia *et al.*, 2021). But it is worth noting that sport child camps often struggle to retain staff (McCole *et al.*, 2012); thus, camp managers should implement strategies such as allowing adequate time-off for self-care, reducing workload, enhancing teamwork, implementing mindfulness-based programs (Sousa *et al.*, 2022), and showing to staff that their work is meaningful and impactful (e.g. staff recognition events) (Warner *et al.*, 2021). Lastly, and considering the influence of staff on parents BI, camp managers could also work to extend staff diversity through partnerships with universities for the inclusion of medical/nursing (Vogt *et al.*, 2011), pharmacy (Johnson, 2007) and social worker students (Williams *et al.*, 2002).

Lastly, contrary to the hypothesized model, both parents and participants' satisfaction did not influence BI. Regarding participants, as in other child leisure activities (e.g. Schwab *et al.*, 2010), their participation in camps is mainly decided by their parents (Alexandris and Kouthouris, 2005) meaning that satisfied participants may not return due to parents' decisions. For parents, this finding suggests that BI of the child sport camp may be decided by other factors such as participation logistics (e.g. rides), camp nature, location, and price. Therefore, it is essential to understand why participants and parents return to sport camps. Surveying consumers periodically is pivotal to examine why they choose one sport camp over another and why they decide to repeat the participation. This will provide useful insights to sport camp managers regarding consumer preferences, allowing to strengthen relationships with them and create competitive advantages, which in turn favour consumers' retention.

This study was driven by the need of capturing how both parents and participants evaluate child sport camps and offers new ideas to advance the management of these events. The evaluation of sport camp services may allow the improvement of the services (Costa *et al.*, 2004), enabling camp managers to create attractive programs, understand the desires of consumers, satisfy them, and promote their return in future editions. This study represents an initial effort to aid camp managers at improving their practices and promote consumers' positive outcomes.

Limitations and future research

This study has limitations that should be acknowledged and considered in future endeavours. Firstly, the instrument may have been too long, particularly for participants, with some items of the questionnaires not being considered in the final model, which may have been caused by respondent fatigue or lack of motivation to employ sufficient cognitive efforts (Kock *et al.*, 2021). Also, the factorial structure of the model was slightly different among parents and participants. Future studies should build on the final model of the current research and revise it to ensure consistency among the two groups. Also, shorter questionnaires can be applied (MacKenzie and Podsakoff, 2012). In addition, despite recommendations for children's questionnaires were followed (Bell, 2007; Bird, 2009; Leeuw *et al.*, 2004) including pre-tests and stressing that there are no right or wrong answers and there is always a risk of a social desirability bias among children participation in research studies.

Third, despite the model showing predictive validity, a considerable amount of the variance of satisfaction and BI remains to be explained. Thus, new variables such as organization's brand, price and camp location (Alexandris and Kouthouris, 2005; Omelan *et al.*, 2018) could be included in future studies aiming to better understand the differences and similarities in satisfaction and BI in sport child camps among participants and parents.

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Constructs/Items Participants	Parents	Participants Loading	CR	AVE	Parents Loading	CR	AVE
Management Commitment to Service Quality	*Management Commitment to Service Quality*		–	–		0.89	0.67
	The organization of the Sport Child Camp made sure that my son had fun	–			0.768		
	The organization of the Sport Child Camp planned this event	–			0.780		
	My son had fun along the Sport Child Camp	–			0.869		
	My son was happy at the Sport Child Camp	–			0.860		
Staff	*Staff*		0.83	0.55		0.93	0.69
The staff were fast	The staff were available to help my son	0.716			0.808		
The staff always helped me	The staff treated my student with courtesy	0.849			0.804		
The staff were respectful	The staff allowed my son to do the activities according to their abilities	0.681			0.845		
The staff were understanding with me	The staff were understanding with my son	0.713			0.905		
	The staff corrected the mistakes made by my son	–			0.774		
	The communication from the Sport Child Camp organization to me, was taken care of	–			0.844		
Activities Program	*Activities Program*					0.79	0.65
	At the Sport Child Camp, my son was able to try new activities				0.854		
	At the Sport Child Camp, my son was able to meet new sport modalities				0.762		
Contact with Physical Environment	*Contact with Physical Environment*		0.81	0.58		0.85	0.53
The Sport Child Camp kept the facilities clean	The Sport Child Camp kept the facilities clean	0.778			0.694		
The Sport Child Camp had attractive facilities	The Sport Child Camp has had attractive facilities	822			0.713		
The Sport Child Camp had comfortable changing rooms	The Sport Child Camp had comfortable changing rooms	0.680			0.685		
	The Sport Child Camp kept the W.C. clean	–			0.705		
	The facilities and equipment always worked				0.824		
Contact with other Participants	*Contact with other Participants*		0.96	0.60		0.95	0.83
The participants supported each other	The participants supported each other	0.767			0.874		

(*continued*)

Table A1. Factor loadings, composite reliability (CR) and average variance (AVE) of the model (parents and participants)

Table A1.

Constructs/Items		Participants			Parents		
Participants	Parents	Loading	CR	AVE	Loading	CR	AVE
The participants gave each other constructive opinions	The participants gave each other constructive opinions	0.811			0.936		
The participants encouraged each other	The participants encouraged each other	0.804			0.923		
The participants worried about each other	The participants worried about each other	0.723			0.915		
Service Failures and Recovery	*Service Failures and Recovery*		0.78	0.55		0.86	0.67
Overall, there were no failures in the Sport Child Camp	Overall, there were no failures in the Sport Child Camp	0.656			0.776		
Overall, when there were failures, the problem was quickly resolved	Overall, when there were failures, the problem was quickly resolved	0.807			0.836		
Overall, the organization of the Sport Child Camp was able to predict the problems and made the necessary decisions to avoid them	Overall, the organization of the Sport Child Camp was able to predict the problems and made the necessary decisions to avoid them	0.739			0.845		
Food	*Food*		0.75	0.61		0.88	0.71
The Sport Child Camp gave me a quality feed	The Sport Child Camp gave to my son a quality feed	0.815			0.918		
The Sport Child Camp gave me a variety of food	The Sport Child Camp gave to my son a variety of food	0.741			0.854		
	The Sport Child Camp gave to my son a feed in the amount he needed				0.738		
Fun	*Fun*		0.85	0.65		–	–
I had fun along the Sport Child Camp	–	0.719			–		
I was happy at the Sport Child Camp	–	0.908			–		
Overall, I enjoyed participating in the Sport Child Camp	–	0.782			–		
Safety	*Safety*		0.81	0.69		0.99	0.99
I felt safe staying at this Sport Child Camp, despite of COVID-19	The organization complied with National Health Institution recommendations	0.609			0.989		
The organization complied with National Health Institution recommendations	The measures to prevent and control the COVID-19 virus were clear	0.967			0.998		
The staff were protected		0.663					

(*continued*)

Table A1.

Constructs/Items		Participants			Parents		
Participants	Parents	Loading	CR	AVE	Loading	CR	AVE
Complementary Services Satisfaction	*Complementary Services Satisfaction*		0.91	0.76		0.86	0.67
I am satisfied with the other services (e.g. food, staff, facilities) that I experienced in this Sport Child Camp	I am satisfied with the other services (e.g. food, staff, facilities) that my son experienced in this Sport Child Camp	0.902			0.875		
I am happy with the other services (e.g. food, staff, facilities) that I experienced in this Sport Child Camp	I am happy with the other services (e.g. food, staff, facilities) that my son experienced in this Sport Child Camp	0.912			0.879		
I am fascinated by the other services (e.g. food, staff, facilities) that I experienced in this Sport Child Camp	I am fascinated by the other services (e.g. food, staff, facilities) that my son experienced in this Sport Child Camp	0.805			0.680		
Sport Child Camp Satisfaction	*Sport Child Camp Satisfaction*		0.92	0.79		0.90	0.76
I am satisfied with program of activities of this Sport Child Camp	I am satisfied with program of activities of this Sport Child Camp	0.861			0.887		
I am happy with program of activities of this Sport Child Camp	I am happy with program of activities of this Sport Child Camp	0.970			0.908		
I am excited about this Sport Child Camp's program of activities	I am excited about this Sport Child Camp's program of activities	0.838			0.813		
Behavioural Intentions	*Behavioural Intentions*		0.75	0.50		0.86	0.68
The probability that I will participate again in this Sport Child Camp is	The probability of my son will participate again in this Sport Child Camp is	0.689			0.783		
The probability that I would recommend Sport Child Camp to a friend is	The probability of me recommending this Sport Child Camp to a friend is	0.704			0.820		
If I could go back, the probability of choosing the same Sport Child Camp would be	If I could go back, the probability of me choosing the same Sport Child Camp would be	0.738			0.866		