Empirical Study of the moderating effects of self-declared sexuality on the relationship between service quality of gay bar and preference towards a mixed audience

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Abstract

In the study of human behavior, much research effort focused on attitudes, behaviors and outcomes. However, there is a paucity of similar research done in LGBT, gay and straight communities. Our study addresses this gap in extant literature by studying the degree of acceptance of mixed audiences by the LGBT and gay members who visit gay bars. Based on a large survey of 1,364 customers, our empirical results show that *self-declared sexuality* not only directly impacts the perceptions of the service quality of gay bars and but also mediates the relationships between *preference to meet mixed audience* and *perceptions of the service quality of gay bars*. This study has larger implications that transcend LGBT and gay communities, and offers guidelines for greater tolerance and peaceful coexistence of disparate subgroups in society.

Key Words: Mixed Audience, Gay Bars, Service Quality

Introduction

In the study of human behavior, much research effort focused on attitudes, behaviors and outcomes. However, there is a paucity of similar research done in LGBT, gay and straight communities. Our study addresses this gap in extant literature by studying the degree of acceptance of mixed audiences by the LGBT and gay members who visit gay bars. This study has larger implications that transcend LGBT and gay communities, and could potentially offer guidelines for greater tolerance and peaceful coexistence of disparate subgroups in society.

Literature review

Human interaction is the root of human existence and sustenance. Every human interaction has service quality associated with it leading to more or less subsequent socialization. If prostitution is the world's oldest profession (Robinson, 1929), then service quality has been around just as long (Gogue, 2016). This study examined if differences exist within the homosexual (gay) and heterosexual (straight) patrons within a gay bar setting as related to the mixed audience environment. Unlike a tangible good, a service is "manufactured" by the firm and then "consumed" by the customer on each encounter. Tangible goods have measures of quality such as durability and number of defects or returns. However, service quality is intangible and is specific to each encounter with the service firm. Because of this, service quality is a key tool for a firm to achieve a competitive advantage and create customer loyalty. For decades, service quality has gained a significant amount of attention in the academic literature as well as within the service industries.

Hospitality service providers strive to ensure that every single detail of the physical atmosphere contributes to the customers' overall satisfaction (Heung & Gu, 2012). Bars base their businesses primarily on the provision of services; therefore, it is vital the services provided meet the customer's minimum requirements (Kotler et al., 2005). The seven benefits associated with optimal or superior service quality are increased revenues; increased referrals; improved reputation; lower sales and marketing, and operating expenses; increased time to focus on new products, services and customers; increased bottom line; and sustainability of business. (St. Clair, 2014)

What do record stores, pay phones, newspapers and gay bars have in common? According to Entrepreneur magazine these businesses are facing extinction (Ten Businesses Facing Extinction in Ten Years, 2007). Record stores have given way to iTunes; mobile phone carriers such as Verizon and T-Mobile have caused the demise of the pay phone.

The gay bar was once referred by some researchers as the *social institution* within the gay community, suggesting it not only provided a physical space for individuals to come together, but it also achieved a higher level of meaning by satisfying needs (Achilles, 1967). However, between 2005 and 2011, the number of gay and lesbian bars and clubs in gay travel guide publisher Damron's database decreased by 12.5 percent, from 1,605 to 1,405 (Thomas, 2011).

The current investigation into the satisfaction with a mixed audience environment within a gay bar is both timely and compelling. Homosexuals are becoming an even larger, more easily recognizable market demographic. With the increasing decline in the number of gay bars and the rapid social acceptance of homosexuals in the past decade, this research is essential.

In the context of this study, the levels of satisfaction with a mixed audience environment by homosexuals, based on age group, were examined through quantitative measures.

Gay Space Issues

While the "scene" and gay space may be more prevalent in large metropolitan cities, the need for gay space may be even more critical in small towns and rural areas. "Homosexuals are only allowed to be gay in specific spaces and places" (Bristow, 1989, p. 74). Up until recent years many homosexuals felt the need to hide their true identity and conform to the preconceived "norms" of the heterosexual society in which they lived (Pritchard et al., 1998). Thus, the gay bar became a "safe space", free from the confines of the "outside" world, where gays could be themselves. It has been argued that gay bars have a crucial role to play in the shaping and reflection of the "gay identity". Oftentimes gay bars represent someone's first experience of the gay culture and allow the individual to experiment mentally with what commitment and public expression of a gay identity might mean to them (Haslop et al., 1998). It was not uncommon for many gay individuals to "come out" at the gay bar and to publicly disclose that they are in fact gay (Bristow, 1989).

Research has explored how human status characteristics such as social class, race, sexuality and disability have combined to create points of empowerment, especially in women's leisure experiences (Pritchard et al., 2002). The general consensus in previous research is that gay women have been marginalized in the physical and symbolic realm, including their leisure space (Bell et al., 1994). This does not always appear to be the case, as some recent studies suggest that the homosexual community is becoming more integrated with other groups in what used to be exclusively heterosexual leisure space (Visser, 2008). However, this ignores the fact that the so-called "homosexual community" is a heterogeneous, culturally diverse group of both men and women. Gay space is seen as identifying a gay lifestyle with a particular pattern of consumption, such as alcohol consumption, recreational pharmaceutical consumption, and casual sex (Hughes,

2003). Gay space can, and does, create issues and tensions: "sexual coding of part of a city or beach destination as 'gay' transforms it into a zone of struggle and contradiction and oppositional social movements. A public space that is coded as sexual is counter to the widespread view that sexuality should be confined to private space and that most spaces are heteronormative (Valentine & Skelton, 2003, p 853)".

Gay space evolved out of necessity, a place to interact with others who are similar and a place to feel safe. A gay male explained "it's about fear, it's about being frightened, I certainly don't feel frightened by straight women, but I do feel frightened, threatened by straight men, even in a gay bar" (Moran, Skeggs, Tyrer, & Corteen, 2003, p 180). The issues within gay spaces are not solely related to the influx of heterosexuals; in fact, there were issues within gay spaces long before the heterosexuals paid the cover charge and walked in the door.

Gay identities are directly tied to gender and reflect the significant differences between gay men and gay women. Most current work suggests that a homogeneous "gay community" and "gay space" exist, while obscuring the gay males' oppression of gay females which has led to the "norm" within the gay community (Pritchard et al., 2002). The lack of a permanent, regular, defined and recognized gay women's space in many locations has suggested that many gay women organize leisure among friends and acquaintances in their own homes (Bell et al., 1994). And while gay women would choose to have a "public space" of their own, they are comfortable using their own domiciles and thus less likely to feel a strong connection to a particular "public space" such as a gay bar (Pritchard et al., 2002). With the influx of straight patrons into a gay bar, gay individuals may feel as if they have lost their "safe space" and may feel that they once again must conform to the heterosexual societal norms.

The Gay Bar

As that famous American philosopher Homer Simpson said, "I like my beer cold, my TV loud, and my homosexuals flaming." (Groening, 1997); drinking and the gay community seem to go hand-in-hand. The gay bar is one of the most visible and accessible gay male leisure sites (Israelstam & Lambert, 1984). Since before the Stonewall riots in 1969, the gay bar has served as a pivotal place for gay male social life by providing a cultural environment where release and enjoyment can occur away from the "heterosexualized" locations of everyday life (Skeggs, 1999). And the gay bar has often risen to the status of a social institution (Achilles, 1967). As observed, "the bar is the primary and necessary loci for the male homosexual community" (Achilles, 1967, p. 69). In addition to providing a physical space for its patrons to gather and socialize, gay bars have also provisioned for the fulfillment of those social needs that are a prerequisite for such an aggregate of people to come together and thus form a subculture that is then replicated (Achilles, 1967).

Several studies have established the gay bar as a social institution and most are at least three decades old and lack any modern documentation as to the clientele and service offerings of a modern gay bar. Some examples of these previous studies are: *The Development of the Homosexual Bar as an Institution* by Nancy Achilles (1967); *The Homosexual Community* by Evelyn Hooker (1967); *Other Voices: The Style of a Male Homosexual Tavern* by K. E. Read (1980); and *Liquor License: An Ethnography of Bar Behavior* by Sherri Cavan (1966). One of the underlying themes in all of these works is how the gay bar has helped what was perceived as a deviant behavior morph into a recognized social category. Studies using gay bars in more recent years seem to focus on the HIV/AIDS health concern, such as *Recreational Drug Use and HIV-Risk Sexual Behavior Among Men Frequenting Gay Social Venues* by Perry Halkitis and Jeffery Parsons (2003); *Randomised, controlled, community-level HIV-prevention intervention for sexual-risk behaviour among homosexual men in US cities* (1997) from Lancet by Jeffrey A. Kelly; and *HIV Prevalence and Associated Risks in Young Men Who Have Sex With Men* from JAMA by Linda A. Valleroy (2000).

It is important to note that just as various types of "straight" bars exist, so do various types of gay bars. Straight bars may range from strip clubs to sports bars, jazz clubs to dance clubs, country and western bars to biker bars. Gay bars may range from drag bars to leather bars, lesbian bars to piano bars, and sports bars. While both listings are partial and not all-inclusive, vast differences within the "theme" of a bar, both gay and straight, exist.

Drag Bars

A "drag bar" or "show bar" is a bar that offers regularly scheduled drag shows. Drag shows involve drag queens, men who dress as women for entertainment purposes, "chicks with dicks, sluts with nuts" (Taylor & Rupp, 2004). Not all gay bars are drag bars, neither are gay bars immune to the concept of a "theme" bar. There are gay sports bars such as Crew Bar & Grill in Chicago, Illinois, and Nellie's Sports Bar in Washington, DC (Villagomez, 2013); gay country and western bars such as The Round Up Saloon in Dallas, Texas, and 3 Legged Cowboy in Atlanta, Georgia (Mulholland, 2009); gay dance clubs such as Akbar in Los Angeles, California, and Metropolitan in New York City (Polly, 2009). There are gay leather bars such as The Eagle in Atlanta, Georgia, and Rip Cord in Houston, Texas (Polly, 2009). And there are "show" bars such as Missie B's in Kansas City, Missouri (Kavanaugh, 2013) and IBT's in Tucson, Arizona (Polly, 2009). Show bars typically offer a "drag show" various times throughout the week (Hilbert, 1995). There are essentially two types of drag performers, the more common "drag queen" which is an anatomical male performing as a woman, and "drag king" which is an anatomical female performing as a male (Jones, Jr., 2007).

Common thinking is that "drag" is an acronym for "DRessed As a Girl"; however, the term may have originated as early as the 1870's as theatre slang for a long dress that would "drag" on the stage. Yet others have suggested that the term is a Yiddish slang for "to wear" (trogn) (Hilbert, 1995). No matter the origin of the word, or if it is or is not meant to be a derogatory term, drag is a recognized form of entertainment (Jones, Jr., 2007). A drag show is comedy. Performers in drag shows are distinct because they do not try to pass as women; however, many achieve the illusion of femininity as well as any woman can, while audience members understand that the performers are actually men (Jones, Jr., 2007). Drag bars are typically where the straight and homosexuals interact in a gay bar setting. Straight women come "to scream at the drag queens' antics, gawk at the gay men holding hands, steal glances at the smooching lesbians, and not worry about being groped by a horny guy" (Kavanaugh, 2013). The drag shows provide the entertainment that lures the heterosexuals into a gay bar. And each time a straight person visits a gay bar to watch a show, have a drink or even gawk; that is another harmless opportunity for cultures to mix and reduce homophobia (Kavanaugh, 2013).

The New Market Segment

With an increasing acceptance of homosexuality worldwide, a new and flourishing market segment within the travel industry has emerged. As with any industry, new and emerging market segments are the keys to growth and sustainability. And while gay tourism is not a new phenomenon, it has only been in recent decades that the gay traveler has been embraced and even courted by the industry. In 1994 American Airlines "came out" when it was a booking partner and advertised for a gay cruise through print ad, *American Airlines Flies First Gay Print Ad* (Adrespect.org, 2013).

While American Airlines may be seen as a pioneer in respect to gay tourism and gay rights, gay tourism and gay bars have been synonymous since the nineteenth century. Among the earliest documented examples of what could be referred to as gay tourism are derived from the Victorian period when gay men from northern Europe participated in grand tours of the Mediterranean region. Such men visited Italy and Greece seeking culture and companionship of young men (Clift, Luongo, & Callister, 2002). During this time only the elite and ultra-wealthy were able to partake in this form of gay tourism. Ironically, while income level may have precluded many homosexual men from traveling during Victorian times, today income level, created by dual income families and fewer familial obligations (children), is very much an advantage to the gay tourist. Today the gay traveler is deemed to have more disposable income and thus becomes a more lucrative tourist to the industry (Clift et al., 2002).

Self-declared sexuality (Gay Consumer)

Research on lesbians, gays, bisexuals and transgender (LGBT) in the United States has been hindered due to a lack of available data, as few representative surveys ask about sexual orientation. The literature is faced with two challenges: measuring the size of the LGBT population and its characteristics.

The modern literature based on representative samples in both the United States and other Western countries, for self-identification as LGBT, estimates range from 1.7% of adults (National Epidemiological Survey on Alcohol and Related Conditions, 2004-2005) to 5.7% of adults (National Survey of Sexual Health and Behavior, 2009). Identification as gay or lesbian is relatively more stable across surveys (ranging from 1% to 2.5%) than identification as bisexual (0.7% to 3.1%) (Gates, 2011).

Much of the existing literature related to gay consumers is based on gay tourists and many of the dynamics that make gay tourists a "lucrative niche market" can be applied across other markets (Clift & Forrest, 1999, p 615). While this research does not attempt to document or examine the gay population, it should be noted that many industries such as clothing (Sha, Aung, Londerville, & Ralston, 2007), magazine publishers (Sender, 2004), hotels (Poria, 2006), and big-box retailers (Tuten, 2005) have all sought to identify, understand and characterize the size and scope of the gay markets.

The gay population has become an increasing in-demand consumer group in the United States (Iwata, 2006). With the rapidly growing awareness of the gay consumer, it is evident that understanding the preferences and purchasing behavior of this group may provide significant benefits to organizations seeking to reach gay individuals. Major areas of advertising that are currently targeted toward gay consumers include real estate, non-medical services, arts and entertainment, and travel; however, the largest category by far is *eat and drink*, which includes gay bars (Prime Access Inc. & Rivendell Media, 2006). *Eat and drink* includes food, beverages, restaurants, and bars, with a particular focus on gay bars (Prime Access Inc. & Rivendell Media, 2006). As a result of the large marketing category represented by *eat and drink*, it is evident that it is important to understand the preferences of consumers, both gay and straight, who visit gay bars. In the 2013 best seller, *Overbooked: The Exploding Business of Travel and Tourism*, "the gay and lesbian tourism market is considered potentially among the most lucrative" (Becker, 2013, p 37).

Preference towards a mixed audiences

A mixed audience is defined as "a group consisting of men and women, homosexuals and heterosexuals (Taylor & Rupp, 2004). One of the underlying questions of this research is if gays (homosexuals) and straights (heterosexuals) get along in the same space and experience the same level of service quality. However, an even larger, overarching question may be, can gays even get along? Terms such as "bitter old queen" (describing an older gay male typically over the age of 30); "bull dyke" (describing a lesbian); "fag hag" (describing straight female with a gay male); "hustler boy" (describing a younger gay male); and "size queen" (describing a gay male) are just a few of the derogatory remarks heard uttered by gay patrons toward other gay patrons. In 1979, Willie Stargell and the Pittsburg Pirates adopted the Sister Sledge hit song "We Are Family" (Rogers & Edwards, 1978) as metaphor to bring the city of Pittsburg together to beat the Baltimore Orioles and win the World Series. Around the same time gay communities across the country started to adopt the song as a rallying cry for equal rights. This was further showcased in the 1996 hit movie, *The Birdcage* (Nichols, Machlis, & Danon, 1996). However, based on those derogatory descriptors, it would appear that the gay "family" is even more dysfunctional than any of the current reality "family" television shows.

'Thursday nights are Lesbian Nights' Paul said slurring each "s" in a very stereotypical effeminate way. 'It's just the night THEY took over.' I sit silently thinking about Paul's statement and then ask, 'Well, does the climate change on Thursday nights?' Paul stops what he is doing and walks down to where I sit. He leans over onto the bar and in a serious tone says, 'Yes! And I would say it to anybody. It is the night we have more shit broken; we have more fights, and more crazy behavior than any other night of the week.' I raise my eyebrows in astonishment. 'Really?' I say, pondering the interesting relevance his statement might have. 'Seriously,' Paul states, and he returns to the task of setting up the bar. (Johnson & Samdahl, 2005, p 331).

This conversation is between the authors (Johnson & Samdahl, 2005) and a bartender at "Saddlebags" (a pseudonym) for a country-western gay bar located in the downtown region of a major southern metropolitan city within the United States. It further illustrates the issues within the "gay family".

Even though gay men have become more visible in recent years and have created additional and alternative spaces for their leisure, the gay bar remains a central social institution and leisure context for gay men (Johnson, 2000). In recent years some researchers have begun to examine the leisure activities of gay individuals, but the research is lacking. And when gay men have been examined, their experiences are assumed to be the same as or similar to those of lesbians, bisexuals, and/or people questioning their sexuality (Kivel & Kleiber, 2000). This blending of

non-dominate populations highlights oppression and marginalization as the groups' common characteristics, but also creates a framework that overlooks other important differences between these groups (Johnson & Samdahl, 2005).

Gay men have a complex and often contested relationship with masculinity. This relationship was clearly visible in "Saddlebags". Although the safety of the gay bar protected gay men from the normal heterosexual "outside" world, these men clearly claimed and enacted a form of masculinity of male over female (Johnson & Samdahl, 2005). The "Saddlebags" study highlights the oversensitive relationships between gay and straight, male and female.

While this research and the research conducted at "Saddlebags" were performed in the United States, other countries are struggling to deal with gay rights and equality as it relates to gay bars. In 2007, a tribunal in Australia's southern Victoria state granted Melbourne's Peel Hotel an exemption to equal rights laws by allowing the gay bar to turn away heterosexual and even lesbian customers. The tribunal's deputy president stated, "allowing large numbers of straight men and women and lesbians into the bar could 'undermine or destroy' the convivial atmosphere that the Peel Hotel sought to create for gay men" (Van Atta, 2007).

Service Quality

One of the most important advances in business thinking is "the recognition that people, in their purchase decision-making, respond to more than simply the tangible product or service being offered" (Kotler, 1973, p 48). This way of thinking explains why in today's business world, particularly in the service industries, increased attention is being paid not only to pricing and merchandise, but also to the provision of a pleasant and exciting, when possible, shopping atmosphere (Turley & Milliman, 2000). This attention may be even more amplified in the hospitality industry. As products are highly intangible in nature (Kotler, 1973), customers often experience a service organization's facilities and infer service quality from tangible cues in the physical environment (Bitner, 1992). Hospitality service providers strive to ensure that every single detail of the physical atmosphere contributes to the customers' overall satisfaction (Heung & Gu, 2012).

Service quality and customer satisfaction are considered to be the most important outcomes of all marketing activities in a market-oriented firm (Kandampully & Suhartanto, 2000). The obvious need for satisfying the firm's customer is to expand the business, gain a higher market share, and acquire repeat and referral business, all of which lead to improved profitability (Barsky, 1992). Customer satisfaction is a fundamental indicator of a firm's performance due to its links to behavioral and economic consequences beneficial to the firm (Anderson, Fornell, & Rust, 1997).

A service is an act or a performance of an act that one party may offer to another, strictly intangible, and does not result in ownership of anything (Kotler, Armstrong, & Cunningham, 2005). Bars base their businesses primarily on the provision of services; therefore, it is vital the services provided meet the customer's minimum requirements (Kotler et al., 2005). Services have four unique characteristics which distinguish them from tangible goods: intangible, perishable, variable, and inseparable (McDaniel, Hair, & Lamb, 2012). This view on the four characteristics has been criticized by some authors in recent literature on the basis that the characteristics stated are not applicable to all service sectors (Afthinos, Theodorakis, & Nassis, 2005). Focusing too heavily on these characteristics can result in overlooking the consumer's role in the delivery of the service (Afthinos et al., 2005). A key feature of the services is inseparability, as it clearly highlights consumer-employee interactions as a vital part of the production and consumption of the service (Chelladurai & Chang, 2000). Firms dealing with tangible goods are able to measure quality by the number of defects produced; organizations, such as bars, are unable to do this as instead they need to measure the services provided (Chelladurai & Chang, 2000). However, bars potentially do have a "defect" that could be measured – the number of mixed drinks made incorrectly. According to customers, in heavy service industries such as restaurants and bars, the importance of customer service and service quality is 60:40 when compared to the product. In product-focused industries, the ratio is 25:75 when customer service and service quality are compared to the product (St. Clair, 2014). There are four quantifiable costs associated with poor service quality as follows (St. Clair, 2014)

1. Loss of all future revenues from that customer and every referral not received.
2. Redundant cost of replacing a lost customer rather than gaining a new one (advertising, promotion, sales and marketing expenses).
3. Loss of employee morale from dealing with unhappy customers.
4. Further decline in customer service from discontented employees.

Service Models

One way of measuring the service provided is to ask the customer to give feedback through certain tools, such as a customer service satisfaction survey. A variety of past studies has been conducted to assess service quality. Much of the initial work in developing a model to assess service quality came from Parasuraman, Zeithaml and Berry (1985), who noticed that discrepancies existed between organizations and customer perceptions of the service quality delivered. Parasuraman et al. developed the SERVQUAL scale, consisting of 22 expectation and 22 perception questions which were rated on a seven point Likert scale, ranging from strongly agree to strongly disagree. They suggested that when the perceived experience is less than the expected experience, it implies less-than-satisfactory service quality. After two stages of

purification, the SERVQUAL scale of five dimensions was adapted from a model consisting of ten dimensions (Parasuraman, Zeithaml, & Berry, 1988).

Many scholars agree that service quality can be defined in two major dimensions. The first dimension addresses what the service delivers and is referred to as outcome quality or technical quality. The second dimension focuses on how the service is delivered or the process that the customer went through to get the service outcome. This is referred to as process quality or functional quality (Parasuraman et al., 1985). Many scholars have interchanged the phrase "service quality" with "service process quality" (Gronroos & Shostack, 1983). Both phrases are used to represent the total service comprised of process and outcome. Likewise, service quality is used to refer to the totality of the process quality and the outcome quality.

Parasuraman and Zeithaml define quality as "the degree and direction of discrepancy between customers' service perceptions and expectations" (Zeithaml & Parasuraman, 2004, p. 56). If the perception is higher than expectation, then the service is said to be of high quality. Conversely, if the expectation is higher than the perception, then the service is said to be of low quality (Parasuraman et al., 1985).

Parasuraman et al., (1988) also developed the Gap Model of Service Quality. Other than identifying the gap between expected and perceived service, Parasuraman et al. (1988) also identified four other tributary gaps that originate from the service provider's side as follows:

GAP 1: This gap is said to occur when what the customer's expectations are not the same as what management perceives to be expectations of the customer.

GAP 2: This gap exists when customer service standards are not aligned with management's findings of the customer's expectations.

GAP 3: This gap is a result of actual service performance not meeting set performance standards.

GAP 4: This gap occurs when the organization's external communication about service quality does not match the actual service performance.

While Parasuraman, Zeithaml and Berry appear to be the frontrunners in the service quality arena, they and their model, SERVQUAL, have rivals. Cronin & Taylor (1992) proposed a tool to measure only the perceived service process performance and disregard the expected service process level. The rationale for doing so is twofold. Measuring a customer's expected service level before the service is rendered is not always possible, leaving the firm to measure it instead at the end of the service. Secondly, measuring the expected service level after the service has been performed is inaccurate as the customer's expectation, by that point, has already been

biased by the service rendered (Cronin & Taylor, 1992). Apart from removing the distortions caused by measuring expectations, Cronin & Taylor (1992) shortened the questionnaire thus reducing the likelihood of respondent fatigue. This model is referred to as SERVPERF. SERVQUAL and SERVPERF are discussed in greater detail in the following section of this literature review.

For most service providers, customer retention is a key to the organization's profitability (Canny & Hidayat, 2012). The theory of reasoned action suggests that behavior is determined by a customer's intention to perform or not perform a subjective behavior (Canny & Hidayat, 2012). A future behavioral intention is defined as a person's subjective probability that he or she will perform some behavior in the future (Canny & Hidayat, 2012). Moreover, in some marketing literature, future behavioral intentions are also defined as the customers' willingness to recommend the service to others and their intent to repurchase (Zeithaml, Bitner, & Gremler, 2006). These behavioral intentions can be viewed as a positive or a negative consequence of service quality.

It is important to comprehend both service quality and satisfaction as these variables are considered to be predictors for consumer behavior (Crompton, Lee, & Shuster, 2001). As a result, many researchers have inspected the link between service quality and customer satisfaction in determining future behavioral intentions (Bigne, Mattila, & Andrey, 2008). Previous empirical research has also confirmed that both service quality and customer satisfaction affect behavioral intentions (Cole, Crompton, & Willson, 2002). Several studies have examined the facilitating role of satisfaction in the relationship between service quality and behavioral intentions (Cole et al., 2002). The degree of future behavioral intentions in certain tourist destinations is frequently reflected in tourist intentions to revisit the destination and the willingness to recommend the destination (Chen & Tsai, 2007).

One widely accepted theory to explain customer satisfaction is the Expectancy-Disconfirmation theory proposed by Lewin (1938). This theory suggested that consumers have expectations about products or services before consumption. As the product is consumed or the service rendered, customers compare their perceptions of consuming the product or service to their expectations (Lewin, 1938). Perceptions that exceed a customer's expectations result in a state of satisfaction, leading to a positive attitude towards the product or service, and influencing positive future behavioral intentions (Carpenter, 2008). However, based on the performance-based approach, other scholars have asserted that customer satisfaction incorporates cognitive judgments and affective reactions during consumption (Mano & Oliver, 1993). Additionally, some researchers have argued that satisfaction includes an evaluation of the consumption emotions elicited by using or consuming the product or service (Westbrook, 1987). Customer

satisfaction is also considered the degree to which the level fulfillment is pleasant or unpleasant, which suggests that satisfaction reflects the impact of the performance of a customer's emotional state (Rosenberg, 1960).

To further understand customer satisfaction, previous research has identified both antecedents to, and consequences of, satisfaction (Ha & Jang, 2010). Marketing researchers have examined perceived value as an antecedent of satisfaction (Babin, Darden, & Griffin, 1994). In particular, a strong link between hedonic/utilitarian values and satisfaction has been identified, suggesting that both values have a positive effect on customer satisfaction (Babin et al., 1994). Hedonic value is related to revisit-intention because perceiving value through emotions and effective experiences can be antecedents of approach or avoidance behavior (Donovan & Rossiter, 1982). Utilitarian value is also related to revisit-intention. Customers who have previous experiences they perceive as highly valuable in terms of efficient and economical aspects will be more likely to have revisit-intentions (Swinyard, 1993). In the service industry, word-of-mouth is one of the most powerful forms of communication (Ha & Jang, 2010). Customers seek information and during the information-seeking process, customers often see word-of-mouth information as more reliable because it is a third-party's opinion based on firsthand experience (Ha & Jang, 2010). Previous research has suggested that word-of-mouth is a consequence of customers' emotional responses to consumption experiences (Swan & Oliver, 1989). The more customers value the affective aspects of a dining or drinking experience, the more likely they will be to have the intention to spread positive word-of-mouth.

Additionally, prior research has demonstrated that customer satisfaction significantly influences future behavioral intentions (Oliver, 1992). If the role of satisfaction is examined in conjunction with both its antecedents and consequences, it can be interpreted that satisfaction is produced in a consumer's mind through positive perceptions of value regarding products and services (Ha & Jang, 2010). Further, satisfaction leads to positive future behavioral intentions, such as repurchase intention, positive word-of-mouth intention, and a willingness to recommend (Ha & Jang, 2010).

Measuring Service Quality (SERVQUAL)

Customers evaluate service quality by comparing what they expect with what they receive. Thus, service quality can be defined as the difference between customer expectation of service and the actual performance of service. Research shows that customers assess service quality along five dimensions: Assurance, Empathy, Reliability, Responsiveness, and Tangibles. These dimensions are defined as follows (Zeithaml & Parasuraman, 2004):

Assurance: Knowledge & courtesy of employees and their ability to inspire trust & confidence.

Empathy: Caring, individualized attention the firm provides its customers.
Reliability: Ability to perform the promised service dependably and accurately.
Responsiveness: Willingness to help customers and provide prompt service.
Tangibles: Appearance of the physical facilities, equipment, personnel, and communication materials.

The production and consumption of service quality are inseparable; service is "produced" by the firm and "consumed" by the customer at the time of the service encounter (Parasuraman et al, 1985). In absence of objective measures, the researcher must then rely on survey-based measures. Given these characteristics, survey-based measures are most suited to measuring service quality (Parasuraman et al., 1988). One of the first such measures was the SERVQUAL scale (Parasuraman et al., 1988). The original SERVQUAL scale involved a two-part pen and paper survey containing twenty-two (22) service attributes, grouped into the five dimensions of Assurance, Empathy, Reliability, Responsiveness, and Tangibles. This original survey asked customers to provide two ratings on each attribute – one rating their "expectations" of the level of service delivered by "excellent" companies in an industry sector, and the other rating their "perceptions" of the service delivered by the target or specific company within that industry sector (Parasuraman et al., 1988).

SERVQUAL has been used in a variety of industries and settings. These include real estate brokerages (Johnson, Dotson, & Dunlop, 1988); physicians' private practice (Brown & Swartz, 1989); public recreation programs (Crompton & Mackay, 1989); a dental school clinic, business school placement center and a tire store (Carman, 1990); banking, pest control, dry cleaning and fast food companies (Cronin & Taylor, 1992). This listing of industries and settings is only a partial listing used to illustrate the wide reaching scope of the SERVQUAL scale.

While SERVQUAL is a valuable tool for managers to track and evaluate service quality and issues it should not be viewed as the "end-all" for identifying and correcting problems. SERVQUAL should be used as a component of a more comprehensive service quality information system (Berry & Parasuraman, 1991). As (Parasuraman et al., 1988, pp. 30-31) observed, "The instrument has been designed to be applicable across a broad spectrum of services. As such, it provides a basic skeleton for each of the five service-quality dimensions. The skeleton, when necessary, can be adapted or supplemented to fit the characteristics or specific research needs of a particular organization".

Andrew Carnegie, the famous business magnet and philanthropist, once said, "and while the law of competition may be sometimes hard for the individual, it is best for the race, because it ensures the survival of the fittest in every department" (Carnegie, n.d.). And as with almost all innovators and discoverers, the "race" by the competition started quickly for Parasuraman,

Zeithaml and Berry. In 1992, in the *Journal of Marketing Research*, Joseph Cronin and Steven Taylor published a "competing" article titled "Measuring Service Quality: A Reexamination and Extension" and thus the battle between Parasuraman, Zeithaml and Berry (SERVQUAL) and Cronin and Taylor (SERVPERF) began.

Cronin and Taylor (1992) published four main issues with Parasuraman, Zeithaml and Berry's SERVQUAL model. These issues are:

1. The need to measure customer expectations.
2. There is little evidence that customers assess service quality in terms of performance minus expectations (P-E).
3. SERVQUAL focuses on the process of service delivery, not the outcomes of the service encounter.
4. The five dimensions of SERVQUAL are not universal.

The major conclusions from the Cronin and Taylor (1992) article are that the marketing department's current (late 1980's and early 1990's) conceptualization and measurement of service quality are based on a "flawed paradigm". Cronin and Taylor presented empirical data and literature to support that service quality should be measured as an attitude and that their performance-based scale (SERVPERF) was efficient in comparison with the SERVQUAL scale. Further, they stated that SERVQUAL's five-component model failed and this failure supported the use of a performance-based measure of service quality (Cronin & Taylor, 1992).

As the great leader and statesman Winston Churchill said, "You have enemies? Good. That means you've stood up for something, sometime in your life."(Churchill); Cronin and Taylor developed an enemy very quickly by "standing up" after their 1992 article in the form of Parasuraman, Zeithaml and Berry. In the *Journal of Marketing* in 1994, Parasuraman, Zeithaml and Berry rebutted Cronin and Taylor (1992) in an article titled "Reassessment of Expectations as a Comparison Standard in Measuring Service Quality: Implications for Further Research".

Parasuraman et al., 1994) rebuffed the blows by Cronin and Taylor (1992) with the following:

1. *The need to measure customer expectations* (Cronin & Taylor, 1992): Studies have shown repeatedly that scores on the perceptions-only component of SERVQUAL are able to significantly explain more variance in customers' overall evaluations of an organization's service quality (measures on a single-item, overall-perceptions rating scale) than are the perception-expectations difference scores. Thus, measuring expectations is not warranted (Parasuraman et al., 1994).

2. There is little evidence that customers assess service quality in terms of performance minus expectations (P-E) (Cronin & Taylor, 1992): Although the definition of service quality as the gap between customers' expectations and perceptions is conceptually simple, the operationalization of this definition has been controversial because of the multiple ways to define and interpret "expectations" (Parasuraman et al, 1994). In 1993 a conceptual model of customer expectations was developed by Parasuraman, Zeithaml and Berry by combining insights from past research with findings from a multi-sector study aimed at understanding the nature and determinants of customers' service expectations (Zeithaml, Berry, & Parasuraman, 1993).

3. SERVQUAL focuses on the process of service delivery, not the outcomes of the service encounter (Cronin & Taylor, 1992): From a practical or diagnostic-value standpoint, the difference-score measures had an advantage – by virtue of generating separate ratings of the adequate-service, desired-service, and perception levels, this format is capable of pinpointing the position of the zone of tolerance and the perceived service level relative to the zone. In contrast, the direct measures indicate whether the perceived service level is above, below or within the tolerance zone but cannot identify the tolerance zone's position on a continuum of expectation levels (Parasuraman et al., 1994).

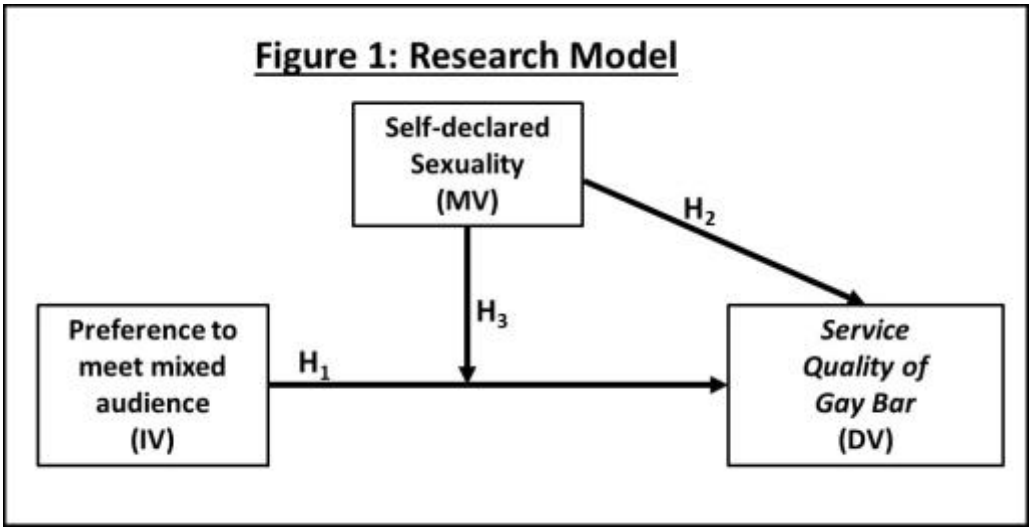
4. *The five dimensions of SERVQUAL are not universal* (Cronin & Taylor, 1992): Replication studies incorporating SERVQUAL have not been able to reproduce as "clean" a five-dimensional factor structure as was obtained in the original study (Parasuraman et al., 1988). However, differences in the number of empirically derived factors across replications may be primarily due to across-dimension similarities and/or within-dimension differences in customers' evaluations of a "specific" company involved in each setting (Parasuraman et al., 1994).

The battle royal between the Parasuraman, Zeithaml and Berry, and the Cronin and Taylor camps has continued for the past twenty years and there appears to be no end in sight. However, one common idea that is contained in all of the research and arguments surrounding SERVQUAL and SERVPERF is the need for "further research" (Parasuraman et al., 1994), (Cronin & Taylor, 1992).

A variety of different models and tools has been assessed in the literature review. Although SERVPERF has many devotees, and SERVQUAL has many detractors, SERVQUAL has been present for numerous years, has been praised by numerous researchers, and has been utilized in many industries. Thus, SERVQUAL was deemed to be the better tool for this research endeavor.

Research Model, Questions and Hypotheses

The conceptual model that guides our research is depicted in Figure 1 below.



Stemming from the research model, for the state of Alabama, we have the following research questions and hypotheses for our study.

Research Questions	Null Hypotheses
RQ1: Does preference towards a mixed audience impact service quality of the gay bar?	$H_0$1: Preference to meet mixed audience is not related to the service quality of the gay bar.
RQ2: Does self-declared sexuality impact service quality of the gay bar?	$H_0$2: Self-declared sexuality is not related to the service quality of the gay bar.
RQ3: Does the strength of impact of preference towards a mixed audience on service quality vary with self-declared sexuality?	$H_0$3: The strength of impact of preference to meet mixed audience on service quality does not vary with self-declared sexuality.

The setting for this research was a "drag bar" located within a major Midwestern city. Drag bars are typically where the straight and homosexuals interact or "mix" (Gogue, 2016). The drag shows provide the entertainment that lures the heterosexuals into a gay bar (Gogue, 2016). And each time a straight person visits a gay bar to watch a show, have a drink or even gawk, that is another harmless opportunity for the cultures to mix and reduce homophobia (Kavanaugh, 2013).

Prior to the distribution of the survey, a pilot study was conducted utilizing input from the owner, managers and employees of the establishment.

The anonymous surveys were distributed to the patrons of the establishment over a ten day period. Surveys were distributed randomly during the "cocktail" shift (noon to 8:00 P.M.) and during the "night" shift (8:00 P.M. to 3:00 A.M.) daily. All surveys were numbered consecutively, and a total of 2,100 surveys were distributed. Of those, 1,854 surveys were returned and 1,364 were usable by the researcher. Based on the number of usable surveys, the response rate was 64.95%. All returned surveys were date and time stamped by the researcher. This stamp allowed the researcher to collect two additional data points, the day of the week that the survey was completed and the "shift" in which the survey was completed. While this information was not part of this research, this is an area available for additional study. All usable surveys were coded and entered into an IBM SPSS vs. 20 statistics spreadsheet.

The instrument included a mix of nominal (demographics) and continuous (scales) measures. The scale ranged from 1 (strongly disagree) to 5 (strongly agree). Analytical methods used included means testing, standard deviations, factory analysis, and multivariate analysis.

Instrument Validity

Content validity was established by the owner and managers of the establishment through a focus group. Construct validity for the 22 items was established using item inter-correlations and principal component analysis. The inter-correlations revealed that items within the same component generally yielded a higher correlation with one another than items not included in that component.

Face validity was established by three residents of the city in which the establishment is located who had patronized the establishment, and a research methodologist. No issues were found with the face validity of the instrument.

Data Analysis and Results

Table 1 shows the descriptive statistics of the three variables in our study, namely, "*Satisfaction with mixed audience*" (mean value of 3.48 and standard deviation of 1.30 with a range of 1 to 5); . "*Service Quality Composite*" which is one unrotated extracted factor score of the 22 items of service quality measured in the study (mean value of 0.00 and standard deviation of 1.00 with a range of -4.49 to 1.32); and "*Self-declared Sexuality*" (a categorical value with 1=Gay, 2=Bi-sexual and 3=Straight). Though "*Self-declared Sexuality*" is a categorical variable, it must be noted that it is an ordinal scale and not a nominal scale. That is, as "*Self-declared Sexuality*"

increases in value the respondent tends to be more straight. As such non-parametric statistics would be appropriate to conduct in analyzing this variable.

Table 2 shows the non-parametric bi-variate correlations (Kendall's Tau) for the three research variables, namely, (i) "*Satisfaction with mixed audience*", (ii) "*Service Quality Composite*" and (iii) "*Self-declared Sexuality.*" The correlation between "*Satisfaction with mixed audience*" and "*Service Quality Composite*" is 0.382 and is the strongest of all the bi-variate correlations. The correlation between "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" is 0.209 which is the next strongest correlation. Lastly, the correlation between "*Self-declared Sexuality*" and "*Service Quality Composite*" is 0.067 and is the weakest of all the correlations. It must be noted that all the bi-variate correlations are statistically significant at 0.05 significance level. Thus hypotheses 1 and 2 are supported by the empirical data.

Table 3 summarizes the regression and ANOVA results with the dependent variable "*Service Quality Composite*" regressed against "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" with no interaction term between "*Satisfaction with mixed audience*" and "*Self-declared Sexuality.*" It is interesting to note from the results in Table 2 that the main effects of "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" on "*Service Quality Composite*" are both statistically insignificant (F=180.34, $p = 0.00$). The individual beta coefficients of both "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" in the regression model with no interaction term are also significant at $p=0.00$ level. Thus, hypotheses 1 and 2 are both supported by our results.

However, we also expected that "*Service Quality Composite*" and "*Self-declared Sexuality*" would interact in their effects on "*Service Quality Composite.*" Table 4 summarizes the regression and ANOVA results with the dependent variable "*Service Quality Composite*" regressed against "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" with the interaction term between "*Satisfaction with mixed audience*" and "*Self-declared Sexuality.*" Results in Table 4 show that the main effects of "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" still remain statistically significant. However, the interaction between "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*" also has a statistically significant impact on "*Service Quality Composite,*" but is much stronger than the main effects of "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*." Thus, hypothesis 3 is supported by our results. As elaborated in the discussion section that follows, the stronger interaction term with somewhat attenuated main effects suggests a "*resonance effect*" between "*Satisfaction with mixed audience*" and "*Self-declared Sexuality*."

To further test the mediation effect of "*Self-declared Sexuality*," we used the (Baron and Kenny, 1986) mediation procedure to test if "*Self-declared Sexuality*" mediates the proposed relationship between "*Satisfaction with mixed audience*" and "*Service Quality Composite*." Mediation analysis is used to test whether the relationship between an independent variable and a dependent variable is affected by a third variable or mediator (Mackinnon et al., 2002; Baron and Kenny, 1986). Baron and Kenny (1986) use a series of three regression tests to determine if a relationship between an independent and a dependent variable is fully or partially mediated by a third variable. The first regression test, *shown in Table 5*, is between the mediating variable (*Self-declared Sexuality*) and the independent variable (*Satisfaction with mixed audience*); the second regression, *shown in Table 6*, is between the dependent variable (*Service Quality Composite*) and the independent variable (*Satisfaction with mixed audience*); the third regression, *shown in Table 7*, is between the dependent variable (*Service Quality Composite*) and both the independent variable (*Satisfaction with mixed audience*) and the mediating variable (*Self-declared Sexuality*).

Table 5 results reveal an especially strong relationship between the mediating variable (*Self-declared Sexuality*) and the independent variable (*Satisfaction with mixed audience*) (F=166.06, p =0.00). This result in Table 5 meets Baron and Kenny (1986) step 1 rule. Table 6 reveals a statistically significant main effect of the independent variable (*Satisfaction with mixed audience*) on the dependent variable (*Service Quality Composite*) (F= 8.370, p =0.00). This result in Table 6 meets Baron and Kenny (1986) step 2 rule. Table 7, which is same as Table 3 above, shows that statistically significant main effects of the independent variable (*Satisfaction with mixed audience*) and the mediating variable (*Self-declared Sexuality*) on the dependent variable (*Service Quality Composite*) (F= 12.49, p =0.00). This result in Table 5 meets Baron and Kenny (1986) step 3 rule. In fact the F-statistic increased by 49% due to the mediating variable (*Self-declared Sexuality*). Thus, the mediating effect of "*Self-declared Sexuality*" is empirically supported in our study.

Our results show that "*Self-declared Sexuality*" can impact independently and also accentuate its effect through interaction with "*Satisfaction with mixed audience*" so strongly as to temper the quest for service quality that stems from higher levels of quality of service or quality of the ambient context and equipment. That is, need to belong and meet like-minded people outweighs need for high quality service delivered by ambient settings or food quality.

Discussion

The degree of *preference to meet mixed audience* can be viewed as an expressed need of the customers visiting a social setting such as a bar. Extant literature suggests that the gay members prefer to meet like-minded folks and hence would perceive the service quality of gay bars that

cater to mixed audiences. Our empirical findings support hypothesis 1 and hence the existing literature. However, *self-declared sexuality*, an attitudinal anchor, serves as a mediating variable. Our empirical results show that *self-declared sexuality* not only directly impacts the perceptions of the service quality of gay bars and but also mediates the relationships between *preference to meet mixed audience* and *perceptions of the service quality of gay bars*. We interpret the mediating influence as a resonance effect between *preference to meet mixed audience* and *self-declared sexuality*. That is, the combined effect of these two variables have a greater pronounced impact on perceptions of the service quality of gay bars. The exclusivity of gay bars serving only gay members thus has much stronger and significant value for those gay members who also exhibit low levels of preference to meet mixed audience. That combinatorial effect, which we call resonance, explains much of the strong vociferous sentiments expressed by some gay members of society that on the surface may appear to be anti-social.

Many bars view themselves as product organizations that are in a process of transforming to become more service-centric in order to provide better services to customers and also increase their revenue. Our research contributes to an increased understanding of the strategic, cultural and organizational challenges in a transition process from product-centric to customer-centric services. In such a transformational process, the target market segments chosen become strategically important. Attempts to broaden the scope of the customer groups may increase volume but reduce customer loyalty (Marjanovic and Murthy, 2016).

Service orientation and transformation are enabling bars to be agile and flexible, and to respond market changes much faster than they used to. As societal acceptance of LGBT members increases, the earlier cloistered gay bars are opening up to invite and embrace mixed audiences, the resistance from hardened gay members notwithstanding. Being highly disruptive, service orientation and transformation will transform the way we work and live. Business processes and whole industries, including gay bars, will be transformed, i.e., service oriented business transformation. The current trend in organizational transformations is universal design to appeal to as many customer segments as possible with little need for accommodation for individual segments. Universal design promises a way out of the accommodations morass -- or does it? However, marketing experts do tell us that universal design is bad marketing strategy. Our study provides empirical evidence for this dilemma for gay bars, which can be extended to other societal realm where disparate social groups co-mingle. The impact of incorrect market focus can have radical impact on business. For example, The National Collegiate Athletic Association and the Atlantic Coast Conference announced in October 2016 that they would move previously scheduled championship events out of North Carolina because of the state's enactment in March 2016 of controversial legislation commonly known as the "bathroom bill" (Scharl, 2016).

Cohen (1992) suggested that at significance levels of 0.05 and a power of 0.80, one would need a sample size of 783 respondents to detect a small effect (r=0.10), 85 respondents to detect a medium effect (r=0.30) and 28 respondents to detect a large effect (r=0.50). Our large sample size (N=1364) makes detecting small effects feasible and this is a real contribution of our study because any attitudinal study is a complex phenomenon that has too many variables affecting the behaviors and outcomes. However given the large sample size (n=1364), we are confident of the statistical significance of the empirical results in our research.

Limitations

This study was limited to one specific gay bar, located in the Midwestern part of the United States. The researcher attempted to gain access to other gay bars in different locations to include Atlanta, San Francisco, Nashville, Houston, and Chicago without success. This lack of participation and unwillingness to explore the concept of academic research by the other gay bars contacted is potentially the result of the unethical research methods of Laud Humphreys in his 1970 dissertation, *Tearoom Trade* (Gogue, 2016). However, the large customer base at this establishment and their willingness to participate in this research allowed this project to continue with the single location data alone. Only those who happened to patronize the establishment during the time frame of this research were provided the opportunity to participate in the self-administered survey. The lack of empirical studies involving mixed audiences within gay bars limits comparison of the method utilized and the results obtained with other research conducted in gay bars. Like in any performance attribution studies, there are several limitations in generalizing the findings of this study. Cooper, et al., (2009) suggest that extending the applicability of any research study is limited by the research methodology, sample, time period and construct measurement issues. One limitation of this study is the lack of an experimental design and use of cross-sectional data. Our study results possess limited generalizability due to the non-experimental design (Shadish et al., 2002) and its singular focus on attitudes and preferences among straight, bi-sexual and gay audiences. Another limitation is the use of perceptual measures eliciting responses on controversial matters, and thus our results are suggestive rather than definitive. Lastly, the LGBT communities are increasingly being accepted in the United States as time progresses. Hence we assume that the findings of our study will become only stronger as the societal values evolve to accept LGBT communities as normal. Thus, our study should be seen as a precursor to the society we would see in the future.

Conclusion

Our study fills a significant gap in extant literature on acceptance of mixed audiences by the LGBT and gay members who visit gay bars. Our empirical results show that *self-declared*

sexuality not only directly impacts the perceptions of the service quality of gay bars and but also mediates the relationships between *preference to meet mixed audience* and *perceptions of the service quality of gay bars*. Our study has larger implications that transcend LGBT and gay communities, and offers guidelines for greater tolerance and peaceful coexistence of disparate subgroups in society.

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Tables

Table 1: Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Satisfaction with mixed audience (Independent Variable)	1355	1.0	5.0	3.48	1.30
Self-declared Sexuality (Moderating Variable)	1351	1.0	4.0	1.34	.65
ServQual1	1360	1.0	5.0	4.14	1.02
ServQual2	1355	1.0	5.0	4.0	1.06
ServQual3	1355	1.0	5.0	3.84	1.06
ServQual4	1357	1.0	5.0	4.00	.92
ServQual5	1354	1.0	5.0	4.09	.93
ServQual6	1352	1.0	5.0	4.14	.95
ServQual7	1357	1.0	5.0	4.27	.80
ServQual8	1355	1.0	5.0	4.19	.88
ServQual9	1346	1.0	5.0	4.11	.94
ServQual10	1344	1.0	5.00	2.24	1.14
ServQual11	1355	1.0	5.00	2.00	1.12
ServQual12	1356	1.0	5.00	1.91	1.14
ServQual13	1354	1.0	5.00	1.97	1.14
ServQual14	1353	1.0	5.0	4.36	.88
ServQual15	1353	1.0	5.0	4.43	.80
ServQual15	1352	1.0	5.0	4.20	.94
ServQual17	1351	1.0	5.0	4.21	.99
ServQual18	1354	1.0	5.00	2.13	1.12
ServQual19	1357	1.0	5.00	1.93	1.11

ServQual20	1354	1.0	5.00	2.03	1.12
ServQual21	1353	1.0	5.00	1.91	1.10
ServQual22	1343	1.0	5.0	4.66	.82
Service Quality Composite (Bartlett factor score for the 22 ServQual items) (Dependent Variable)	1308	-4.49	1.36	0.00	1.00
Valid N (listwise)	1258				

Table 2: Non-parametric Correlations (Kendall's Tau)

		Self-declared Sexuality (MV)	Satisfaction with mixed audience (IV)	Service Quality Composite (DV)
Self-declared Sexuality (MV)	**Kendall's Tau**	1.000	**.209****	**.067****
	Sig. (2-tailed)	.	.000	.003
	N	1351	1344	1296
Satisfaction with mixed audience (IV)	**Kendall's Tau**	**.209****	1.000	**.382****
	Sig. (2-tailed)	.000	.	.000
	N	1344	1355	1303
Service Quality Composite (DV)	**Kendall's Tau**	**.067****	**.382****	1.000
	Sig. (2-tailed)	.003	.000	.
	N	1296	1303	1307

Table 3: Regression Coefficients[a] with no interaction term					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	-1.142	.080		-14.312	.000
Self-declared Sexuality	-.115	.039	-.075	-2.928	.003**
Satisfaction with mixed audience	.373	.020	.485	18.915	.000**
ANOVA (with no interaction term)[b]					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	279.315	2	139.657	180.340	.000**
Residual	971.889	1255	.774		
Total	1251.203	1257			

[a.] Dependent Variable: Service Quality Composite

[b.] Predictors: (Constant), Satisfaction with mixed audience, Self-declared Sexuality

Table 4: Regression Coefficients[a] with interaction term					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.123	.184		.670	.503
Self-declared Sexuality	-1.173	.145	-.764	-8.111	.003**
Satisfaction with mixed audience	.049	.047	.064	1.047	.295*
Interaction term (Sexuality*Mixed Audience)	.263	.035	.909	7.588	.000**
ANOVA (with interaction term)[b]					
	Sum of Squares	df	Mean Square	F	Sig.
Regression	321.98	3	107.33	144.84	.000**
Residual	929.22	1254	.74		
Total	1251.20	1257			

[a.] Dependent Variable: Service Quality Composite
[b.] Predictors: (Constant), Satisfaction with mixed audience, Self-declared Sexuality; Interaction(Sexuality*Mixed Audience)

Table 5: Regression Coefficients[a] (Barry and Kenny, 1986: STEP 1)

	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	**2.874**	**.079**		**36.319**	**.000**
Self-declared Sexuality	**.455**	**.053**	**.228**	**8.588**	**.000****
ANOVA[b]					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Regression	**118.24**	**1**	**118.24**	**73.75**	**.000****
Residual	**2151.47**	**1342**	**1.60**		

Total	**2269.70**	**1343**			
[a.] Dependent Variable: Satisfaction with mixed audience					
[b.] Predictors: (Constant), Self-declared Sexuality					

Table 6: Regression Coefficients[a] (Barry and Kenny, 1986: STEP 2)

	Unstandardized Coefficients		Standardized Coefficients		
	B	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	**-1.245**	**.071**		**-17.438**	**.000**
Satisfaction with mixed audience	**.356**	**.019**	**.463**	**18.582**	**.000****
ANOVA[b]					
	Sum of Squares	**df**	**Mean Square**	**F**	**Sig.**
Regression	**271.50**	**1**	**271.50**	**345.28**	**.000****
Residual	**995.47**	**1266**	**.786**		
Total	**1266.97**	**1267**			
[a.] Dependent Variable: Service Quality Composite					
[b.] Predictors: (Constant), Satisfaction with mixed audience					

Table 7: Regression Coefficients[a] (Barry and Kenny, 1986: STEP 3)

	Unstandardized Coefficients	Standardized Coefficients	t	Sig.

	B	Std. Error	Beta		
(Constant)	**-1.142**	**.080**		**-14.312**	**.000**
Self-declared Sexuality	**-.115**	**.039**	**-.075**	**-2.928**	**.003****
Satisfaction with mixed audience	**.373**	**.020**	**.485**	**18.915**	**.000****

ANOVA[b]

	Sum of Squares	df	Mean Square	F	Sig.
Regression	**279.315**	**2**	**139.657**	**180.340**	**.000****
Residual	**971.889**	**1255**	**.774**		
Total	**1251.203**	**1257**			

[a.] Dependent Variable: Service Quality Composite

[b.] Predictors: (Constant), Satisfaction with mixed audience, Self-declared Sexuality