

The Effect of Service Quality and Health and Safety Practices on Visitors' Return Intention: A Study Among Event Management Students

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Abstract: Service quality assessments, together with health and safety standards, directly affect how often visitors return to event facilities. Research on these factors has not been sufficiently explored among students studying event management at UiTM Puncak Alam. This research examines the impact of service quality and health and safety protocols on visitor return behavior during student-run events. The study used a quantitative approach to survey 147 event management students who were selected through convenience sampling. The research investigates three essential variables, including employee behavior, site cleanliness, and emergency preparedness, to determine their effect on visitor retention. The research used Pearson correlation analysis to determine the direction and strength of relationships between the studied variables. The research shows that both service quality and health and safety practices directly affect visitors' willingness to return. The research demonstrates that better management systems should be implemented to improve operational performance and visitor satisfaction within event environments. The research provides actionable recommendations that enhance the quality and safety standards of student-led events to boost attendee loyalty and repeat attendance. Event organizers who actively work on service quality and safety matters will develop secure, efficient appealing environments that promote sustained visitor engagement.

Keywords: *Event Management, Service Quality, Health and Safety Practices, Visitors' Return Intention*

1. Introduction

Event management students at UiTM Puncak Alam are increasingly involved in organising large-scale events ranging from academic conferences to cultural festivals. In planning an event, three elements need to be considered: 1) Health and safety protocols, 2) service delivery, and how to stimulate repeat visits (Smith & Johnson, 2020). In recent years, health and safety concerns have taken precedence, requiring students to create strong crowd management plans, optimise crowd movement, and apply thorough risk mitigation techniques (Tarlow, 2002). Simultaneously, maintaining great service quality is crucial. Students should prioritise developing professional standards that improve visitor experiences by streamlining registration, improving communication, and providing responsive support services (Lamberz & Litfin, 2021). By focusing on visitor comfort and engagement, students can learn to analyse and implement crowd management strategies that protect participant safety and enhance participant experiences. Event management students at UiTM Puncak Alam can create sustainable campus events that foster long-term relationships with their target audiences while enhancing the university's reputation for well-organised and successful events (Simasathiansophon, 2021). This real-world experience will also help students to achieve industry standards (Rashid et al., 2023).

The growing popularity of student organization events at UiTM Puncak Alam requires proper campus event management with effective crowd control measures. Event management students need to create detailed emergency response plans that combine visual crowd flow optimization techniques (Zolkifly & Bade, 2020) to reduce risks according to health and safety standards. The safety measures include both venue capacity control and medical station placement and emergency exit positioning to protect participants and maintain their peace of mind. The cost-effectiveness of attracting previous visitors surpasses the expense of acquiring new attendees, according to Đurađević et al. (2022), so service quality stands as a vital factor. Students need to provide outstanding experiences that surpass attendee expectations through efficient registration processes and clear communication and responsive support to build revisit intentions. A successful event requires both strong health and safety measures and superior service delivery. Students need to master the art of balancing operational elements while handling various operational issues, including volunteer coordination and

unexpected situations. The organization of academic conferences and cultural festivals on campus provides students with essential real-world experience through diverse event management challenges (Jasmis et al., 2021; Lamberz & Litfin, 2021; Talib et al., 2024). Students develop event management skills through practical experience and theoretical knowledge and industry best practices to deliver safe high-quality events that attract and retain participants (Brown & Green, 2020). The understanding and enhancement of visitor return intentions stands as a vital factor. Students can determine essential factors for repeat attendance by studying participant feedback and behavior while focusing on accessibility (Đurađević et al., 2022).

The growth of student-organized events at UiTM Puncak Alam creates escalating difficulties for maintaining suitable health and safety standards. The lack of complete training and experience with proper safety protocols among student organizers creates potential risks when they organize large gatherings. The main safety problems stem from insufficient emergency response plans and insufficient crowd management systems, and insufficient knowledge about managing event capacities. The gap between theoretical understanding and practical implementation remains substantial because students normally do not receive formal training for real-world event management (Brown et al., 2020). Event planners remain uncertain about best practices because there are no standardized protocols designed for student-organized campus events (Jones & Lee, 2019). The absence of experience with monitoring tools and crew training and risk assessment procedures creates a significant gap that makes it challenging for students to handle large-scale events safely (Cvent, 2024). Student organizers face difficulties in creating safe environments for all participants at campus events because they lack proper health and safety guidelines. Student-organized events face service quality delivery challenges because of poor resource distribution and coordination systems (Kim & Anderson, 2021). Event organizers must address these health and safety concerns because repeat visitation represents a vital factor for event success and sustainability through revisit intention.

Inefficient event management procedures often result in registration bottlenecks, unclear communication, and delayed response times to participant needs (Holistique Training, 2024). The service quality problems emerge because of restricted infrastructure capacity and insufficient customer service training and inadequate participant flow management systems during events (Martinez & White, 2023). Event organizers face difficulties in measuring and enhancing event management performance because they lack standardized service quality indicators, which results in ongoing inefficiencies that negatively impact participant satisfaction (Williams, 2022). The combination of health and safety and service quality gaps leads participants to become dissatisfied, which reduces their likelihood of returning to future campus events (Clark et al., 2020). The failure to properly manage crowds leads to a decrease in the number of visitor return intentions according to Đurađević et al. (2022). The organizers struggle to determine what affects attendee return decisions because they lack systematic feedback collection and analysis systems (Nguyen & Taylor, 2018). The absence of data-driven participant preferences and expectations information prevents organizations from improving event quality and building enduring attendance patterns. Thus, it is important for event organizers to gather participant feedback for better satisfaction rates and higher revisit intentions (Tsai, 2020).

2. Literature Review

The relationship between service quality and health and safety practices and their influence on visitor return intentions among event management students at UiTM Puncak Alam is crucial to explore. The understanding of this relationship is essential for the development of successful and sustainable events, especially since repeat visitors are more cost-effective than new ones, as indicated in the editor's document. Return intentions are essential in assessing the overall impact and success of an event, and this concept is in line with the Expectancy-Disconfirmation Theory (Oliver, 1980), where perceived quality and satisfaction influence future decisions. For event management students, understanding these relationships is important. Their training enables them to evaluate how service access, including factors such as the accessibility of the venue and the ease of participation, significantly affects visitor experiences. The accessibility of the event venue and its basic features are perceived as of major importance for the participants; thus, it is reasonable to expect that it will influence repeated participation at the event (Đurađević et al., 2022). Thus, health and safety aspects are also important in building trust and confidence, especially after the global health crisis (Jasmis et al., 2021).

Return Intentions: The success of future events at UiTM Puncak Alam depends on return intentions because

they measure participant satisfaction and trust, and loyalty levels. The research by Calabuig-Moreno et al. (2016) shows that repeat visitation proves more economical than the process of obtaining new visitors. The visitor-provider relationship duration becomes evident through return intentions, which function as customer loyalty indicators (Menezes et al., 2020). Visitors base their return intentions on their evaluations of service quality and health and safety measures, which directly impact their event experience (Calabuig-Moreno et al., 2016). The alignment of service quality and safety measures with visitor expectations stands as a critical factor. Event organizers who deliver safe and high-quality experiences gain visitor loyalty through trust, which strengthens their relationship with attendees (Rashid et al., 2023). The service quality perception stands as a vital factor because it shows how well the event meets or surpasses visitor expectations, which leads to satisfaction.

The delivery of promised services and high service quality helps visitors feel assured about an event's professional and dependable nature (Calabuig-Moreno et al., 2016). Visitors now place health and safety above all else because they want events that maintain cleanliness standards and enforce public health guidelines and control crowd numbers (Jasmis et al., 2021). Visitors who experience a safe environment will develop trust, which directly affects their decision to return (Rashid et al., 2023). Visitors will feel confident about their health safety when event staff properly execute safety protocols, which results in positive, memorable experiences. The research evaluates return intentions as the outcome variable, which includes service quality and health and safety practices. The study investigates these relationships to deliver practical knowledge that helps UiTM Puncak Alam event management students create high-quality and safe events that build visitor satisfaction and loyalty (Đurađević et al., 2022). The conditions at the beginning and end of an event serve as essential factors that influence visitor intentions to return (Đurađević et al., 2022). Efficient quality management, in the service sector especially, becomes a competitive advantage in today's business environment (Calabuig-Moreno et al., 2016).

Service Quality: Event management service quality describes how well delivered services match up to or surpass visitor expectations. Professionalism, along with reliability and efficiency and interpersonal interactions, form the foundation of service quality. Event organizers should prioritize service quality because it creates an exceptional experience for visitors, which leads to positive return intentions (Mohamed & Ali, 2019). Five dimensions of service quality exist: tangible and assurance and empathy and responsiveness and reliability. Jiewanto et al. (2012) describe tangible elements as the visible appearance of event facilities and equipment and materials. Clean, aesthetically pleasing venues, organized setups, and professional branding leave a lasting impression. The starting and concluding conditions of an event hold significant importance (Đurađević et al., 2022). The assurance dimension relies on staff competence and courtesy to establish trust and confidence (Jiewanto et al., 2012). Event staff and volunteers must provide visitors with a feeling of safety and importance during their interactions (Rashid et al., 2023). Visitors remain sensitive to hygiene and trust factors, so assurance and tangibles have become vital elements during the post-pandemic period (Kim & Lee, 2023). Visitors receive help from staff members who demonstrate responsiveness according to Jiewanto et al. (2012). Staff members need to handle visitor inquiries efficiently while resolving complaints and providing event updates. Jiewanto et al. (2012) state that empathy consists of offering individualized attention while understanding visitor requirements. The event requires attention to various attendee needs through diverse facility options while promoting inclusive environments. The importance of empathy and responsiveness in events has grown because event apps and social media enable real-time personalized communication (Wang et al., 2024). The definition of reliability, according to Jiewanto et al. (2012), means delivering consistent results that match what has been promised. Event organizations that meet their promises and maintain their scheduled programming will attract more repeat visitors, according to Nguyen et al. (2023).

The consistent delivery of these dimensions leads to positive experiences and satisfaction while building trust that affects visitor return rates. Visitors who experience professional event execution combined with attentive service will feel valued, which increases their chances of revisiting the event and sharing it with others. Event management students who master these dimensions will be able to make their events stand out in competitive markets. The study has developed the following hypothesis:

H1: There is a positive effect of service quality on the return intention among students in UiTM Puncak Alam.

Health and Safety Practices: The post-COVID-19 event management sector depends on health and safety

practices to determine visitor return intentions. These measures do not directly affect revisit decisions, but they improve visitor satisfaction, which acts as a mediator between satisfaction and revisit behavior (Hasan, Islam, & Rahman, 2024). The combination of well-managed crowd control with strict sanitation and visible staff competence in enforcing safety standards develops trust while reducing health concerns and providing safety to attendees (López-Catalán, Gómez-Carmona, & López-Guzmán, 2022). Transparent communication of safety protocols before and during events helps to control visitor expectations and decrease health-related worries. The trust in safety protocols functions as a moderating factor that strengthens the connection between event motivation and return intention, which leads to better visitor loyalty and higher chances of repeat attendance and recommendation (Zhang, Wang, & Li, 2024).

The implementation of health and safety practices includes various protective measures that protect the physical and mental health of participants during events. The practices for crowd management, along with sanitation standards and emergency preparedness and legal compliance, form part of these measures according to Yüksel & Yüksel (2001) and Niharika & Rao (2022). Practical health and safety implementation requires maintaining orderly entry and exit while stopping overcrowding and performing regular disinfection activities, and delivering safe food and sufficient sanitation facilities. Professional incident management requires emergency preparedness through trained personnel deployment, with first-aid equipment availability and clear response protocols.

The development of health and safety competencies stands as both an academic requirement and an essential professional capability for event management students at UiTM Puncak Alam. Future industry practitioners who implement strong safety strategies will determine the quality and credibility and long-term success of the events they manage. Safe and well-organized events establish trust among attendees while enhancing their total experience and encouraging long-term engagement, particularly in educational environments where student involvement matters (Johnson, 2023). The health-conscious public depends on the visible and consistent safety measures and their effectiveness to rebuild and sustain public trust. Schönefeld, Wilmes, & Purves (2024) confirm that event attendees build trust through clear communication alongside consistent enforcement and active compliance with safety protocols in secure environments. The study has developed the following hypothesis:

H2: There is a positive effect of health and safety practices on return intentions among students in UiTM Puncak Alam.

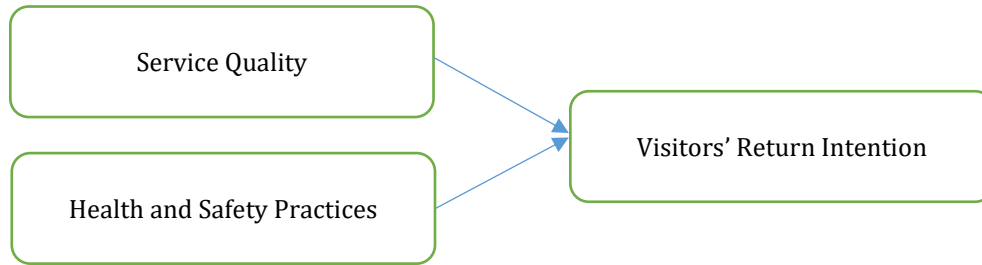
3. Methodology

The research design of this study uses correlation analysis to evaluate service quality and health and safety practices through the framework developed by Al-Qurashi, Al-Qahtani, Abdulaziz, & Abu Habra (2023). Data were collected through convenience sampling from event management students at UiTM Puncak Alam. The final sample comprised 147 participants, deemed statistically sufficient based on Krejcie and Morgan's (1970) table for a population of 230 students. The survey instrument consisted of a questionnaire that participants completed through an online Google form. The research instrument used in this study was based on Al-Qurashi et. al. (2023) and supported by a current literature review. The questionnaire contained four (4) sections, which included demographic profile information, independent variables 1) service quality and 2) health and safety practices and the dependent variable consisted of visitors' return intention. The research instrument used ordinal and nominal scales to measure demographic information, while the Likert scale assessed the constructs. The data analysis used linear regression statistical tests in SPSS for the study.

Research Framework

The research framework of this study investigates the relationship between service quality, health and safety practices, and visitors' return intentions among event management students at UiTM Puncak Alam. The framework investigates how service quality and health and safety practices function as independent variables (IVs) to affect visitors' return intentions, which are measured by the probability of attendees returning to future events as the dependent variable (DV).

Figure 1: Research Framework



Based on the framework above, the hypothesis is tested as follows:

H1: There is a positive effect of service quality and visitor return intention among event students in UiTM Puncak Alam.

H2: There is a positive effect of health and safety measures, and visitor return intention among event students in UiTM Puncak Alam.

4. Findings and Discussion

Table 1: Demographic Profile of the Respondents

	Factors	N	%
Gender	Male	30	20.5
	Female	117	79.5
Age Group	18-20	23	15.6
	21-23	107	72.7
	24-26	16	10.8
	27 and above	1	0.7
Semester	Semester 1	23	15.6
	Semester 2	26	17.7
	Semester 3	28	19.0
	Semester 4	24	16.3
	Semester 5	33	22.4
	Semester 6	13	8.8

Table 1 presents the demographic profile of the 147 participants in this study. The majority of respondents were female (79.5%), while males comprised 20.5% of the sample. The dominant age group in our sample was 21-23 years old (72.7%), with smaller proportions of respondents aged 18-20 (15.9%) and 24-26 (10.8%). The respondents who were Semester 5 students made up 22.4% of the total, while Semester 3 students comprised 19.0% of the participants, indicating that students from different academic levels took part in the study.

Descriptive Statistics: Table 2 shows the descriptive statistics of the study variables. A 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), was used to assess each variable. The results show that service quality had the highest mean (4.17, SD = 0.568), followed by health and safety practices (Mean = 4.03, SD = 0.482). The dependent variable, visitors' return intention, had a mean of 4.25 and a standard deviation of 0.522. These findings indicate that respondents generally perceive service quality and health and safety practices as important aspects of their event experience, which in turn affects their intention to revisit (Al-Qurashi et al., 2023). Revisit intention is important for event organizers since attracting previous visitors is cheaper than acquiring new ones. The relatively high mean values for service quality and health and safety indicate that they can enhance visitor satisfaction and loyalty (Al-Qurashi et al., 2023). These results are in line with previous studies that show that service quality dimensions have a significant impact on visitors' experiences and revisit intentions (Bayang et al., 2022).

Table 2: Descriptive Statistics

Construct	N	Mean	Std. Deviation
Service Quality	147	4.17	0.568
Health and Safety Practices	147	4.22	0.508
Visitor Return Intention	147	4.25	0.522

Reliability Statistics: The assessment of measurement accuracy depends on reliability, which measures how consistently and stably a measurement instrument remains throughout time. Cronbach's alpha served as the statistical tool to assess the internal consistency of items that belonged to each construct. The statistical method assesses how well items in a scale correlate positively to measure the same underlying concept reliably. Table 2 presents the reliability statistics for each variable examined in this study.

Table 3: Reliability Statistics

Construct	Mean	No. of Items	Cronbach Alpha
Service Quality	4.17	8	0.898
Health and Safety Practices	4.22	6	0.842
Visitor Return Intention	4.25	5	0.808

Table 3 shows the details on each dimension used in this study. Cronbach's alpha coefficient was used to measure the internal consistency of survey items. As shown in Table 3, the Cronbach's Alpha is 0.842, 0.808 and 0.898. According to Salkind (2014), a Cronbach's alpha that is greater than .6 is questionable, .7 is acceptable, .8 is good, and .9 is excellent. Therefore, all constructs are accepted as being reliable for this research.

Correlation: The purpose of correlation analysis is to determine the strength and direction of relationships between variables. The research used correlation analysis to study the connections between service quality and health and safety practices and visitor return intentions. The analysis shows the direction of variable relationships as well as their statistical significance. The research results show how service quality and health and safety practices affect visitor return intentions.

Table 4: Correlations

		Service Quality	Health and Safety Practices	Visitor Return Intention
Service Quality	Pearson Correlation	1		
	Sig. (2-tailed)			
Health and Safety Practices	N	147		
	Pearson Correlation	.286**	1	
Visitors' Return Intention	Sig. (2-tailed)	<.001		
	N	147	151	
	Pearson Correlation	.230**	.476**	1
	Sig. (2-tailed)	.005	<.001	
	N	147	147	147

****.** Correlation is significant at the 0.01 level (2-tailed).

The table above presents a correlation analysis between service quality and safe practices, which affect visitors' return intention. The interpretation of the correlation result for this study is based on Hair et. al. (2006). The result shows health and safety practices ($r=.476$, $p<0.001$) have a moderate and positive relationship. The moderate correlation, as defined by Hair et al. (2006), indicates that safety practices have a greater effect on visitors' return intention than service quality. Meanwhile, service quality is positively and weakly correlated with visitors' return intention ($r=0.230$, $p=.005$). Based on Hair et al. (2006), this indicates a weak but statistically significant association, indicating that improvements in service quality are modestly associated

with an increase in participants' intentions to attend future events. Therefore, the researchers accept all the hypotheses, affirming that service quality and health and safety practices positively affect the visitors' return intention.

Regression Analysis: The research used regression analysis to determine how one or more independent variables affect the dependent variable. The analysis served to validate the study's hypotheses while assessing the predictive power of the proposed model. This section explains the coefficient of determination (R^2), which shows the amount of dependent variable variance that independent variables can explain. The beta coefficient (β) shows the standardized effect size of each independent variable in the regression model. The following table shows the findings from the regression analysis.

Table 5: Regression between Service Quality and Health and Safety Practices on Visitors' Return Intention.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.486 ^a	.236	.225	.460	1.835

Based on the R-squared value, only 23.6% of the variance in the dependent variable can be explained by the independent variable. This indicates that the remaining 76.4% is influenced by other factors not included in this study, which may also significantly impact the outcome.

Table 6: Regression Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Result
	B	Std. Error	Beta			
(Constant)	1.920	0.374		5.126	<.001	
Service Quality	.094	.070	.102	1.340	.182	H1 not supported
Health and Safety Practices	.459	.078	.447	5.878	<.001	H2 supported

The multiple linear regression analysis in Table 6 shows the relationship between Service Quality and Health and Safety Practices. The analysis shows that Health and Safety Practices have a statistically significant positive effect on the dependent variable ($\beta = 0.447$, $p < .001$). Therefore, H2 was accepted. The variable Service Quality does not show a statistically significant relationship with the Result ($\beta = 0.102$, $p = .182$). The positive coefficient is not statistically meaningful in this model since the p-value exceeds the conventional threshold of 0.05. Therefore, H1 was rejected. These findings suggest that Health and Safety Practices play a critical role in influencing the outcome, whereas Service Quality does not significantly predict the dependent variable within the context of this model. The study confirms that health and safety practices directly influence visitor return intentions according to event management literature. The research produced an unexpected result, which showed that service quality did not impact return intention in this specific situation. Visitors seem to value safety and security more than service quality dimensions because health concerns remain dominant in the post-pandemic period.

5. Conclusion and Recommendations

The way visitors perceive health and safety at events determines their willingness to return because these elements create fundamental trust and emotional bonds (Al-Qurashi et.al., 2023). The combination of transparent health and safety protocols with efficient crowd control systems and accessible medical support, and secure venues effectively minimizes event-related concerns while maintaining attendee safety from start to finish. According to Al-Qurashi et al. (2023), effective crowd management leads to better visitor satisfaction while avoiding overcrowding and long wait times that would discourage people from returning. Visitors who trust the event's risk management systems tend to experience higher satisfaction, which increases their

possibility of planning future visits (Hasan, Islam, & Rahman, 2024). Poor health and safety measures that are not properly implemented result in negative visitor experiences, which reduce the probability of visitors returning. The implementation of complete health and safety measures, which include crowd control and emergency services and strict sanitation protocols, leads to better satisfaction levels and improved security perceptions (Wang, Zhang, & Chen, 2024).

Event organizers suggested collecting participant feedback to discover improvement opportunities, which leads to satisfied visitors who will return to future events (Tsai, 2020). Event safety measures communicated openly before and during events help visitors feel confident while potential participants make better decisions about event attendance (Hoffman, 2021). The safety and well-being of attendees at events lead to positive experiences, which drive future attendance (Kim, Lee, & Lee, 2023). The cost-effectiveness of retaining previous visitors makes revisit intention an essential success for events. The decision to return as a visitor depends heavily on venue accessibility, which demonstrates why event locations need to be inclusive and convenient (Đurađević, Petrović, & Jovanović, 2022).

Future event organizers are recommended to prepare themselves by taking event management courses which include detailed modules on health and safety protocols, crowd management and effective communication methods. Educational programs that include these essential topics enable students to learn practical skills that they can use to implement best practices and control risks while building visitor trust and satisfaction in actual event settings.

In conclusion, prioritizing health and safety, effective crowd management, transparent communication, and accessible venues collectively foster visitor satisfaction and loyalty, which leads to sustainable event management success. Stakeholders who invest strategically in these areas are more likely to create memorable, secure, and enjoyable experiences that encourage repeat attendance and positive word-of-mouth.

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