

Social responsibility and governance in screen golf: How do they shape image, trust, and loyalty?

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Abstract: This study investigates how social responsibility and governance influence corporate image, trust, and loyalty in the screen golf service industry. Although experiential value often dominates customer evaluations in leisure services, it remains unclear whether organizational ethical and governance practices produce meaningful relational outcomes. Using survey data collected from 235 users of screen golf facilities, Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed to test the proposed structural relationships. The results indicate that governance significantly enhances corporate image and directly strengthens customer loyalty. In contrast, social responsibility positively affects trust but does not exert a direct impact on corporate image or loyalty. Corporate image significantly increases trust, and trust serves as a critical predictor of loyalty. These findings suggest that consumers differentiate between governance-based operational credibility and socially responsible intentions when forming evaluations. The study concludes that governance transparency plays a central role in shaping favorable consumer responses, while social responsibility contributes indirectly through trust formation. Practical implications highlight the importance of communicating governance systems clearly and embedding responsible practices into service delivery. Theoretical implications for ESG research in leisure service contexts are also discussed.

Keywords: Corporate image, Governance, Loyalty, Screen golf, Social responsibility, Trust.

1. Introduction

In recent years, the integration of environmental, social, and governance (ESG) principles into corporate strategy has gained substantial attention across various industries due to changing stakeholder expectations and increasing emphasis on sustainable business practices. Evolving from traditional corporate social responsibility, ESG has become a comprehensive framework linking non-financial performance to risk management, organizational legitimacy, and long-term value creation [1-5]. Consequently, firms are now evaluated not only by their economic performance but also by their ethical behavior, social contributions, and governance transparency [5-9]. While ESG research has been extensively conducted in sectors such as finance, manufacturing, and technology, its relevance to consumer-oriented service industries has only recently begun to receive scholarly attention [10-14].

Leisure service industries, particularly those related to sports and recreation, provide a meaningful context for examining ESG effects because consumer evaluations in these sectors are largely shaped by experiential and relational factors. Among them, screen golf services represent a rapidly growing segment, especially in South Korea, where virtual golf has developed into a mainstream recreational activity. Unlike manufacturing industries, where ESG outcomes are often tangible and measurable, leisure services operate in experience-driven environments in which corporate image, trust, and loyalty are formed through repeated interactions and subjective perceptions [15]. Prior research in sport and recreation has explored corporate social responsibility, sustainability initiatives, and fan engagement, demonstrating that ethical and environmental practices can influence consumer attitudes [16, 17].

However, existing studies have largely focused on large-scale sports organizations or mega-events, leaving smaller, service-based leisure businesses such as screen golf centers relatively underexplored.

Despite increasing academic interest in ESG, limited research has examined how ESG practices translate into consumer responses within service-oriented leisure contexts. Many existing studies treat ESG as a unified construct, implicitly assuming uniform effects on corporate image and loyalty [2, 18].

Emerging evidence, however, suggests that consumers may differentiate between ESG dimensions, particularly between externally visible social responsibility initiatives and internally oriented governance practices [19]. Moreover, leisure-related ESG research has predominantly emphasized environmental sustainability, such as ecological management of golf courses, while largely overlooking governance-related issues, including transparency, fairness, and stakeholder participation [20, 21]. As a result, the psychological mechanisms through which ESG dimensions influence trust and loyalty in recurring service environments remain insufficiently examined.

Understanding ESG effects in the screen golf industry is both theoretically and practically important. As screen golf evolves from a niche entertainment activity into a structured service industry, providers face increasing expectations regarding responsibility, fairness, and institutional credibility. Failure to address these expectations may undermine consumer trust and weaken long-term loyalty. From a practical perspective, clarifying whether social responsibility or governance exerts a stronger influence on consumer loyalty is essential for effective allocation of managerial resources. From a theoretical perspective, service-based leisure industries challenge conventional ESG assumptions derived from manufacturing or financial contexts, as consumer evaluations depend more heavily on perceived reliability, safety, and fairness than on large-scale philanthropic or environmental initiatives.

To address these gaps, this study develops and tests a structural model examining the relationships among social responsibility, governance, corporate image, trust, and loyalty in the screen golf industry. Drawing on stakeholder theory, signaling theory, and legitimacy theory, the study distinguishes between externally communicated ethical efforts (social responsibility) and internally embedded institutional integrity (governance). Using survey data collected from active screen golf users, the proposed model empirically evaluates how these ESG dimensions influence corporate image and trust, and how these perceptions subsequently shape loyalty. By disaggregating ESG components rather than treating them as a single construct, this study responds to calls for more context-specific and perception-based ESG research in service industries [22-24].

This research offers three main contributions. First, it challenges the assumption that ESG dimensions uniformly enhance corporate image by demonstrating that social responsibility may strengthen trust without significantly improving image in leisure service contexts. Second, it highlights governance as a stronger predictor of loyalty than social responsibility, positioning governance as a relational asset rather than merely a compliance mechanism. Third, it advances service management literature by clarifying the sequential roles of corporate image and trust, showing that trust functions as a critical link between ethical perceptions and consumer loyalty. These findings provide a refined framework for ESG research in non-traditional industries and offer practical guidance for service providers seeking to align ESG practices with consumer expectations.

2. Literature Review

Environmental, social, and governance (ESG) has evolved from a philanthropic concept of corporate social responsibility into a strategic framework that links non-financial practices to risk management, organizational legitimacy, and long-term performance [1, 2, 4, 8, 25]. Prior studies provide consistent evidence that ESG and corporate social performance are positively associated with financial outcomes, particularly when material issues are prioritized and transparently disclosed [6, 7, 10, 12]. From a stakeholder perspective, ESG practices help align organizational objectives with diverse stakeholder interests, thereby reducing conflict and facilitating cooperative value creation [2].

Signaling theory further explains that credible and resource-intensive ESG investments reduce information asymmetry by signaling firm quality, integrity, and long-term orientation to external

stakeholders [26]. Governance, in particular, serves as the institutional foundation that enables environmental and social initiatives to be systematically implemented, monitored, and sustained [4, 27]. Research on corporate reputation and image indicates that ESG activities strengthen corporate associations, which shape stakeholder judgments under uncertainty and contribute to trust formation [5, 11, 28, 29]. In capital market studies, strong ESG performance has been linked to lower cost of capital, enhanced downside risk protection, and improved investor confidence, especially when disclosure quality is high [7, 18]. The development of global reporting standards, such as the Global Reporting Initiative (GRI), has further improved comparability and accountability, shifting ESG from narrative claims to decision-relevant performance metrics [30].

Collectively, the literature conceptualizes ESG as a multi-dimensional construct grounded in multiple theoretical perspectives. Stakeholder alignment enhances legitimacy, governance embeds credible institutional signals, and reputational mechanisms translate ESG practices into trust, preference, and performance outcomes [6, 11, 13, 27, 31, 32]. However, prior research also emphasizes that ESG effects are highly context-dependent, varying according to industry characteristics, stakeholder salience, and perceived authenticity of implementation [7, 18].

Within leisure and sport-related industries, ESG research has focused on how service providers convert environmental stewardship, community engagement, and transparent governance into consumer value and institutional legitimacy [16, 33]. Studies in sport management demonstrate that visible sustainability initiatives influence stakeholder evaluations, sponsorship attractiveness, and fan identification, while governance mechanisms moderate perceived credibility and execution quality [15, 19]. Environmental research highlights leisure venues as ecological actors, emphasizing resource efficiency, biodiversity protection, and land-use impacts. In particular, golf facilities intersect closely with water management and urban ecology, generating both environmental risks and conservation opportunities [34].

Research on sport organizations further shows that corporate social responsibility communication can positively influence trust and behavioral intentions when such efforts are perceived as authentic and integrated into core service delivery rather than as isolated philanthropic actions [17, 35]. In the golf sector, initiatives such as environmental certification, pesticide reduction, water conservation, and habitat restoration have been associated with improved community relations and reputational outcomes, although evidence regarding direct effects on consumer demand remains mixed and context-specific [33, 34]. Governance practices, including transparent membership policies, grievance-handling procedures, and third-party audits, reinforce perceptions of fairness and professionalism in leisure service organizations [19]. Given that leisure services involve repeated and credence-based experiences, ESG signals may reduce uncertainty and strengthen trust; however, their effectiveness depends on operational integration, stakeholder communication, and clear performance metrics rather than symbolic or promotional actions [15, 35]. Overall, existing research suggests that ESG practices can influence corporate image, trust, and behavioral intentions in leisure and golf contexts, while highlighting the need for industry-specific measures and longitudinal designs to distinguish substantive impact from reputational signaling [16, 33].

3. Theoretical Foundation and Hypotheses

This study integrates stakeholder theory, signaling theory, and legitimacy theory to explain how social responsibility and governance influence corporate image, trust, and loyalty in the screen golf industry. Stakeholder theory posits that organizations create value by addressing the expectations of multiple stakeholder groups through fair and responsible practices [2]. From a signaling perspective, visible investments in social responsibility and robust governance systems function as credible signals that reduce information asymmetry regarding unobservable organizational qualities, thereby shaping consumer inferences about reliability and integrity [2, 36].

Legitimacy theory further suggests that alignment with prevailing social norms and ethical standards generates generalized societal approval, strengthening organizational reputation and

acceptance [37]. These mechanisms converge in market-facing evaluations, where reputational signals and corporate associations form a favorable corporate image that simplifies decision-making under uncertainty [11, 38, 39]. Trust emerges as a relational outcome when consumers perceive consistent benevolence, competence, and honesty, consistent with the commitment–trust framework [40]. Social exchange theory explains the subsequent behavioral response, whereby trusted organizations receive reciprocal commitment and loyalty over time [41]. Together, these theoretical perspectives provide an integrated framework in which social responsibility and governance act as institutional and market signals that shape corporate image and trust, ultimately fostering consumer loyalty. The proposed research model is illustrated in Figure 1.

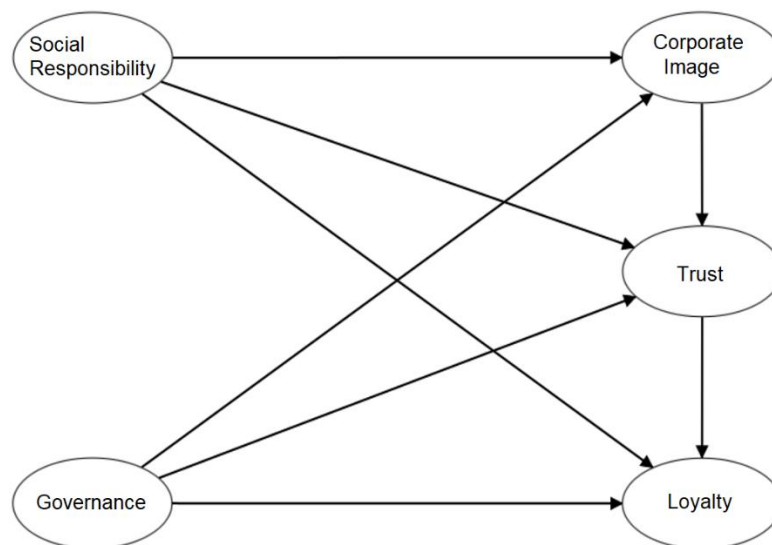


Figure 1.
Research Model.

3.1. Social Responsibility

Social responsibility refers to an organization's voluntary commitment to ethical conduct, stakeholder well-being, and societal value creation beyond economic objectives [1, 4, 25]. Firms engaging in initiatives related to employee welfare, fair treatment, and community support are increasingly perceived as socially responsible and morally credible. Consumers evaluate organizations not only on functional service quality but also on ethical behavior and social contributions [42]. When companies demonstrate concern for societal issues such as human rights and community development, they generate moral approval and emotional resonance among consumers [31, 43, 44]. These perceptions enhance perceived authenticity and integrity, strengthening reputational value and psychological attachment, which can influence consumer attitudes and behavioral intentions [45, 46]. Accordingly, the following hypotheses are proposed:

H_{1a}: Social responsibility positively influences corporate image.

H_{1b}: Social responsibility positively influences trust.

H_{1c}: Social responsibility positively influences loyalty.

3.2. Governance

Governance refers to the systems and processes through which organizations ensure accountability, transparency, and ethical decision-making [4, 12, 27]. Effective governance practices, such as transparent financial management, independent oversight, and stakeholder inclusion, reinforce

perceptions of organizational professionalism and integrity. Firms with strong governance structures are perceived as reliable and principled, reducing perceived risk and enhancing external confidence [5, 47-49]. In service industries characterized by repeated interactions, governance signals institutional stability and fairness, which can support long-term commitment and favorable consumer evaluations. Based on these arguments, the following hypotheses are proposed:

H_{2a}: Governance positively influences corporate image.

H_{2b}: Governance positively influences trust.

H_{2c}: Governance positively influences loyalty.

3.3. Corporate Image

Corporate image represents stakeholders' overall evaluation of an organization based on perceived credibility, professionalism, and social standing [8, 50]. A favorable image develops when organizations consistently demonstrate ethical behavior, service quality, and social responsibility [51]. Such perceptions function as cognitive shortcuts that reduce uncertainty, enabling consumers to infer reliability and integrity in future interactions [50, 52, 53]. A positive corporate image, therefore, increases confidence in the organization's ability to fulfill its commitments. Accordingly, the following hypothesis is proposed:

H₃: Corporate image positively influences trust.

3.4. Trust

Trust refers to consumers' willingness to rely on an organization's integrity, reliability, and benevolence in future exchanges [3, 40]. When trust is established, perceived risk is reduced, and relational stability is enhanced, encouraging continued engagement and long-term relationships [54-57]. Trust also fosters emotional attachment, decreasing the likelihood of switching behavior and increasing commitment through repeat patronage and positive word-of-mouth [58, 59]. Based on this reasoning, the following hypothesis is proposed:

H₄: Trust positively influences loyalty.

4. Empirical Methodology

4.1. Instrument Development

All constructs used in this study were adapted from previously validated measurement scales reported in the literature (see Table A1). Five latent constructs, social responsibility, governance, corporate image, trust, and loyalty, were operationalized using reflective indicators tailored to the screen golf service context. Each item was measured on a seven-point Likert scale ranging from 1 (strongly disagree) to 7 (strongly agree).

The questionnaire consisted of two sections. The first section assessed respondents' perceptions of the five focal constructs, while the second collected demographic information, including gender, age, income level, screen golf experience, and annual visit frequency. This structure ensured clarity and response accuracy and was suitable for subsequent structural equation modeling analysis.

The original questionnaire was developed in English and subsequently translated into Korean following a rigorous translation and back-translation procedure. A professional translator conducted the initial translation, and an independent bilingual expert performed the back-translation. Any inconsistencies were reviewed and resolved to ensure semantic equivalence. Content validity was assessed through a pre-test with three academic experts in service management and two industry professionals with experience in golf-related services. Based on their feedback, minor revisions were made to improve clarity and contextual relevance. A pilot test with 15 screen golf users confirmed the readability and logical flow of the instrument, indicating its suitability for large-scale data collection.

4.2. Subjects and Data Collection

A survey research design was employed, as it is appropriate for examining perceptual and attitudinal constructs in consumer behavior research [60, 61]. The target population consisted of users of screen golf services in South Korea who possess direct experience and informed perceptions of organizational practices in this industry. Screen golf has developed into a mainstream leisure activity, attracting a wide range of users from casual participants to committed enthusiasts [62, 63].

A purposive sampling strategy was adopted to reach active screen and golf users. Data were collected through both online and offline channels, including screen golf venues, indoor golf ranges, online communities, and survey panels. To ensure ethical compliance, the survey clearly stated the study purpose, guaranteed anonymity, and emphasized voluntary participation. All respondents provided informed consent before participation. Data collection was conducted between April and July 2025.

Prior to analysis, the dataset was screened to remove incomplete responses, patterned answers, and cases failing attention checks. Only respondents who confirmed prior experience with screen golf facilities were retained. These procedures enhanced the reliability and validity of the final dataset.

An a priori sample size calculation for structural equation modeling was conducted using the A-priori Sample Size Calculator [64]. Assuming an effect size of 0.10, statistical power of 0.80, significance level of 0.05, five latent variables, and twenty-five observed variables, the minimum required sample size was estimated at 100. The final sample comprised 235 valid responses, exceeding the recommended threshold and providing adequate statistical power.

Table 1.
Sample Information.

Category	Subject	Frequency	Percentage
Gender	Male	123	52.30%
	Female	112	47.70%
Age	20s	7	3.00%
	30s	41	17.40%
	40s	54	23.00%
	50s	70	29.80%
	60 and above	63	26.80%
Annual Household Income	Under 50 million KRW	74	31.50%
	50–80 million KRW	79	33.60%
	80 million–100 million KRW	54	23.00%
	100 million–200 million KRW	23	9.80%
	Over 200 million KRW	5	2.10%
Start of Screen Golf Participation	Less than 1 year	49	20.90%
	1–5 years	79	33.60%
	6–10 years	58	24.70%
	11–20 years	43	18.30%
	21 years or more	6	2.60%
Annual Visit Frequency	1–5 times	58	24.70%
	6–10 times	33	14.00%
	11–15 times	37	15.70%
	16–20 times	29	12.30%
	21 times or more	78	33.20%

Table 1 presents the demographic characteristics of the respondents. The sample showed a balanced gender distribution and was dominated by middle-aged participants, reflecting the primary user base of screen golf services. More than half of the respondents reported over five years of screen golf experience, and a substantial proportion visited screen golf facilities more than 21 times per year, indicating strong engagement.

PLS-SEM was employed to test the proposed research model, as it is well-suited for predictive analysis and complex models involving multiple latent constructs [65]. This method is robust to non-normal data distributions and effective with moderate sample sizes [66]. The analysis simultaneously assessed the measurement and structural models to evaluate construct reliability, validity, and hypothesized relationships.

5. Results

5.1. Measurement Model

The measurement model was evaluated to assess reliability and validity before testing the structural relationships. Internal consistency reliability was examined using Cronbach's alpha and composite reliability (CR). All values exceeded the recommended threshold of 0.70, indicating satisfactory reliability across constructs [67].

Convergent validity was assessed through outer loadings and average variance extracted (AVE). All indicator loadings were above 0.70, and AVE values exceeded the recommended cutoff of 0.50, confirming adequate convergent validity [68]. As shown in Table 2, AVE values ranged from 0.732 to 0.799.

Table 2.
Factor Analysis and Reliability.

Construct	Item	Mean	Standard deviation	Outer loadings	Cronbach's Alpha	CR (rho_a)	CR (rho_c)	AVE
Social Responsibility	SCT1	3.596	0.896	0.876	0.926	0.929	0.942	0.732
	SCT2	3.477	0.942	0.899				
	SCT3	3.447	0.959	0.859				
	SCT4	3.685	0.956	0.878				
	SCT5	3.796	0.881	0.790				
	SCT6	3.191	1.127	0.828				
Governance	GVN1	3.434	0.922	0.862	0.948	0.949	0.957	0.762
	GVN2	3.255	1.008	0.844				
	GVN3	3.383	0.975	0.865				
	GVN4	3.200	1.006	0.874				
	GVN5	3.379	0.957	0.871				
	GVN6	3.421	0.975	0.921				
	GVN7	3.485	0.938	0.870				
Corporate Image	CPI1	3.702	0.838	0.806	0.894	0.896	0.926	0.759
	CPI2	3.596	0.832	0.892				
	CPI3	3.443	0.963	0.888				
	CPI4	3.391	0.959	0.897				
Trust	TRS1	3.749	0.761	0.896	0.916	0.916	0.941	0.799
	TRS2	3.766	0.761	0.908				
	TRS3	3.579	0.854	0.890				
	TRS4	3.621	0.786	0.882				
Loyalty	LYT1	3.596	0.816	0.876	0.915	0.915	0.940	0.796
	LYT2	3.498	0.796	0.909				
	LYT3	3.651	0.803	0.884				
	LYT4	3.545	0.866	0.900				

Discriminant validity was assessed using the heterotrait–monotrait (HTMT) ratio. As presented in Table 3, all HTMT values were below the conservative threshold of 0.90, indicating that each construct was empirically distinct [66]. The clear separation among social responsibility, governance, corporate image, trust, and loyalty supports their conceptual independence within the theoretical framework.

Table 3.
HTMT Matrix.

Constructs	1	2	3	4	5
1. Social Responsibility					
2. Governance	0.943				
3. Corporate Image	0.822	0.897			
4. Trust	0.792	0.817	0.881		
5. Loyalty	0.838	0.868	0.918	0.935	

5.2. Structural Model

The structural model was evaluated using a bootstrapping procedure with 5000 resamples to test the significance of the hypothesized paths; the results are summarized in Table 4.

Social responsibility had a significant positive effect on trust but did not significantly influence corporate image or loyalty. Governance exerted a strong positive effect on corporate image and loyalty, but did not significantly affect trust. Corporate image significantly influenced trust, and trust strongly predicted loyalty. These findings provide partial support for the proposed hypotheses.

Table 4.
Structural Path Coefficients.

H	Predictor	Outcome	β	t	p	Result
H1a	Social Responsibility	Corporate Image	0.089	1.040	0.298	Not Supported
H1b	Social Responsibility	Trust	0.211	2.833	0.005	Supported
H1c	Social Responsibility	Loyalty	0.123	1.500	0.134	Not Supported
H2a	Governance	Corporate Image	0.747	9.449	0.000	Supported
H2b	Governance	Trust	0.150	1.561	0.119	Not Supported
H2c	Governance	Loyalty	0.277	3.546	0.000	Supported
H3	Corporate Image	Trust	0.515	6.517	0.000	Supported
H4	Trust	Loyalty	0.555	13.146	0.000	Supported

6. Discussion

The findings offer important insights into how social responsibility and governance influence corporate image, trust, and loyalty in the screen golf service context. By integrating stakeholder theory, signaling theory, and social exchange theory, this study clarifies the distinct psychological pathways through which ESG-related practices impact consumer evaluations.

Social responsibility did not significantly influence corporate image, suggesting that socially responsible activities in screen golf services may not translate into enhanced reputational perceptions. Unlike manufacturing or financial firms, screen golf providers are primarily viewed as leisure and entertainment services, where consumers prioritize experiential value over ethical positioning. As a result, CSR initiatives may be perceived as peripheral rather than integral to brand identity. However, social responsibility significantly enhanced trust, indicating that ethical practices foster perceptions of sincerity and moral credibility at a relational level. This finding suggests that in leisure contexts, social responsibility operates more effectively as a trust-building mechanism than as an image-enhancing strategy.

Governance emerged as the strongest predictor of corporate image, highlighting the importance of transparency, accountability, and professional management even in leisure services. Strong governance likely signals organizational stability and reliability, thereby enhancing reputational evaluations. Although governance did not directly influence trust, it significantly affected loyalty, indicating that institutional reliability and procedural fairness encourage continued patronage through a rational confidence mechanism rather than emotional assurance.

Corporate image significantly influences trust, supporting prior research that identifies image as a cognitive precursor to relational confidence. Trust, in turn, exerts a strong positive effect on loyalty, reaffirming its central role in maintaining long-term consumer relationships. Overall, the findings

reveal a differentiated hierarchy where governance enhances image, social responsibility boosts trust, and loyalty is primarily driven by trust and governance.

7. Conclusion

7.1. Theoretical Contributions

This study contributes to ESG and service management literature by demonstrating that social responsibility and governance exert distinct effects on consumer perceptions in leisure-based service industries. Contrary to assumptions of uniform ESG effects, social responsibility did not enhance corporate image, highlighting the need to consider industry-specific relevance when applying stakeholder and legitimacy theories.

The study further differentiates moral credibility from institutional credibility, showing that social responsibility influences trust without directly fostering loyalty, whereas governance strengthens loyalty through perceived procedural reliability. Finally, the findings clarify the sequential roles of corporate image and trust, establishing trust as the key mediator between institutional practices and behavioral loyalty.

7.2. Managerial Implications

For practitioners in the screen golf industry, the findings emphasize that ESG practices should be operationally embedded rather than symbolically communicated. Social responsibility initiatives should be closely linked to service delivery, such as fair pricing, employee treatment, and transparent usage policies. Governance practices, including clear membership rules, financial transparency, and structured feedback mechanisms, should be prioritized to enhance corporate image and loyalty.

Managers should recognize that loyalty in screen golf services is driven not only by entertainment value but also by trust and institutional reliability. Investments in transparent operations, complaint handling, and consistent service standards are likely to yield long-term relational benefits.

7.3. Limitations and Future Research

This study has several limitations. First, the focus on screen golf services in South Korea may limit generalizability to other leisure industries or cultural contexts. Second, the study relied on perceptual measures and cross-sectional data. Future research could incorporate longitudinal designs and behavioral metrics. Third, future studies may examine interaction effects among ESG dimensions or explore additional mediators such as satisfaction, engagement, or commitment.

Transparency:

The author confirms that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

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Appendix:

Table A1.
List of Constructs and Items.

Construct	Item	Description	Reference
Social Responsibility	SCT1	The screen golf company I frequently visit makes efforts to protect employee human rights.	Fornell and Larcker [68] and Koh et al. [69]
	SCT2	The screen golf company I frequently visit regularly conducts ethics training to prevent employee corruption.	
	SCT3	The screen golf company I frequently visit implements programs for mutual growth with partner companies.	
	SCT4	The screen golf company I frequently visit strives to ensure customer safety.	
	SCT5	The reservation system of the screen golf company I frequently visit operates fairly.	
	SCT6	The screen golf company I frequently visit continuously engages in social contribution activities for the local community.	
Governance	GVN1	The screen golf company I frequently visit effectively gathers member opinions through regular meetings.	Park and Han [70] and Liang, et al. [71]
	GVN2	When operating profits are generated, the screen golf company I frequently visit uses them for member benefits.	
	GVN3	When it generates operating profits, the screen golf company I frequently visit reinvests them in facilities and services.	
	GVN4	The screen golf company I frequently visit appoints auditors or audit committees with professional expertise.	
	GVN5	The screen golf company I frequently visit operates an accounting department to ensure fair financial management.	
	GVN6	The screen golf company I frequently visit actively collects internal and external opinions regarding operations.	
	GVN7	The screen golf company I frequently visit has a fair system for member privileges and management.	
Corporate Image	CPI1	The screen golf company I frequently visit is professional.	Jung, et al. [8]; Park and Han [70] and Jacobson [72]
	CPI2	The screen golf company I frequently visit is dynamic.	
	CPI3	The screen golf company I frequently visit makes a positive contribution to the national economy.	
	CPI4	The screen golf company I frequently visit makes a positive contribution to society.	
Trust	TRS1	The products and services of the screen golf company I frequently visit are trustworthy.	Morgan and Hunt [40] and Chaudhuri and Holbrook [56]
	TRS2	The products and services of the screen golf company I frequently visit are safe.	
	TRS3	The screen golf company I frequently visit provides the products and services that customers want.	
	TRS4	The products and services of the screen golf company I frequently visit are of high quality.	
Loyalty	LYT1	I feel attached to the services of the screen golf company I frequently visit.	Liang [73] and McDougall and Levesque [74]
	LYT2	I will continue to purchase products from the Screen Golf Company, which I frequently visit.	
	LYT3	I will continue to show interest in the services of the screen golf company I frequently visit.	
	LYT4	I will recommend the products and services of the screen golf company I frequently visit to others.	