

# Architectural design, church beliefs, visual imagery and project finance as predictors of church satisfaction in the Five Boroughs of New York

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## Problem

The empirical model in which architectural design, church beliefs, visual imagery and project finance are predictors of satisfaction, as perceived by the clergy and members of Seventh-day Adventist churches in the five boroughs of New York City, New York, USA.

## Methodology

The research was empirical quantitative, descriptive, exploratory, explanatory and transversal. The study population was made up of fifty Seventh-day Adventist churches in the five boroughs of New York City, New York, USA. An instrument was administered and 149 responses from the population described were received. The substantive statistical process was based on regression analysis, performed in SPSS 25.0.

The constructs for the four instruments used were done through factorial analysis techniques (with explained variance levels of over 50 %, which are acceptable) and the reliability, measured with the Cronbach alpha coefficient for each instrument, was acceptable (with the lowest explained variance levels of .800). For the analysis of this hypothesis, the statistical technique of multiple linear regression was used.

## Results

The model was validated with the sample of congregants of Seventh-day Adventist churches in the five boroughs of

New York City, New York. Architectural design, church beliefs, visual imagery and project financing are good predictors of church satisfaction, according to the perception of the congregants of the Seventh-day Adventist churches in the five boroughs of New York City, New York. When evaluating the influence of independent constructs through the standardized beta coefficients, it was found that the best predictor is Church belief, followed by architectural design, then project finance and finally visual imagery.

## Conclusion

It is recommended to the general administration of the Seventh-day Adventist Conferences of the North American Division and the General Conference World Church to formulate and adopt an architectural theological position which is entrenched in the organization's fundamental beliefs and practices. Administrators, clergy and the laity should be encouraged to engage in continuing discussions and activities about the aesthetics, symbology, care and upkeep of properties as testament to the Creator of the universe. Additionally, focus should be placed on architectural design, church beliefs, visual imagery and project financing of church properties since these variables directly impact the satisfaction of all congregants. These constructs are all good predictors of church attraction, retention and satisfaction.