

Comparison with Service Quality Models in Coffee Shop

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ABSTRACT: The purpose of this study is to identify the causal relationships between service quality, consumer satisfaction, and behavioral intention in coffee shop. Additionally, the study aims at focusing on whether or not consumer satisfaction plays a moderating role between service quality and behavioral intention. Statistical techniques that involve frequency, reliability, exploratory factor analysis, and structural equation modeling were performed. In the third research model, consumer satisfaction was unfolded as a moderating variable that enables to be a key player between service quality and behavioral intention. Limitations and considerations of this study were discussed for future study.

Keywords: coffee shop, service quality, satisfaction, behavioral intention

INTRODUCTION

According to a recent news, the number of coffee shops in a single city of Seoul, Korea became over 10 thousands in 2012, which accounted for that this figure presented two times as in 2008 (The hankyoreh 2015). Not even in a large city, but in a small town, finding a coffee shop is not too difficult recently. With a remarkable growth in the number of coffee shop, a considerable deal of imported coffee presents a big rush in a coffee market (Kim JS, Choi SH 2011; Um YH 2010). In a cultural aspect, moreover, a culture of enjoying coffee in Korea is no longer the exclusive property for a privileged minority, but the common asset for all modern individuals (Noh JH, Jang HB 2011). This implies that enjoying coffee is not a new dessert trend any more compared to the past as 1970s or 1980s, but it's a part of life style in the country. Regardless of taking out or enjoying a cup of coffee in a coffee shop, coffee itself appears to be an inevitable product in a con-

sumption market in Korea.

Although there is currently a plethora of research in a theme of coffee, those studies deal with the following issues: cultural marketing (Kim KY, Kim MK 2010; Noh JH, Jang HB 2011), servicescape (Um YH 2010), brand personality and loyalty (Kim JS, Choi SH 2011; Kim SH et al 2011). Because a few studies on service quality have been found in a coffee shop at best, the purpose of this study is not only to identify causal relationships between service quality, consumer satisfaction, and behavioral intention in coffee shop, but also to focus on whether or not consumer satisfaction plays a moderating role between service quality and behavioral intention. Therefore, under a particular setting of coffee shop, the specific purpose of this study is not unlimited to a relationship between attributes of service quality and consumer satisfaction, but unrestricted to looking at whether consumer satisfaction affected by service quality contributes to consumer behavioral intention that may result in revenue (Jani D, Han H 2013). By testing

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a few service quality models in coffee shop, the results from this study enable to provide a helpful and strategic model to marketers in coffee shop.

LITERATURE REVIEW

Service Quality

As for several features of service that encompass intangibility, inseparability, heterogeneity, and perishability, a great deal of not only academic but also practical discussion have been performed in a few disciplines that regard a service concept as important (Lee YJ 2008). Particularly, with respect to measuring service quality perceived by consumers, considerable efforts and contributions from researchers appear for years (Grönroos C 1984). According to Lee S (2009) and Zeithaml VA (1988), unlike objective quality, quality perceived by consumers is subjectively considered and judged to the superiority or differentiation of a product. That is, service quality perceived by consumers is defined as an emotion felt from goods and service made in a particular brand. Moreover, this encompasses reliability and favor from consumers towards a product per se and is distinguished from satisfaction. Among studies on service quality, a remarkable output from these accomplishments is the advent of the SERVQUAL model, which leads to the DINESERV that deals with reliability, assurance, responsiveness, tangibles, and empathy (Ha J, Jang S 2010; Stevens P et al 1995). Based upon a large list of studies associated with service quality, 12 variables were singled out for the study (Stevens P et al 1995; Kim JY et al 2009).

Consumer Satisfaction

For many decades, research in consumer satisfaction has been conducted in social science, particularly in a service management sector, but the term of satisfaction is defined depending on academic scholars (Kim HJ et al 2015). Typically, researchers define satisfaction as a discrepancy between expectation felt by users before the utilization of a particular product and experience felt by them after its consumption (Tse D, Wilton P 1988). Others argue that satisfaction is an emotional reaction from consumers after experience of tangible or intangible service (Westbrook RA, Reilly MD 1983). Also, it is

maintained to be a size of overall pleasure and enough felt by consumers, after their experience of service and goods (Hellier P et al 2003). As an interesting point from relatively recent literature, some investigators claim that a rise of consumer satisfaction plays a preceding variable in positively influencing behavioral intention such as revisit, repurchase, word-of-mouth, and loyalty (Cronin JJ, Taylor SA 1992; Jung YW 2006; Raval A, Gronroos C 1996; Um YH 2010; Yi YJ, La SA 2004). Through these previous works, it is revealed that consumer satisfaction is germane to behavioral intention.

Behavioral Intention

In regard to behavioral intention or customer loyalty in a marketing field, while some researchers define it as a customer's an attitude towards a firm, others argue that behavioral intention is expressed as a favorable attitude about a purchased product or as how many a product is repurchased (Lee MJ 2009; Um YH 2010). From much previous research, the term of behavioral intention involves a consistent repurchase about a preferable goods and service in the future, which is connected to an enthusiastic patron with loyalty. An instrumental tool to measure behavioral intention is referred to a word-of-mouth and willingness to pay as premium and to repurchase (Oliver RL 1999; Kim HB et al 2007). Therefore, behavioral intention is presented as a form of repurchase over a long period of time or positive word-of-mouth if consumers favorably perceive a specific product (Jeon KC et al 2005). Considering a characteristic of coffee shop, this study adopts revisit and recommendations to others as counter parts of repurchase and word-of-mouth (Szymanski DM, Henard DJ 2001; Zeithaml VA et al 1996; Hyun KS 2009).

METHODS

Research Model

Under a setting of coffee shop, this study attempted to investigate the relationships between service quality, overall consumer satisfaction, and behavioral intention. In particular, the study examined whether overall consumer satisfaction, as a moderating variable, played a significant role in influencing be-



Figure 1. Service quality model.

havioral intention. Also, the study endeavored to identify if the three service quality models created for this study were suitable for a model fit. The basic research model was presented in Figure 1. In accordance with both literature review and the research model, the two hypotheses were as follows:

Hypothesis 1: Service quality in coffee shop will positively affect consumer satisfaction.

Hypothesis 2: Consumer satisfaction will positively affect behavioral intention.

Instrument and Sampling

For the study, a questionnaire pertaining to service quality, overall consumer satisfaction, and behavioral intention was developed from previous research (Ha J, Jang S 2010; Kim JY et al 2009; Stevens P et al 1995). A survey constituted four sections: 1) 12 items on service quality, 2) one item on overall consumer satisfaction regarding service provided, 3) two items on behavioral intention which contain revisit and favorable recommendation to others, and 4) demographic profile. Except for a part of demographic profile, all of the items were adopted with a seven point Likert scale (1 - strongly disagree to 7 - strongly agree) based upon extant literature. A data collection was achieved with a convenient sampling method from March 3 to May 30, 2015. Survey was distributed and self-administered to those who were college students in Daegu, Kyungpook in South Korea because a comparison of service quality models in coffee shop has never carried out in this area. Of the collected survey, the sample size of 278 was employed for the analyses, which accounted for a response rate of 95.9%.

Statistical Methods

Using SPSS version 20.0 and Amos 18.0 version programs, statistical methods that involve frequency, reliability, exploratory factor analysis, and structural equation modeling were performed. To identify the maintenance of the basic statistical assumptions en-

compassing the absence of missing value, kurtosis, and skewness in regard to normality, frequency analysis was undertaken. For the internal reliability of variables with service quality and behavioral intention, cronbach's α coefficients were accepted. With a varimax method that entails orthogonal rotation, exploratory factor analysis was run to evaluate the validity of measurement instrument for construct of service quality. Additionally, structural equation modeling was implemented to test the goodness-of-fit of the suggested models and to uncover a variable that plays a moderating role between service quality and behavioral intention in this study.

RESULTS

Frequency and Reliability

Normal distributions for all variables were found from descriptive statistics. No missing value was detected. Of a total of 278 respondents, the majority of them were male (63.7%). This uneven gender ratio was an insignificant impact on the study results. As to annual income before taxes, the highest category was between USD 40,000 and USD 59,999, followed by between USD 60,000 and USD 79,999, and followed by between USD 20,000 and USD 39,999, assuming that KW (Korean Won) 1,000=USD 1. This implied that annual income before taxes for respondents was much higher than average income of about USD 25,000 in South Korea.

With respect to service quality and behavioral intention, cronbach's α coefficients were calculated for reliability. Specifically, a construct of service quality was extracted into the three factors after exploratory factor analysis. Individual reliability for each factor was measured. Cronbach's α s for service quality factor 1, 2, and 3 showed 0.92, 0.89 and 0.69, respectively, which accounted for high presentations of reliability (See Table 1). These high values of Cronbach's α were paralleled with the results by Kim HJ (2014). In addition, acceptable Cronbach's α for behavioral intention was presented with 0.71.

Exploratory Factor Analysis

The required statistical assumptions such as absence of outliers and multicollinearity and factorability of the correlation matrices for exploratory fac-

Table 1. Service quality dimensions

Service quality	Factors			Communality
	1	2	3	
Factor 1				
Order	0.652			0.580
Accuracy	0.811			0.700
Cleanliness	0.780			0.700
Cooperation	0.889			0.904
Response	0.871			0.818
Attitude	0.833			0.741
Factor 2				
Time		0.890		0.880
Comfort		0.869		0.886
Handling		0.747		0.793
Factor 3				
Knowledge			0.666	0.739
Proficiency			0.729	0.788
Distinction			0.848	0.737
Eigenvalue	6.47	1.72	1.07	
Variance (%)	53.95	14.31	8.95	
Cumulative variance (%)	53.95	68.26	77.21	
Cronbach's alpha	0.92	0.89	0.69	
Number of items (total=12)	6	3	3	

Note: 1) Kaiser-Meyer-Olkin (KMO) statistic: .836 (greater than .60).

2) Bartlett's test of Sphericity: $p < .001$.

3) Time denotes "The service time promised is met"; Comfort "The coffee shop makes me feel personally safe"; Handling "Staff quickly correct anything that is wrong"; Order "Staff serve the item(s) exactly in order"; Accuracy "Staff provide the item(s) exactly as they are ordered"; Cleanliness "Staff regularly clean tables and chairs"; Cooperation "Staff help each other during busy times"; Response "Staff answer questions satisfactorily"; Attitude "Staff are pleasant to me"; Knowledge "Staff are able and willing to share information with me about menu items, ingredients, and methods of preparation"; Proficiency "Staff are well-trained and competent"; Distinction "Staff recognize me as a regular customer."

tor analysis were inviolate (Tabachnick B, Fidell L 2007). Principal factors extraction with varimax rotation was conducted for a construct of service quality that constituted 12 variables. The 12 variables were extracted into the three factors, which accounted for 77.21% of the total variance. Table 1 presented that the six variables of "Order," "Accuracy," "Cleanliness,"

"Cooperation," "Response," and "Attitude" were loaded on service quality factor 1, while service quality factor loaded the three variables that contained "Time," "Comfort," "Handling." The last three variables that embraced "Knowledge," "Proficiency," and "Distinction" were loaded on service quality factor 3. These three extracted factors were different from

the result of Kim HJ's (2014) that had the two factors from the same 12 variables of service quality. This might be because of a difference in sample size.

Service Quality Model 1

Using exploratory factor analysis, the three factors were taken out from a construct of service quality. With each of the three factors, the three different models were developed (See Figure 2, 3, and 4). To test these three service quality models, a few parameters that involved goodness-of-fit index were estimated by an advanced statistical technique of structural equation modeling. As referenced in many studies, an analytical method of structural equation modeling, as the most appropriate statistical tool that enables to verify a causal relationship between independent, moderating, and dependent variables, was applicable to an original or applied research model solely when a thorough theoretical framework was established (Oh CH et al 2010; Park HJ, Sohn DH 2010). Because this study contained a moderating variable of consumer satisfaction bet-

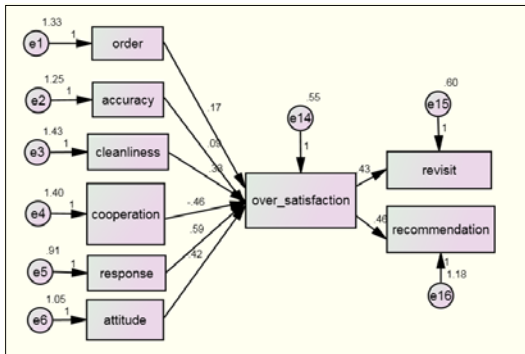


Figure 2. Service quality model 1.

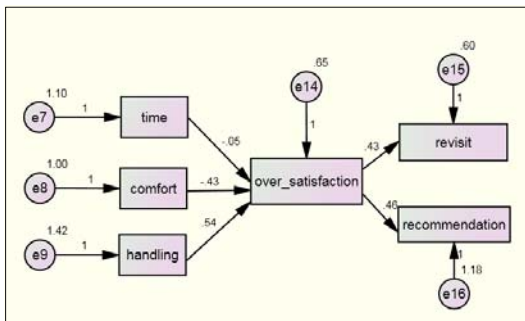


Figure 3. Service quality model 2.

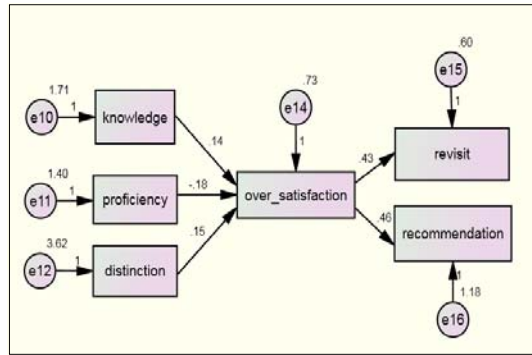


Figure 4. Service quality model 3.

ween service quality and behavioral intention in the applied research model, rather than using a multiple regression analysis, structural equation modeling was judged to be adequate.

The adopted criteria for fitness of the models were as followed: GFI (Goodness-of-Fit Index) ≥ 0.9 , AGFI (Adjusted Goodness-of-Fit Index) ≥ 0.9 , NFI (Normed Fit Index) ≥ 0.9 , CFI (Comparative Fit Index) ≥ 0.9 , RMSR (Root Mean Square Residual) ≤ 0.5 , and RMSEA (Root Mean Square Error of Approximation) ≤ 0.08 (Oh CH et al 2010; Park HJ, Sohn DH 2010; Shin DJ 2010). The three individual models were evaluated, and the first model with the service quality factor 1 resulted in the following parameters: $\chi^2=1683.868$ (df=28, $p=.000$), GFI=0.370, AGFI=-0.013, NFI=0.111, CFI=0.109, RMR=0.530, and RMSEA=0.462. While the values of χ^2 , df, and p were suitable, all parameters were not met to the acceptable criteria for a model fit, in particular the value of RMSEA that should have been less than 0.08, which indicated that the first model was unacceptable, as a research model.

Service Quality Model 2

The second model with the service quality factor 2 was tested as did the first model, and the results showed $\chi^2=682.665$ (df=10, $p=.000$), GFI=0.590, AGFI=0.138, NFI=0.196, CFI=0.193, RMR=0.386, and RMSEA=0.493. Although the model became a bit better than the first model in terms of GFI, NFI, CFI, and RMR, it remained unacceptable for an appropriate model fit because of a considerable violation of RMSEA.

Service Quality Model 3

Table 2. Results of service quality model 3

Path	Estimate	S.E.	C.R.	P
Over_satisfaction ← Knowledge	0.139	0.039	3.549	0.000
Over_satisfaction ← Proficiency	-0.178	0.043	-4.124	0.000
Over_satisfaction ← Distinction	0.155	0.027	5.746	0.000
Revisit ← Over_satisfaction	0.425	0.049	8.658	0.000
Recommendation ← Over_satisfaction	0.456	0.069	6.606	0.000

Note: S.E. denotes standard error; C.R. critical ratio; P *p*-value.

With the service quality factor 3, the last model was analyzed by structural equation modeling. As a result, the model was presented with $\chi^2=341.194$ ($df= 10$, $p=.000$), GFI=0.939, AGFI=0.910, NFI=0.982, CFI= 0.980, RMR=0.388, RMSEA=0.046. Unlike the results from service quality model 1 and 2, this model satisfied the suggested criteria for a model fit. Therefore, the Figure 4 about the service quality model 3 was allowed to make significant interpretations between service quality, consumer satisfaction, and behavioral intention. As seen in Table 2, the three variables among attributes of service quality became statistically significant to consumer satisfaction. The variable of consumer satisfaction was also significant to the two variables from behavioral intention, which explained that consumer satisfaction played an important role between a few attributes of service quality and behavioral intention. Based on these results, the hypothesis 1 that addressed service quality in coffee shop will positively affect consumer satisfaction was partially supported because the two variables - knowledge and distinction - positively influenced consumer satisfaction, whereas the remaining variable of proficiency had a negative effect on consumer satisfaction. As to the relationship between consumer satisfaction and behavioral intention, the hypothesis 2 was fully supported since consumer satisfaction positively affected revisit and recommendation.

CONCLUSIONS

Discussion and Implications

With respect to a heated debate on a wide range of service quality models in the academic world, a

vast array of studies was already achieved over a few decades. This turns out that the issue associated with service quality has been paid much attention to a scholar group, which is especially remarkable in a service management area. With this academic interest, this study was carried out to find the relationships between service quality, consumer satisfaction, and behavioral intention under a background of coffee shop. From the three created research models, consumer satisfaction was unfolded as a moderating variable, using an advanced statistical tool of structural equation modeling. This variable was found to be a key player between service quality and behavioral intention in the third model. It was significant, therefore, that the result contributed to suggesting a new service quality model with consumer satisfaction.

Although the three research models with different attributes of service quality were suggested, solely the third model with the three attributes that constituted knowledge, proficiency, and distinction in a construct of service quality was accepted for a good model fit. These three attributes showed significant relationships with consumer satisfaction. Subsequently, consumer satisfaction significantly affected revisit and recommendation. This implies that training employees about how to serve and attract consumers in coffee shops is an important strategy to increase consumer satisfaction, which is finally linked to positive behavioral intention. Unless coffee shop marketers, managers, or owners are much interested in only taking out coffee in coffee shops, they need to become aware of what consumers are attracted and satisfied among attributes of service quality in the coffee industry.

Limitations and Future Research

Limitations and considerations of this study were addressed for the following research. First, as in most empirical studies, this study was limited to making a generalization because a data collection with a particular time span was accomplished in a specific area located in Daegu-Kyungpook, South Korea. Moreover, the sample for the study was targeted to college students alone, not regular customers. Therefore, without solving these problems, this study is unable to be free from an issue of generalization. Future research is expected to elaborate upon the methods relating to data collection and sampling. Second, although previous research review about service quality has been undertaken, the 12 selected variables pertaining to a construct of service quality were incomplete to fully explain it. More detailed variables to describe service quality are required to add in future research. In the end, as argued by Kim HJ (2014), this study provided a developed model of service quality in coffee shop and revealed that overall consumer satisfaction functioned as a significant moderator between attributes of service quality and behavioral intention. Even though there is a contribution to find an important moderator, overall consumer satisfaction, it is needed to discover different moderators under varied service quality models in coffee shop.

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서비스 품질 모형 비교: 커피 전문점을 대상으로

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국문초록

본 연구의 목적은 커피 전문점에서 서비스 품질, 소비자 만족, 그리고 행동의도 사이의 인과관계를 규명하는 것이다. 본 연구의 추가적인 목적은 소비자 만족이 서비스 품질과 행동의도 사이에서 조절변수의 역할을 하는지를 분석하는 것이다. 본 연구에 사용된 통계기법으로는 빈도분석, 신뢰도 분석, 탐색적 요인분석, 마지막으로 구조방정식 모형이 사용되었다. 세 가지의 서비스 품질 모형이 분석되었고, 그 중 마지막 세 번째 모형에서 소비자 만족이 서비스 품질과 행동의도 관계 사이의 중요한 역할을 하는 조절변수로 나타났다. 본 연구의 한계점과 향후 연구와 관련된 시사점 및 제안들이 제시되었다.

주제어: 커피 전문점, 서비스 품질, 소비자 만족, 행동의도