

만족도와 행동의도에 영향을 미치는 한식당의
지각된 품질 요인에 관한 연구
- 한국을 방문한 아시아 관광객의 관점을 중심으로 -

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**Perceived Quality of Korean Restaurants Influencing on Satisfaction
and Behavioral Intentions
- From the Perspectives of Asian Tourists to Korea -**

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Abstract

The main purposes of this study were to assess Asian travelers' perceptions of service quality provided by Korean restaurants and to identify the relationships among perceived quality, satisfaction, and behavioral intentions. The survey was administered during one-month period of January-February 2009, targeting tourists from China, Taiwan, and Japan who were visiting Korea through escorted tour packages offered by several Korean travel agencies. A total of 223 copies of the questionnaire were collected for the data analyses such as descriptive statistics, factor analysis, MANOVA, and multiple regression analysis using SPSS 12.0 program. The main results of this study were as follows: 1) The results of the gap analysis indicated that the service quality in several areas provided by the Korean restaurants did not meet the tourists' expectations; 2) The factor analysis identified four underlying dimensions of travelers' perceptions of overall service quality provided by Korean restaurants ("value and quality of foodservice", "menu choices", "service quality of employees", and "quality of surrounding area"); and 3) Through multiple regression analyses, three determinants ("value and quality of foodservice", "menu choices", and "service quality of employees") were found to have the greatest impact on tourists' satisfaction and behavioral intentions.

Key words: Asia customers, behavioral intentions, intention to revisit, perceived quality, satisfaction.

I. INTRODUCTION

As the popularity of Korean food has been continuing in the markets abroad, exports of Korean food have gone up by 14.4% to \$2.6 billion in 2008

from 11.2% to \$2.2 billion in 2007 (Foodbizdaily.com 2009). With continuous increases in export volumes of Korean food, Korean food are attracting a growing number of consumers overseas to the local Korean restaurants (Jang et al. 2009). In

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the U.S. market, Korean food is considered as one of the newly emerging Asian foods and the perceptions of Korean food as healthy and nutritionally balanced are appeal to health-conscious American consumers (Lee SJ & Chae IS 2008; Jang et al. 2009). In Asian markets, the impact of popularity of Korean pop culture (e.g., TV dramas, films, and music), which is known as "Hallyu" (Korean Wave), has been gradually extended to Korean traditional cuisine (Kim et al. 2008). In particular, the success of the Korean drama "Daejanggeum" (Jewel in the Palace) in Taiwan, Hong Kong, and Japan has triggered the popularity of Korean food on the rise in Asia (Korea Tourism Organization 2009). Kim et al. (2008) examined the effects that Korean pop culture has on Hong Kong residents' perceptions of Korea as a potential tourist destination. The study identified the three underlying dimensions of reasons for preferring Korean food by Hong Kong residents such as food ingredients and health, exploration of a new culture, and reasonable price and familiarity. Through multiple regression analysis, they also identified Hong Kong residents' intention to visit Korea had increased after they tasted Korean food.

Although some studies have identified local people's growing interest in Korean food are attributed to their perceptions of Korean food as new tastes and healthy food (Ha & Jang 2009; Kim et al. 2008), people are dining out not only to seek tasty and nutritious foods but also to pursue fun and exciting experiences when eating out at ethnic restaurants (Han et al. 2009). In this sense, it may be critical for tourism and hospitality marketers to provide a memorable dining experience in serving the Korean food to international tourists during their stay in Korea. Despite the growing interest in Korea food and dining experience among Asian tourists,

some reports found that the overall service quality provided by the Korean restaurants catering to the overseas visitors is still falling short of rising expectations across the Asian travelers (Jung HS et al. 2009). These concerns may be resulted from industry management being under the influence of a traditional management style which gives little attention to the cultural differences and unique expectations of Asian tourists with respect to dining in Korea. Although identifying the quality of service provided by the foodservice industry in Korea seems to be very critical, there is little empirical evidence being presented in this area. According to Jung HS et al. (2009), only four studies have been published in Korean academic journals during the period 2000-2008 to investigate the service quality of Korean restaurants perceived by international tourists visiting to Korea. In particular, to the author's knowledge, no study has not yet conducted in terms of evaluation of service quality perceived by tourists from Japan, China, and Taiwan simultaneously in one study. According to a report of Korea Tourism Organization (KTO) in 2009, visitors from Asia countries such as Japan, China, Taiwan, and other Southeast Asia account for 76.9% of total international tourists coming to Korea. Among these countries, Japan (39.7%), China (17.3%), and Taiwan (5.0%) have played a major role in constituting Korean inbound tourism market (KTO 2009). The lack of research in catering these important markets in terms of providing appropriate service quality with an emphasis on cultural differences has formed the basis for the present study.

With this in mind, the objectives of this study were: 1) to assess Asian travelers' (China, Taiwan, and Japan perceptions of quality provided by Korean restaurants; 2) to conduct service quality gaps between tourists' expectations and perceptions; 3) to

explore the underlying dimensions that tourists used in evaluating service quality of Korean restaurants; 4) to examine differences according to demographic profiles in perceptions of service quality of Korean restaurants; and 5) to identify the relationship among perceived quality, satisfaction, and behavioral intentions.

II. LITERATURE REVIEW

1. Measurements of Restaurant Service Quality

A great deal of work has been made by researchers to identify key factors of service quality in various settings of hospitality and tourism industry by adapting SERVQUAL scale (e.g., Kim et al. 2009; Min KH 2007). The SERVQUAL model was originally developed by Parasuraman et al (1988) in order to measure the gap (difference) between consumers' expectations and their perceptions of delivered service (performance) levels based on five distinct dimensions of service quality including assurance, empathy, reliability, responsiveness, and tangibles. The SERVQUAL approach has been widely used in measuring restaurant service quality (Cho YB 2009; Fu & Parks 2001; Kang BN et al. 2009; Wall & Berry 2007). Different studies have applied the SERVQUAL instrument to different restaurant market segments such as airport restaurants (Heung et al. 2000), hotel buffet restaurants (Kang BN et al. 2009), full-service restaurants (Sulek & Hensley 2004), and Korean restaurants (Kim & Lee 2009; Min KH 2007), to name a few. Although SERVQUAL instrument has been widely used for service quality research, some studies have raised concerns about overly-broad application of this measurement (Brady & Cronin 2001; Cronin & Taylor 1992). Cronin and Taylor

(1992) argued that service quality is an attitude-based conceptualization and thus, the measurement of service quality should reflect a performance-only index as proposed in their SERVPERF (service performance) construct which was developed from the original SERVQUAL. Subsequent studies (e.g., Chun BG & Choi SK 2002) have been conducted by using Brady and Cronin's (2001) performance-only index model to measure service quality in a restaurant setting.

Another variation of scale derived from SERVQUAL is DINESERV which was developed by Stevens et al. (1995) for measuring a restaurant-specific performance. The final version of DINESERV instrument contained 29 service quality items that captured the five dimensions of SERVQUAL. The results showed that reliability was found to be the most important dimension, followed by tangibles, assurance, responsiveness, and empathy. Heung et al. (2000) modified the DINESERV scale suitable for four different types of restaurants (Chinese, full-service, casual dining, and quick-service) at Hong Kong International Airport. One of findings of the study showed that customers expressed a diversity of service expectations depending on different types of restaurants. For example, customers' expectations were higher for full-service and quick-service restaurants than for casual-dining and Chinese restaurants. In most cases, scales of SERVQUAL, DINESERV, and SERVPERF have been modified to better reflect service quality factors in different restaurant settings. Kim GJ and Lee BS (2009), for instance, added food quality-related items to the original DINESERVE to measure service quality of the Korean restaurants specializing in catering foreign travelers by using a performance-only index (SERVPERF). Likewise, Chow et al. (2007) have attempted to test their service

quality model by integrating Brady and Cronin's (2001) three-factor hierarch model (interaction quality, physical environment quality, and outcome quality) of service quality into Holbrook's theoretical framework of decision-and experiential-oriented perspectives comprising of environmental inputs and consumer inputs. On the other hand, Jung HS et al. (2009) made an extensive review of research trends in the service quality of Korean restaurants based on articles published in 7 academic journals from both Korea and overseas during the period 2000-2008. The study analyzed a total of 27 articles regarding restaurant service quality published in Korean journals mainly based on different types of Korean restaurants and scales used to measure service quality. In terms of restaurant types, 10 studies were designed to examine the service quality of specialized Korean restaurants in metropolitan area, followed by general restaurants selling Korean food (9 articles), specialized Korean restaurants other than located in metropolitan area, and Korean restaurants in deluxe hotels. With respect to measurement scales, almost half of the articles out of 15 articles adapted scales such as SERVQUAL, DINESERV, and measurements developed by Brady and Cronin (2001) and Cronin & Taylor (1992). These measurement scales were also found to be widely used in studies published in an overseas journal (International Journal of Hospitality Management).

2. Perceived Quality, Satisfaction, and Behavioral Intentions

1) Perceive Quality

Quality has been recognized by various academic disciplines as a core conception building customer value and satisfaction. Among the different ways

to define quality, perceived quality approach has been widely adopted by both practitioners and academics in marketing (Ophuis & Van Trijp 1995). According to Aaker (1996), perceived quality is defined as "the customer's perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives." Ophuis and Van Trijp (1995) argued that perceived quality is the result of a perception process that may have a different content for various persons, products and places. The overall judgment is formed on the basis of visible or invisible product characteristics, that may have actually been experienced, or are believed to be associated with the evaluated product. In this vein, perceived quality is accepted as a form of overall evaluation toward purchasing products, resulting from a comparison between expectations and actual perceptions of performance (cited in Namkung & Jang 2007).

2) Relationship of Quality, Satisfaction, and Behavioral Intentions

A growing number of studies on restaurant service quality has been conducted to identify key factors influencing service quality in terms of overall customer satisfaction and loyalty or behavioral intentions (e.g., Cronin & Taylor 1992; Kim WG et al. 2009; Namkyung & Jang 2007; Zeithaml et al. 1996). Cronin and Taylor (1992) suggested that service quality was an antecedent of consumer satisfaction whereas consumer satisfaction was not a significant predictor of service quality. In restaurant settings, perceptions of quality have been found to be important in determining both customer satisfaction and loyalty (Fu & Parks 2001; Ha & Jang 2009; Ladhari et al. 2008). Ladhari et al. (2008) revealed a significant impact of perceived

service quality on dining satisfaction. They also found a significant relationship between perceived service quality and consumption emotions, both positive and negative emotions. In Cho YB's study in 2009, service quality factors had a positive impact on satisfaction, likelihood of recommendation, word-of-mouth, and intention to revisit.

Achieving a high level of satisfaction has once been the ultimate goal of marketing strategies, but today behavioral intentions are considered a better predictor of performance (Baker & Crompton 2000). According to theory of planned behavior, behavioral intention is a function of two factors; attitude toward performing the behavior and subjective norm (Ajzen 1991). Intentions are assumed to capture the motivational factors that influence a behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, in order to perform the behavior (Ajzen 1991, p. 181). In adapting this concept to the service industry, Zeithaml et al. (1996) suggested that favorable behavioral intentions are associated with positive word-of-mouth, recommendation, repurchase, and price premiums. Repeat purchases or recommendations to other people are most usually referred to as consumer loyalty in the marketing literature (Yoon and Uysal 2005). Attempts have been made to identify the relationship between service quality, satisfaction, and behavioral intentions in many disciplines. Parasuraman et al. (1991) found that customer's perceptions of service quality had a significant impact on the willingness to recommend the company. More evidence can be found in researches on restaurant service quality (Cho YB 2009; Chow et al. 2007; Kim WG et al. 2009; Sulek & Hensley 2004). Kim WG et al. (2009) found strong links between service quality at institutional food facilities and behavioral in-

tentions such as return intention and word-of-mouth. Likewise, service quality was found to be a significant impact on repeat patronage for restaurant customers in Chow et al's study (2007). The significance of customer satisfaction and loyalty (e.g. repurchase intentions) has been widely discussed in tourism-related literature (Petrick & Backman 2002; Yoon & Uysal 2005) and restaurant literature (Gupta et al. 2007; Ryu et al. 2008; Ladhari et al. 2008; Kim et al. 2009). Although it is widely acknowledged that overall satisfaction has a positive effect on customer loyalty (e.g., Cronin & Taylor 1992), loyal customers are not necessarily satisfied customers (Fornell 1992). In the line with this notion, Mittal and colleagues (1998) maintained that satisfaction and repurchase intentions are qualitatively different constructs. They further argued that satisfaction underlies cognitive and affective dimensions, whereas repurchase intentions have a behavioral component. Consistent with past research, it is anticipated that satisfaction will positively influence behavioral intentions.

III. RESEARCH METHODS

1. Survey Instrumentation

The survey questionnaire consists of the four major sections. The first section was designed to identify the respondents' characteristics of travel behaviors relating to their visitation to Korea. Examples of questions included number of visit to Korea, primary travel purpose, length of stay, type of accommodation, and companionship. Part II was to measure respondents' expectations and perceptions of service quality provided by the Korean restaurants. Initially, a total of 30 service quality-related attributes were generated as a result of previous service quality studies and the focus group

sessions. The focus groups were comprised of international students mainly from China who are studying at a Korean university located in southern part of Korea. To minimize the subjective misperception for the focus groups, participants were limited to those who have come to Korea within 6 months. The respondents were asked to identify the important quality factors relating to dining out at Korean restaurants. The last step was to have a panel of expert judges, who are academics and practitioners in the areas of tourism, service marketing, and restaurant, examine the complete list of attributes to eliminate redundancies and to add any missing attributes. A final list of 20 service quality items were selected at a 5-point Likert scale with 1 being very low and 5 being very high. Part III was used to collect respondents' demographic profiles such as gender, age, educational level, occupation, and nationality. In Part IV, three items were allocated to explore the relationship between customer satisfaction and behavioral intentions. In order to cater for the respondents from China, Japan, and Taiwan, whose native languages were not English, the questionnaires were translated into the two different foreign languages, Chinese (for tourists from China and Taiwan) and Japanese by professional translators. The translations were validated by translating these foreign languages back to English and Korean to make sure that the translation did not alter the content and meaning of the questions.

A pilot study was conducted to test for content validity and reliability of the instrument. The questionnaire was reviewed by a small group of 20 travelers from Taiwan and Japan. The results of the pilot test provided valuable information on the questionnaire design, wording, translation and reliability of measurement scales. A reliability anal-

ysis (Cronbach's alpha) was performed to test reliability and internal consistency of service quality attributes measured. The results showed that the alpha coefficients for all service attributes were high, ranging from 0.82 to 0.89, well above the minimum value of 0.7, which is considered acceptable as an indication of reliability (Hair et al. 1998).

2. Sampling

The target population of this study was international tourists from China, Taiwan, and Japan who were visiting Korea to participate in escorted tour packages provided by several Korean travel agencies. Prior to conducting the survey, researchers contacted a group of travel agencies who offer escorted travel programs for visitors mainly from China, Taiwan, and Japan and asked for their assistance in distributing the questionnaire and collecting the survey from the tourists. A total of 7 travel agencies have agreed to participate in the survey and 250 questionnaires were distributed during the one-month period of January-February 2009 in Seoul. After screening, 27 questionnaires were incomplete and were eliminated from the study. Thus, the valid number of the questionnaire in the study was 223 with a final response rate of 89%.

3. Operationalization of Measurement

1) Perceived Quality

In this study, a definition of the perceptions of quality was rendered from Parasuraman et al. (1991) which is viewed as the degree and direction of discrepancy between consumers' expectations and perceptions. Attributes were derived from a thorough literature review relating to perceived serv-

ice quality. To measure restaurant service quality, variables relating to dimensions of interaction quality, physical environment quality, and outcome quality were derived from Brady and Cronin's (2001) three-factor model. The specific items included attitude, expertise, ambient conditions, design, tangibles, and valence. Additional attributes in terms of the physical environment, food quality, and employee behavior were added to the final list of perceived quality measures. These three constructs have been frequently used for measuring service quality in a restaurant setting (Heung et al. 2000; Stevens et al. 1995; Wall & Berry 2007).

2) Satisfaction

Satisfaction was measured using one item based on Fornell's study (1992), using a 5-Likert scale (1="strongly disagree," 5="strongly agree"): "Overall, I am satisfied with my dining experience at the XYZ restaurant."

3) Behavioral Intentions

Behavior loyalty was measured with the two items, "Likelihood of recommendation the Korean restaurant to others" (Baker & Crompton 2000) and "Likelihood of revisit the Korean restaurant" (Zeithaml et al 1996). Each item was scored on a 5-point Likert scale (1="least at all likely," 5="extremely likely").

4. Data Analysis

Descriptive statistics were assessed to determine demographic and travel characteristics of visitors. A paired mean t test was used to test the significant mean differences (gap) between tourists' expectations and perceptions of the service quality of the Korean restaurants. A principal component analysis with varimax rotation was used to reduce

the information contained in the original variables into a smaller set of new correlated composites of tourists' perceived service quality dimensions. The next step was to ensure the appropriateness of factor analysis through visual inspection of correlations of the data matrix, the Bartlett test of sphericity, and measure of sampling adequacy (MSA). The criteria for the number of factors to be extracted was based on eigenvalues, percentage of total variance explained, significance of factor loading, and an assessment of variable structure. Only the factors with eigenvalues equal to or greater than 1 were considered significant (Hair et al. 1998). The variable was considered of practical significance and included in a factor when its factor loading was equal to or greater than 0.4. A MANOVA test was conducted to identify any significant differences between demographic profiles, in particular, nationality on perceived quality dimensions derived from the factor analysis. The resulting dimensions were also used in a series of multiple regression to identify the impact of each quality dimension in determining tourists' satisfaction and behavioral intentions.

IV. RESULTS AND DISCUSSIONS

1. Demographic Profiles of Visitors

The demographic characteristics of the respondents showed that gender distribution was almost evenly distributed whereas there were 49.8% male respondents and 50.2% female respondents (Table 1). The dominant age group of the respondents was 25-44 years old (65.5%), followed by 18-24 years old (18.4%) and 55-64 years old and over (7.7%). Majority the respondents (80%) have attained a high school and university level education and 11.2% completed graduate/post-graduate level.

〈Table 1〉 Characteristics of the respondents

		(N=223)	
Characteristics	Categories	N	%
Gender	Male	111	49.8
	Female	112	50.2
Age	18-24 years	41	18.4
	25-34 years	83	37.2
	35-44 years	63	28.3
	45-54 years	16	7.2
	55-64 years	14	6.3
	65 years or over	6	2.7
Education level	Below high school	19	8.5
	High school	102	45.7
	University/college	77	34.5
	Graduate/post-graduate	25	11.2
Nationality	Japan	107	48.0
	Taiwan	47	21.1
	China	69	30.9
Occupation	Management/admin	43	19.3
	Professional	35	15.7
	Government	9	4.0
	Self-employed	58	26.0
	Student	21	9.4
	Office worker	42	18.8
	Retired/not in workforce	15	9.4
Total Frequency (N) : 223, Percentage (%) : 100.0			

With respect to nationality, almost half of the respondents came from Japan (48.5%), followed by China (30.9%) and Taiwan (21.1%). About 35% of the respondents held professional, management/administration, or government positions, followed by self-employed (26%). The residual of 39% represented as office workers (18.8%), 9.4% were students, and 6.7% were retired/not in the work force.

2. Service Quality Gaps

〈Table 2〉 lists the mean scores of travelers' expectations and perceptions. The paired mean *t* test was conducted to examine the significant mean

differences (gap) between travelers' expectations and perceptions based on their dining experience at the Korean restaurants. The top five expectation attributes were "clean and comfortable dining area", "value for money", "a wide variety of menu choices", "prompt and accurate service", and "high quality of service." The mean scores of these attributes ranged from 3.97 to 3.78. The five lowest expectation attributes were "safe and secure environment", "well-trained and experienced employees", "reasonable food price", "less traffic congestion of surrounding area", and "truth-in menu." The mean scores of those attributes ranged from 3.49 to 3.54. The top five perceptions relating to service quality were "clean and comfortable dining area", "clean rest rooms", "value for money", "employee's accommodation for customer's needs", and "clean dining equipment." The mean scores of those attributes ranged from 3.93 to 3.77. The five lowest perception attributes were "safe and secure environment", "well-trained and experienced employees", "reasonable food price", "less traffic congestion of surrounding area", and "truth-in menu." The mean scores of those attributes were ranged from 3.49 to 3.17.

The gap analysis would provide a good indication of the overall service quality of the Korean restaurants which were evaluated by Asian tourists. By measuring the gap between tourists' expectations and perceptions of quality service delivered, hospitality marketers would be able to determine the areas that need improvement. As shown in 〈Table 2〉, 16 attributes out of 20 attributes (80%) had negative gaps which indicated that tourists' perceptions were lower than their expectations after they had experienced dining in Korea. Moreover, 8 out of those 16 attributes with negative gaps (50%) had significant negative gaps ($p \leq 0.05$)

<Table 2> Results of service quality gap

Attributes	Perception Mean (SD)	Expectation Mean (SD)	Gap ^a	<i>t</i> value
Clean and comfortable dining area	3.93(0.82)	3.97(0.81)	-0.04	0.415
Clean rest rooms	3.85(0.75)	3.70(0.89)	0.15	0.002**
Value for money	3.80(0.78)	3.83(0.88)	-0.03	0.496
Employee's accommodation for customer's needs	3.78(0.84)	3.71(0.84)	0.07	0.277
Clean dining equipment	3.77(0.77)	3.56(0.81)	0.21	0.000**
Prompt and accurate service	3.71(0.75)	3.81(0.82)	-0.10	0.036*
A wide variety of menu choices	3.70(0.81)	3.82(0.92)	-0.12	0.016*
Good taste of menu items	3.70(0.81)	3.74(0.74)	-0.04	0.141
Atmosphere of the restaurants	3.66(0.88)	3.55(1.02)	0.11	0.093
A variety of eating places	3.62(0.75)	3.74(0.80)	-0.12	0.038*
Convenient location of restaurant	3.60(0.75)	3.61(0.79)	-0.01	0.880
Friendly and courteous employees	3.59(0.78)	3.73(0.81)	-0.14	0.017*
High quality of service	3.56(0.82)	3.78(0.88)	-0.22	0.000**
Attractive menu items	3.54(0.73)	3.57(0.77)	-0.03	0.504
Attractive restaurant decor	3.54(0.89)	3.69(0.87)	-0.20	0.001**
Safe and secure environment	3.49(0.88)	3.54(0.87)	-0.05	0.344
Well-trained and experienced employees	3.39(0.84)	3.49(0.95)	-0.10	0.086
Reasonable food price	3.37(0.80)	3.48(0.96)	-0.11	0.072
Less traffic congestion of surrounding area	3.24(0.85)	3.49(0.85)	-0.25	0.000**
Truth-in menu	3.17(0.96)	3.53(0.87)	-0.36	0.000**

Note: 1) ^a A negative gap indicated that travelers' perceptions level was lower than travelers' expectations level. A positive gap showed that the travelers' perceptions level exceed the travelers' expectation level.

2) * $p \leq 0.05$; ** $p \leq 0.001$.

3) A 5-point Likert scale was used for measuring service quality perceptions: Scale: 1=very low expectation (satisfaction); 5=very high expectation(satisfaction).

or $p \leq 0.001$). Only two attributes, "clean rest rooms" and "clean dining equipment" had significant positive gaps ($p \leq 0.05$ or $p \leq 0.001$) which indicated that tourists' perceptions on those attributes were higher than their expectations. The results revealed that overall, the Korean restaurants did not do a good job of meeting tourists' expectations in various areas including value and quality of foodservice, menu choices, quality of employee service, and quality of surrounding area. This implies that there is room for improving service quality provided by foodservice areas since these important

service attributes fell below the travelers' expectations.

3. Dimensions of Service Quality of Korean Restaurants

To determine the appropriateness of factor analysis, Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy and Bartlett's Test of Sphericity were employed. In this study, the result of KMO measure of sampling adequacy revealed 0.91, which is sufficient for further analysis such as multiple regression (Hair et al. 1998). Bartlett's Test of Sphericity

ricity revealed significance level of 0.001 (chi-square=7,513; $df=903$). To further identify the underlying factors of service quality of Korean restaurants, factor analysis with varimax rotation was employed. From the varimax-rotated factor matrix, four factors with an eigenvalue more than 1.0 and a factor loading of 0.4 or higher were extracted from the original 20 variables. This solution explained 71.2% of the total variance (Table 3). Reliabilities using Cronbach's alpha were calculated to test the reliability and internal consistency of each

factor. The results showed that the alpha coefficients for the three factors ranged from 0.75 to 0.86, above the minimum value of .70, that is considered acceptable as an indication of reliability for basic research (Hair et al. 1998).

The four perceived quality factors were labeled "value & quality of foodservice" (factor 1), "menu choices" (factor 2), "service quality of employees" (factor 3), and "quality of surrounding area" (factor 4). The first factor with 31.2% of total variance explained was labeled "value & quality of food-

<Table 3> Results of underlying dimensions of service quality items

Factor	Items	Factor loading	Communality	Eigenvalue (variance %)	Cronbach's alpha
Value & quality of foodservice (factor 1)	Clean and comfortable dining area	0.826	0.771	7.88 (31.2)	0.86
	Clean rest rooms	0.790	0.702		
	Attractive restaurant decor	0.777	0.706		
	Atmosphere of the restaurants	0.759	0.676		
	Value for money	0.662	0.641		
	Clean dining equipment	0.651	0.570		
	A variety of eating places	0.589	0.641		
Reasonable food price	0.574	0.591			
Menu choices (factor 2)	A wide variety of menu choices	0.712	0.699	2.30 (18.3)	0.83
	Attractive menu items	0.678	0.644		
	Good taste of menu items	0.675	0.684		
	High quality of food	0.606	0.660		
Truth-in menu	0.573	0.564			
Service quality of employees (factor 3)	Employee's communication skills	0.723	0.621	1.19 (15.2)	0.79
	Well-trained and experienced employees	0.709	0.621		
	Friendly and courteous employees	0.682	0.589		
	Prompt and accurate service	0.664	0.562		
	High quality of service	0.648	0.663		
Accommodation of customer's needs	0.532	0.564			
Quality of surrounding (factor 4)	Convenient location of restaurant	0.678	0.644	1.03 (6.5)	0.75
	Safe and secure environment	0.658	0.639		
	Less traffic congestion	0.573	0.601		

1) KMO (Kaiser-Meyer-Olkin) 0.91

2) Bartlett test of sphericity $\chi^2=7,513$ ($p<0.001$)

3) 5-point Likert scale (1=strongly disagree; 5=strongly agree)

service" as it related to attributes that usually influence visitors' overall dining experience. The second factor, "menu choices", related to the variety of aspect of menu items such as attractiveness, taste, variety of choice, quality of food, and truth-in menu. This factor accounted for 18.3% of total variance explained with five items included. The third factor was labeled "service quality of employees" and accounted for 15.2% of total variance explained. This factor included six items pertaining to overall service quality of employees. The fourth factor, "quality of surrounding area" with

6.5% of total variance explained, identified three items which were related to convenient location and safety of the environment where the restaurants were located.

4. Demographic Differences on Perception of Service Quality

A series of MANOVA tests were conducted to identify any significant mean difference between demographic profiles including nationality, when all four factors measuring travelers' perceived quality levels were evaluated simultaneously. The re-

<Table 4> Results of ANOVA/MANOVA analyses (demographic profiles and service quality dimensions)

Demographics	Factor 1	Factor 2	Factor 3	Factor 4
Gender				
Male	3.93	3.65	3.53	3.82
Female	3.61	3.85	3.40	3.67
<i>p</i> -value	0.004**	0.297	0.107	0.405
MANOVA: Wilks' Lambda=0.879, <i>F</i> value=2.214, <i>p</i> =0.024*				
Age				
18-24 years (Group 1)	3.79	3.68	3.40	3.52
25-44 years (Group 2)	3.76	3.89	3.45	3.55
45 years or above (Group 3)	3.70	3.78	3.56	3.59
<i>p</i> -value	0.404	0.001**	0.664	0.350
Multiple range Test ^a	-	G2>1, 3	-	-
MANOVA: Wilks' Lambda=0.616, <i>F</i> value=4.845, <i>p</i> =0.000**				
Education				
Below high school (Group 1)	4.25	4.00	4.00	4.00
High school (Group 2)	4.00	4.00	3.75	4.25
University and above (Group 3)	3.38	3.70	3.41	3.67
<i>p</i> -value	0.007**	0.808	0.001**	0.682
Multiple range Test ^a	G1>2,3	-	G1>2,3	-
MANOVA: Wilks' Lambda=0.579, <i>F</i> value=5.059, <i>p</i> =0.000**				
Nationality				
Japan (Group 1)	3.23	3.54	3.23	3.72
Taiwan (Group 2)	4.27	3.54	4.17	4.22
China (Group 3)	3.23	3.14	3.50	4.00
<i>p</i> -value	0.049*	0.587	0.21*	0.950
Multiple range Test ^a	G2>1,3	-	G2>1,3	-
MANOVA: Wilks' Lambda=0.763, <i>F</i> value=1.646, <i>p</i> =0.011*				

Note: 1) ^a Multiple Range Tests: LSD test with significance level at *p*<0.05.

2) * Significant at *p*<0.05; ** Significant at *p*<0.001.

sults of the MANOVA procedures showed an overall significant difference between the four perceived quality dimensions and the respondents' demographic characteristics (Table 4). ANOVA was then applied to examine whether there was a significant difference between each dimension and the different demographic groups. A multiple range test (LSD) was performed to detect differences between groups (Table 4). According to <Table 4>, only one significant mean difference was found between gender and factor 1 (value & quality of foodservice) ($p \leq 0.004$). Male respondents placed higher perception scores (3.93) on factor 1 than did their female counterparts (3.61). With regard to age groups, only factor 2 (menu choices) significantly differed ($p \leq 0.001$). The post hoc test with LSD statistics showed that respondents between 25-44 years (group 2) differed significantly in factors from those between 18-24 years (group 1) and 45 years or above (group 3). Respondents with different educational levels also had different perception levels on factor 1 (value & quality of foodservice) and factor 3 (service quality of employees). A further post hoc test indicated that factors 1 and 3 were more satisfactory to respondents with elementary school level (group 1) than did those in the higher education groups (groups 2 and 3). The visitors with different nationalities differed significantly in "value and quality of foodservice" (factor 1) and "service quality of employees" (factor 3). The post

hoc test with LSD investigated further differences between the groups. The results showed that respondents from Taiwan (group 2) differed significantly from those from Japan (group 1) and China (group 3) on factor 1 and factor 3. This suggested that visitors from Taiwan were more likely to be satisfied with "value and quality of foodservice" and "service quality of employees" than did those from Japan and China.

5. Relationships among Perceived Quality, Satisfaction, and Behavioral Intentions

Multiple regression analyses were conducted to investigate whether the four service quality dimensions may influence customer satisfaction and behavioral intentions. With respect to relationship between perceived quality and satisfaction, the result of regression analysis, as shown in <Table 5>, demonstrated a significant impact of service quality dimensions on customer satisfaction. The adjusted R^2 is 0.60, which indicates that 60% of the variation in customer satisfaction was explained by the four dimensions. The significant F -ratio ($F=34.15$, $p=0.001$) indicated that the goodness-of-fit of the model is satisfactory. According to <Table 5>, the variable of "value and quality of foodservice" ($\beta=0.442$, $t=12.658$) was the most important determinant of customers' overall satisfaction, followed by "menu choices" ($\beta=0.350$, $t=10.520$), "service quality of employees" ($\beta=0.216$,

<Table 5> Regression analysis of the determinants of perceived quality and satisfaction

Variable	β	Std. error	t	Sig.
Value and quality of foodservice (factor 1)	0.442	0.042	12.658	0.000**
Menu choices (factor 2)	0.350	0.038	10.520	0.000**
Service quality of employees (factor 3)	0.216	0.028	7.850	0.000**
Quality of surrounding area (factor 4)	0.154	0.031	6.396	0.001**

1) $F(34.15)$, Sig. $p < 0.001$; 2) $R^2=0.65$, Adjusted $R^2=0.60$; 3) Sig: $**p < 0.0001$

<Table 6> Regression analysis of the determinants of perceived quality and behavioral intentions

Variable	β	Std. error	t	Sig.
Value and quality of foodservice (factor 1)	0.239	0.035	4.029	0.000**
Menu choices (factor 2)	0.178	0.029	2.651	0.000**
Service quality of employees (factor 3)	0.232	0.056	4.011	0.000**
Quality of surrounding area (factor 4)	0.128	0.019	2.157	0.032*

1) $F(24.16)$, Sig. $p < 0.001$; 2) $R^2 = 0.50$, Adjusted $R^2 = 0.48$; 3) Sig: * $p < 0.05$, ** $p < 0.0001$.

$t = 7.850$), and "quality of surrounding area" ($\beta = 0.154$, $t = 6.396$).

To estimate the relative importance of the service quality in enhancing restaurant customers' behavioral intentions, the mean values of two measurement variables for behavioral intentions were regressed against four perceptions of quality attributes. The results revealed that behavioral intentions were significantly influenced by the four dimensions of service quality in general, the model fit the data well. The regression equation characteristics of behavioral intentions indicated an adjusted R^2 of 0.48. This indicated that 48% of the variation in two behavioral intentions ("likelihood of revisit" and "recommendation") was explained by this equation. The F -ratio of 24.16 was significant ($p \leq 0.001$). With regards to the beta coefficient (β), "value and quality of foodservice" ($\beta = 0.239$, $t = 4.029$) was the most significant predictor of the tourists' behavioral intentions, followed by "service quality of employees" ($\beta = 0.232$, $t = 4.011$), "menu choices" ($\beta = 0.178$, $t = 2.651$), and "quality of surrounding area" ($\beta = 0.128$, $t = 2.157$).

V. CONCLUSIONS

This study has attempted to assess the travelers' (Japan, China, and Taiwan) expectations and their evaluation of the service quality of the foodservice industry with an emphasis on dining experience in Korea. Given that there has been little empirical

studies done for this body of growing inbound market in Korean foodservice industry, the findings of the study will provide tourism and hospitality practitioners with valuable information on the Asia travelers' expectations and perceptions towards the service quality as well as their demographic characteristics. With regard to research question 1 and 2, the results of the gap analysis indicate that the service quality in several areas such as cleanliness of dining area and rest rooms and various quality service provided by employees did not meet the tourists' expectations. When considering the discrepancy between customer expectations and perceived service quality greatly contributes to customer's overall perception of service, this may suggest that efforts should be made by tourism and hospitality marketers in Korea to investigate the service gaps between tourists' service quality expectations and perceived service quality.

In terms of research question 3, the four underlying dimensions of travelers' perceptions of overall service quality could also serve as basis for tourism marketers in identifying the key factors that may impact Asian tourists' overall satisfaction with the dining experience in Korea: "value and quality of foodservice", "menu choices", "service quality of employees", and "quality of surrounding area". This has confirmed the results of previous studies (e.g., Heung et al. 2000; Jang et al. 2009) that physical facilities and services at the destination were important factors that had great impact

on overall tourist satisfaction. In response to research question 4, the relationship between these four factors and different nationality groups were also examined. The results showed that tourists' from Taiwan had significantly higher perceptions than those from Japan and China in "value and quality of foodservice" and "service quality of employees." This may imply that depending on the country, different marketing strategies are needed to promote different attraction factors. In other words, tourism marketers should develop multi-dimensional marketing plans for this market. This could be done by identifying similarities in travelers across the Asia region and accommodating their general needs and wants in terms of the service quality; at the same time a different marketing approach would be needed to reflect the differences of each country by understanding the uniqueness of individuals from each country and differentiating promotion strategy to appeal to each group. Above all these, as indicated in Reisinger and Tuner's study (1997), an international and cross-cultural perspective should be adopted in foodservice business operations. Without proper cross-cultural training for frontline employees in foodservice industry, it might be impossible to better serve culturally determined needs of international visitors. The employees' openness to different customs, awareness and respect to cultural differences, and abilities to handle culturally determined issues could be included in the cross-cultural training. Finally, relationships among perceived quality, satisfaction, and behavioral intentions were examined to fulfill the objective of research question 5. Among the four factors, "value and quality of foodservice" and "menu choices" are found to have the greatest impact on customers' satisfaction whereas "value and quality of foodservice" and "service quality of

employees" are the major enticements on tourists' behavioral intentions (likelihood of revisit and recommendation). As these items may serve as key players to attract tourists from these three countries, tourism and foodservice operators in Korea need to develop a long-term marketing plan, focusing on these determinants to better serve the Asian visitors which leads to entice favorable word-of-mouth and likelihood of revisit.

More research is needed to further investigate cross-cultural factors effects on the overall service quality at various restaurant settings in relation to overall satisfaction and behavioral intentions. It would also be interesting to explore the current status of the cross-cultural awareness and cross-cultural training for managers and employees in the foodservice industry. Lastly, several limitations of the study should be addressed. First, the sample was drawn only from the pre-selected tourists from the three countries who participated in escorted tour packages in Seoul. Thus, the findings may not be generalizable and are limited to the targeted sample. Second, the sample size was relatively small (N=223) due to difficulty in approaching and administering the survey procedure for these particular groups of visitors which may lead to sample bias. Third, this study was conducted during the month of January and February. The performance of services might be different in other months or seasons of the year.

한글초록

본 연구의 주요 목적은 한국을 방문한 아시아 관광객들이 그들이 경험한 한국 식당의 서비스 품질에 대해 살펴보고 관광객들의 지각된 서비스 품질이 만족도와 행동의도에 어떠한 영향을 미치는지를 조사하여 외래 관광객의 서비스에 대한

만족도를 높이기 위한 실질적인 방안을 모색하고자 한다. 2009년 1월 중순부터 한 달 동안 한국의 여러 여행사에서 제공하는 에스코트 투어 패키지에 참여한 중국, 일본 및 대만 관광객들을 조사 대상으로 설문지를 배포하였다. 총 223개의 설문지가 최종적으로 데이터 분석을 위해 사용되었고 SPSS 12.0 통계 프로그램을 이용하여 빈도분석, 신뢰도분석, 요인분석, 다중회귀분석, 분산분석(ANOVA) 및 다변량분산분석(MANOVA)을 실시하였다. 연구의 결과 첫째, 서비스 품질 갭 분석(service quality gap analysis)을 통해 레스토랑의 서비스 품질과 관련된 20개의 변수 중에서 16개의 변수가 관광객들의 기대치를 충족치 못하는 것으로 조사되었다. 둘째, 요인분석을 통해 4개의 주요 요인들(“외식의 가치 및 품질”, “메뉴 선택”, “직원의 서비스 능력”, “주변 환경”)이 선별되었고, 이들 요인들과 세 나라에서 온 방문객들과의 차이를 조사한 결과 4개의 요인들 가운데 “외식의 가치 및 품질”과 “직원의 서비스 능력”이 나라별로 의미 있는 차이가 있음이 밝혀졌다. 셋째, 4개의 요인들과 방문객의 만족도 및 행동의도와의 관계를 조사한 결과 4개의 요인 모두가 중국과 일본 및 대만 관광객들의 만족도와 재방문 의사에 결정적인 영향을 미치는 것으로 밝혀졌다.

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