

커피전문점의 고객 만족도 증진 방안에 관한 연구

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A Study on Improvement of Customer Satisfaction with Coffee Shop

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요약 오늘날 각 기업은 최상의 서비스 제공을 통한 고객의 만족 극대화에 초점을 맞추고 있다. 본 연구는 커피전문점 업체가 고객만족에 미치는 영향을 살펴보았다. 이와 더불어 고객만족의 결과변수인 재방문의도와 구전의도에 미치는 영향을 살펴보았다. 커피전문점 이용고객의 만족도를 조사하기위해 설문조사를 통해 자료를 수집하고 이용고객 142명을 통계 분석하여 가설을 검증하였다. 본 연구의 결과가 가지는 시사점은 다음과 같다. 첫째, 고객에게 긍정적인 매장의 이미지를 갖게 함으로써 재구매 의사결정에 영향을 주는 것이 중요하며, 구전을 통해 신규고객을 발생시키는 역할을 간과해서는 안 된다. 둘째, 고객들은 가격위주의 실용적이고 합리적인 구매성향을 보이고 있으므로, 이러한 고객들의 욕구를 충족시키기 위해서는 다종의 제품을 다량으로 동시에 취급하여 고객을 유인하는 것이 중요하다.

키워드 : 커피전문점, 고객만족, 소비자행동, 요인분석, 회귀분석

Abstract Today, each company focuses on maximizing customer satisfaction by providing the best service. This study examined the effect of coffee shop on customer satisfaction. In addition, we examined the effect of customer satisfaction on revisit intention and word of mouth. The results of this study are as follows: First, in order to investigate the satisfaction of customers using coffee specialty shops, data were gathered through questionnaires and 142 customers were analyzed using statistical analysis. It is important to have a positive image of the company and to influence the decision to repurchase, and should not overlook the role of generating new customers through word of mouth. Second, customers tend to be price-oriented, practical and reasonable. To meet these customers' needs, it is important to attract a large number of products at the same time to attract customers.

Key Words : Coffee Shop, Customer Satisfaction, Consumer Behavior, Factor Analysis, Regression Analysis

1. Introduction

In the 2000s, the coffee industry has been undergoing a number of changes and new systems to enable restaurants to survive. In order to develop

the food service industry, besides quantitative increase, qualitative change and domestic and external environment should be preceded. In particular, the external environment surrounding the food business is favorable, and the outlook for the

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food service industry is bright, as the five-day workweek spreads and large companies and foreign franchise companies are expanding into the food service industry. Also, Today, each company focuses on maximizing customer satisfaction by providing the best service. The market of the 21st century food service industry is changing from the place concept to the space concept. By Internet commerce, distribution of all goods is being done directly between producers and consumers. These changes can shorten the distance and time of commodity trading, and reduce the transaction cost, so that the scope of the transaction is over geographical conditions and borders. The food industry also came to the "Internet era of the food service industry" which enables the sale of food without a store by the distribution of other products. In this competitive environment, it is especially important to enhance customer service quality and maximize customer satisfaction in order to promote consumer buying behavior[1]. At this point in the age of customer satisfaction, past success does not guarantee today, so more active and innovative services must be provided. We must strengthen the competitiveness of coffee shops with differentiated satisfaction factors by raising service quality and maximizing customer satisfaction, such as responding to friendly customers and zero customer complaints[2-3].

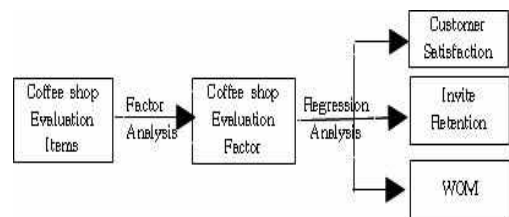
The purpose of this study is to examine the effects of coffee shops on customer satisfaction and to examine the effects of customer satisfaction on the revision intention and word of mouth intention.

In order to investigate the satisfaction of customers using coffee specialty stores, the sample was extracted from the questionnaire of 5 points scale and the data were collected and the hypothesis was verified by statistical analysis. The survey method used self - fill questionnaires written by respondents. Statistical processing of data was analyzed using SPSS 22.0, a statistical package widely used as a social science survey method.

2. Research Model and Method

2.1 Research Model

In this study, firstly, the degree of importance of each customer's evaluation item on the coffee shop's evaluation item was examined. Then, factor analysis was performed to extract the evaluation factors for the coffee shop. And regression analysis was conducted to investigate whether each factor had a significant effect on overall satisfaction, return intention, and oral intention of the coffee shop.



[Fig. 1] Research Model of the Study

2.2 Statement of the Problem

For this study, the total of 200 questionnaires were distributed for two weeks, and 147 were collected. The remaining 142 questionnaires were analyzed except for five questionnaires which were uncertain or insufficient. For data analysis, SPSS 22.0 was used. The research problems discussed in this study and the data analysis methods used for each problem are as follows.

First, correlation analysis was conducted to find out the relationship between customer satisfaction, intention to revisit, and intention of word of mouth.

Second, factor analysis was conducted to evaluate customer's evaluation factors of coffee shop.

Third, regression analysis was conducted to find out which of the factors affecting customer's satisfaction, intention to revisit, and intention of word of mouth.

2.3 Hypotheses

Customer satisfaction refers to the total of expectations that can be obtained through a specific

assessment or purchase of transactions based on the expected-uniform paradigm, beyond the customer's simple state of feeling for a product or service[4]. Satisfaction has a positive impact on customer immersion and trust in the service organization. First of all, customer satisfaction is a major precursor of relationship acquisition and is confirmed through various prior studies[5-8]. For customer satisfaction, the higher the level of satisfaction the customer has, the more affection or immersion will increase. Satisfaction also improves customer confidence in the service organization. If the level of satisfaction is high, it is likely that the service organization is providing more rewards, causing the customer to think about social exchange rather than just economic relationships[9]. Customer satisfaction affects attitudes and this attitude continues to affect purchase intentions[10]. In this study, hypothesis is set and verified as follows.

〈Hypothesis 1〉 There will be a significant correlation between customer satisfaction and return intention and word of mouth intention for coffee specialty stores.

〈Hypothesis 2〉 The evaluation factors of coffee specialty stores will have a significant effect on customer satisfaction, return intention, and word of mouth.

3. Results

3.1 Demographic Information

The results of the frequency analysis of the demographic characteristics of 142 coded data are as follows. The distribution according to sex is 42 males (29.6%) and 100 females (70.4%). By age, 22 persons (15.5%) were in their 20s, 44 people (31.0%) were in their 30s, 44 people (31.0%) were in their 40s and 32 people (22.5%) were in their 50s. By industry, 36 (25.4%) were Korean food, 26 (18.3%) were Japanese food, 8 (5.6%) were Chinese food, 10 (7.1%) were others, and 16 (11.3%) others. By marital status, marriage was 106 (74.6%) and

married 36 (25.4%). The final level of education was 20 or less (14.1%) of high school graduates, 72 (50.7%) of high school graduates, 18 (12.7%) of college graduates, 26 (18.3%) of university graduates, and 6%). High school graduates accounted for the highest percentage. The average monthly income is less than one million won (1.4%), 100-200 million won 44 (31.0%), 200-3 million won 46 (32.4%), 300-4 million won 24 (16.9%), And 26 (18.3%) over 4 million won.

3.2 Data Analysis

In this study, the following hypotheses were established to examine the relationship between customer satisfaction and revisit intention and WOM. 〈Hypothesis 1〉 There will be a significant correlation between customer satisfaction and return intention and word of mouth intention for coffee specialty stores. In order to verify Hypothesis 1, correlation analysis showed that customer satisfaction was significantly correlated with intention to revisit and word of mouth intention. This implies that the higher the customer satisfaction, the higher the intention to revisit and the WOM. Therefore, since customer satisfaction, return intention, and intention to communicate are directly related, strengthening and systematically managing customer satisfaction at coffee specialty stores is an important strategic factor for securing long-term profit by increasing customer loyalty and customer retention. Thus, the development and management of customer-oriented services play an important role in the long-term growth of coffee shops. Especially, when the satisfaction of human service is high, the intention of repurchase is high. Therefore, the manager needs to continuously improve the work environment for the employee and manage the employee in the long-term perspective. It will be important to develop an ongoing and effective training program for employees to ensure that customers are always satisfied 〈Table 1〉.

<Table 1> Correlations of Measured Variables

Construct	1	2	3
customer satisfaction	-		
revisit intention	.176*	-	
WOM	.219**	.576**	-

*p<0.05 **p<.01

3.3 Results of Factor Analysis

In order to analyze the task of this study, Varimax method, which is a perceptual rotation method, was applied to 20 evaluation items of coffee shops. Factor analysis results were extracted by 6 factors with eigenvalue of 1 or more. It can be seen that the total variance of 71.2% is explained by the extracted six factors[10].

Factor 1(named as quality of service) shows employee kindness and courtesy, accurate delivery service, exact appointment fulfillment, exchange and refund service, rapid service, Atmosphere of shop, reputation of shop and reputation, regular customer, and customer, product price and convenience of product display were included in factor 3(named as product type and price). Factor 3(The convenience of the traffic), there were two items such as traffic convenience and parking facility convenience. Factor 5(named as expertise of employees and expert knowledge of employees. factor 6(named as customer management), the credibility of the employees, belonged three items such as personal attention to the customer, understanding of customers' needs <Table 2>.

<Table 2> Results of Factor Analysis

Factor	items	factor loading	dispersion ratio(%)	Cronbach Alpha
1. quality of service	employee kindness and courtesy	.906	28.72	.887
	accurate delivery service	.809		
	exact appointment fulfillment	.767		
	exchange and refund service	.745		
	rapid service	.725		
2. atmosphere of shop	cleanliness of employees	.851	15.37	.826
	cleanliness inside the store	.734		
	atmosphere of store	.690		
	familiarity and reputation of stores	.689		
	recognition of regular customers	.604		
3. product type and price	various items	.854	8.36	.625
	price of product	.690		
	convenience of product display	.582		
4. convenience of the traffic	traffic convenience	.791	7.22	.687
	parking facility convenience	.680		
5. expertise of employees	expertise of employees	.839	6.29	.528
	expert knowledge of employees	.617		
6. customer management	trust of the employees	.750	5.26	.549
	personal attention to the customer	.628		
	understanding of customers' needs	.539		

3.4 Results of Regression Analysis

The purpose of this study is to investigate the effect of evaluation factors of coffee specialty stores on customer satisfaction, return intention and word of mouth.

<Hypothesis 2> The evaluation factors of coffee specialty stores will have a significant effect on customer satisfaction, return intention, and word of mouth intention.

In order to verify Hypothesis 2, regression analysis was conducted on factors affecting customer's satisfaction, revisit intention, and word of mouth intention. The results are as follows.

<Table 3> Regression analysis of factors affecting customer's overall satisfaction

Factor	Beta	t	p
quality of service	-.151	-1.435	.154
atmosphere of shop	-.035	-.309	.758
product type and price	-.043	-.361	.718
convenience of the traffic	-.031	-.358	.721
expertise of employees	-.005	-.049	.961
customer management	.574	5.220	.000**
R ² =.231, df=141, F=6.756, p=.000**			

**p<.01

As a result of analysis, customer management showed a significant effect on customer's overall satisfaction. In other words, satisfaction with customer management has the greatest effect on the overall satisfaction with the store <Table 3>.

<Table 4> Regression analysis of factors affecting customer's revisit intention

Factor	Beta	t	p
quality of service	.037	.380	.705
atmosphere of shop	.239	2.313	.022*
product type and price	.201	1.832	.069
convenience of the traffic	-.068	-.840	.402
expertise of employees	-.209	2.416	.017*
customer management	.093	.920	.359
R ² =.343, df=141, F=11.744, p=.000**			

*p<0.05, **p<.01

As a result of analysis, the factors that have a significant effect on customer's intention to revisit the customer were the expertise of the employee and the environment and reputation of the store. In other words, among the evaluation factors of the coffee shop, the professionalism of the employee and the satisfaction of the store environment and reputation have the greatest influence on the customer's intention to revisit the customer <Table 4>.

<Table 5> Regression analysis of factors affecting customer's WOM

Factor	Beta	t	p
quality of service	-.016	-.152	.879
atmosphere of shop	.197	1.742	.084
product type and price	.013	.112	.911
convenience of the traffic	.033	.370	.712
expertise of employees	.028	.298	.766
customer management	.286	2.573	.011*
R ² =.213, df=141, F=6.089, p=.000**			

*p<0.05, **p<.01

As a result of the analysis, customer management showed a significant influence on the customer's WOM. In other words, customer management has the greatest influence on customer's WOM <Table 5>.

4. Discussion

Based on the above results, the results of this study are as follows.

First, the coffee specialist requires the need for scientific customer management in the sense that it is necessary to make efforts to inventory the customers. In order to strategically manage customer satisfaction[11], it is necessary to systematize and computerize the list of customers. Only a handful of coffee specialists have implemented customer cards and various sales promotion programs to maintain their fixed customers, and careful evaluation of these sales promotion programs should examine management of target customers[12].

Second, it is important to influence the repurchase decision by having a positive image of the company, and should not overlook the role of generating new customers through word of mouth.

Third, customers tend to have a practical and reasonable purchasing tendency based on the recent price, and they tend to perform services themselves and find low-priced products. Due to the shortage of modern people and the popularization of automobiles, consumers tend to emphasize convenience, such as convenience of transportation and shopping, when choosing stores. Also, unlike the past, they do not want to go around various stores. Considering the utility, convenience, and price of the product, there is an increasing need for one-stop purchasing the most desirable product among them. In order to meet these customers' needs, it is important to attract a large number of products at the same time to attract customers, which inevitably leads to the enlargement and pursuit of convenience of location.

Fourth, employees need more professional services. Satisfaction of the coffee shop should have a system that recognizes that occurs through interactions with employees and customers to sell services directly in contact, to effectively manage them. Therefore, it is necessary to strengthen not only the services and products provided to customers, but also customer

satisfaction factors that may arise in the process of contact between customers and employees[13]. It is necessary to provide the maximum support for the employees to flexibly respond to the customer's needs during the contact with the customer, and to have a system in which all the service providing process is performed from the customer-oriented point of view for the customer. In addition to physical services, it is necessary to ensure competitiveness in securing human service personnel and in training and training. In order to do this, it is necessary for managers to recognize employees' selection and education and training[4].

The focus is on understanding the impact of customer satisfaction on the resulting variable of customer satisfaction, such as the intention to repurchase, the effect of the oral effect, and this has a significant impact on the definition of repurchase intent or trademark conversion[14-15].

This study has some limitations with the above meaning. The limitations of the research and the research directions for improving it are as follows.

First, this study conducted a questionnaire survey on coffee shops in Seoul area. In addition, it shows that the external validity of these samples is low and there is a limit to the generalization of domestic coffee shops as a whole. In order to overcome the limitations of this study, It would be possible to make a generalization through continuous research data through repeated researches and longitudinal studies on coffee specialty shops in other regions.

Second, this study has difficulty in selecting a comparable company among several coffee specialty companies. As the factors that can not be ignored are the high recognition, the size of the store, and the difference in sales, the questionnaire was distributed to only one customer of the business, and the empirical study was conducted. Therefore, comparative studies should be made between the different industries by selecting comparable companies in the future.

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