

IJACT 21-12-24

Effect of Social Service Quality on Service Satisfaction and Service Repurchase - Focusing on Social Service Investment Project-

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Abstract

In order to improve the quality of social services, developed countries overseas have introduced authorization or permit system to primary filtering when entering the market that provides social services. However, in Korea, a quality evaluation system for social service quality management has been introduced and implemented, but no significant effect has been achieved so far. Therefore, the purpose of this study is to investigate the relationship between service quality, service satisfaction, and repurchase intention, which are important variables to measure social service quality improvement, and to use it for service quality management. As a result of this study, service quality, service satisfaction, and repurchase intention are important factors for service quality improvement. It is necessary to secure a service provider of and continuous user selection and service quality management are also important.

Keywords: *Social Service Investment Project, Social Service Quality, Service Satisfaction, Service Repurchase*

1. INTRODUCTION

The Social Service Investment Project is a project for market formation and job creation by discovering services and providing services under the leadership of local governments in response to various characteristics and demands by region and household. We are implementing a user selection method. The user selection method means that service users can select the institution they want from multiple providers. Such user selection is possible on the basis that users are sufficiently provided with information about the service and make rational selections based on this [1].

In addition, the financial resources of the Social Service Investment Project (SSIP) consist of state subsidies and co-payments. Since co-payments are set at around 10-20%, it can be said that most of the financial resources were provided by the state subsidy. Therefore, it can be seen that accountability for public finances is one of the important projects. As such measurement of accountability, service quality management is considered important, and defining the concept of service quality in social services is very important and measurement method is also important in the current public domain.

The SERVQUAL model proposed by Parasuraman (1988) is one of the most commonly used methods among methods to measure the quality of social services based on publicity. Here, the SERVQUAL model is used in various studies as data to measure the difference between the customer's perception of the service and

Manuscript received: November 22, 2021 / revised: November 27, 2021 / accepted: December 7, 2021

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the expectation of the provider in 10 ways. The ten elements can be categorized into five dimensions such as reliability, responsiveness, empathy, certainty, and tangibility, and the sub-elements are set into 22 categories [2].

The service reliability area measures service performance ability, the responsive area measures the active attitude to provide services, and the empathy area measures the personal interest and confidence provided to service users in the provider's ability, knowledge, and tangibility area. Measures physical facilities and equipment. Table 1 shows social services and performance measurement [3].

Table 1. Social Services and Performance Measurement

Area	Contents	Question
Reliability	Ability to independently and accurately perform promised services	5 questions
Responsiveness	Willingness to provide prompt service and help users	4 questions
Empathy	Personal interest and care provided by service organizations to users	5 questions
Certainty	The ability of employees to inspire trust and confidence and their knowledge and courtesy	4 questions
Materiality	Appearance of physical facilities, equipment, and personnel	4 questions

This SERVQUAL measurement model is being used to measure quality in various social service areas. In social services based on public nature, the importance of service quality is emphasized, and quality management is emerging as an important area for the future development of social services.

Therefore, the SSIP also uses the measurement variables for service value to increase the service value perceived by users through the provision of high-quality services, and ultimately, by accumulating continuous relationship performance, service use cannot be achieved. The research can be empirically proved [4].

The social service sector has a very fast development rate compared to other businesses, and has a characteristic of service cost is relatively small. In addition, the barrier to entry of service institutions is low, and many institutions enter every year, creating a unique environment in which fierce publicity and market disturbances are taking place to attract users. In addition, there are cases in which user satisfaction cannot be elicited due to organizations that provide services of significantly lower quality than the service purchase price.

If the satisfaction with the service is maintained at the current level, user departure may occur. Therefore, in order to prevent departure through service quality improvement and to establish itself as a social service field, the SSIP requires efforts to improve quality.

Therefore, this study examines the relationship between service qualities, service satisfaction, and repurchase intention of the SSIP, and policy aspects and we want to explore practical measures.

2. RESEARCH METHOD

2.1 Research Subjects and Analysis Methods

In this study, a survey was conducted using a structured questionnaire for 124 users who lived in G Metropolitan City and used community services. In this study, reliability test to confirm the reliability of the measurement tool and frequency analysis to find out the general matters of the subject of analysis were conducted. In addition, T-test and one-way analysis of variance (ANOVA) were performed to find out differences according to individual characteristics. Structural equations were then implemented to investigate the relationship between service quality factors, service satisfaction, and service repurchase intention. AMOS 26.0 was used for the analyzed statistical package.

2.2 Research Hypothesis

- Research Hypothesis 1: Service quality factors will affect service satisfaction factors.
- Research Hypothesis 2: Service quality factors will affect repurchase intention factors.
- Research Hypothesis 3: Service satisfaction factors will affect repurchase intention factors.

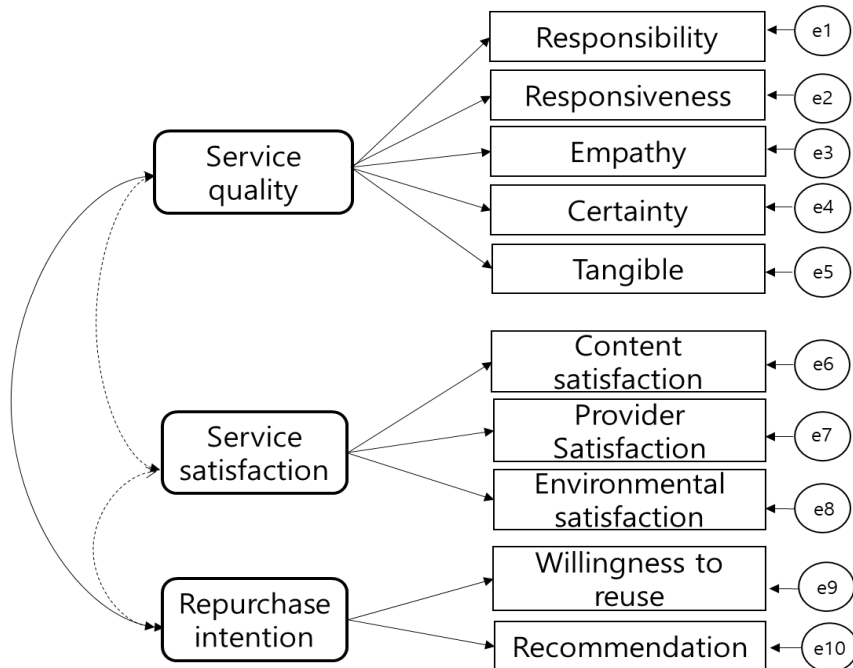


Figure 1. Research model according to research hypothesis

3. RESULTS OF THE STUDY

3.1 General matters of the subjects of investigation

(1) Descriptive statistics

The general items of the measured variables were 114 (91.9%) women, 10 (8.1%) men, and the residential area was Gwangsan-gu 68 (543.8%) people, Buk-gu 39 (31.5%) people, and Seo-gu 11 (8.9%) people 3 (2.4%) people in Nam-gu. Next, in terms of economic level, 112 people from ordinary households (90.3%), 7 people from the second-class households (5.6%), and 5 people from basic livelihood recipients (4%) were in order.

(2) Correlation analysis

The correlations with the mean, standard deviation, kurtosis and skewness of the measured variables are shown in Table 2. Service quality was found to have a significant positive correlation with service satisfaction, and it showed a significant positive correlation with service repurchase intention. In addition, service satisfaction showed a significant positive correlation with service repurchase intention. Since the absolute values of the skewness and kurtosis of each variable do not exceed two and three, respectively, it can be evaluated as not violating normality.

Table 2. Correlation analysis

Variable	1	2	3
service quality	-		
service satisfaction	.768***	-	
Willingness to repurchase	.620**	.622***	-
M	4.429	4.531	4.384
SD	.467	.476	.602
skewness	-.126	-.552	-1.100
kurtosis	-1.145	-.688	2.195

N = 124. *p<.05, **p<.01, ***p<.001.

(3) Measurement model and verification and structural model verification

This study tried to empirically analyze the relationship between service quality, service satisfaction, and service repurchase intention for users of SSIP.

Table 3 shows the fit of the measurement model. The fit of this research model was verified using the χ^2 statistic, the absolute fit index, RMSEA, and the incremental fit index, CFI. A CFI of .90 or higher is acceptable, and an RMSEA of 0.10 or lower is considered a good fit of the data [6]. Therefore, the fit of this study model was found to be acceptable for χ^2 (=67.421***), ACFI (= .965), TLI (= .951), RMSEA (= .013), D and FH standards.

Table 3. Goodness of fit of the measurement model

Structural equation model	χ^2	df(p)	CFI	TLI	RMSEA
Research model (n=124)	67.421	32(.000)	.965	.951	.013

Table 4 shows analysis contents for measurement model and factor loading of measured variables was found to be significant at the significance level of .001.

Table 4. Factor loading of measurement model

	Division	β	S.E.	C.R.
	→ Reliability	.77		
	→ Responsiveness	.85	.095	10.396***
	→ Empathy	.90	.090	11.254***
Service quality	→ Certainty	.94	.088	11.878***
	→ Tangible	.82	.095	10.072***
Service Satisfaction	→ Content Satisfaction	.87		
	→ Provider satisfaction	.88	.077	12.746***
	→ Satisfaction with the environment	.87	.079	12.616***
Willingness to repurchase	→ Willingness to reuse	.91		
	→ Recommendation	.64	.117	6.551***

*p<.05, **p<.01, ***p<.001.

Figure 2 presents the structural equation model analysis result as a figure. The model of this study is composed of service quality, service satisfaction, and structural form among repurchase intentions.

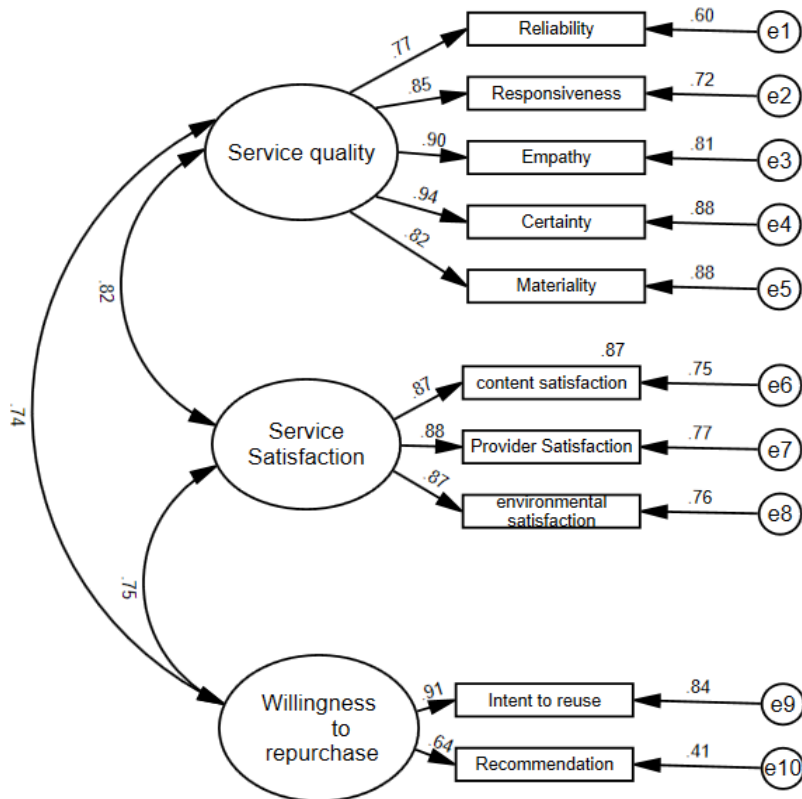


Figure 2. Results for Structural Equation Model Analysis

Here, Table 5 shows the path coefficients of the structural model shown in Fig 2, and service quality was verified to have a statistically significant and static effect on service satisfaction (.82) and service repurchase intention (.74). Therefore, it can be seen that service quality has a greater influence on service satisfaction.

Table 5. Structural model path coefficient

	Division	B	β	S.E.	C.R.
Service Quality	→ Service Satisfaction	.16***	.82	.040	5.039
Quality of service	→ Willingness to repurchase	.19***	.74	.034	5.892
Satisfaction with service	→ Willingness to repurchase	.20***	.75	.064	5.365

4. CONCLUSION

Currently, Korea has introduced a quality evaluation system for quality control and is making efforts to improve service quality, but there has not been much change so far. In the social service field, unlike other welfare fields, the user's choice plays an important role in order for the provider to exist, and the service quality is very important so that the user can continuously choose the service.

In this paper, the relationship between service quality, service satisfaction, and repurchase intentions of the local community service investment project was investigated. In addition, policy and practical measures were

explored to solve the problem of service quality, which is a side effect of the market economy system.

As a result of the research model presented in this paper, it was found that service quality affects service satisfaction and service repurchase.

As a result of the research in this paper, I would like to suggest three ways to improve the local community service investment project. First, as part of their efforts to improve service quality, service providers need to understand and recognize the importance of service quality, self-monitor service, and secure quality providers. Second, in local governments that manage and supervise service providers, the current method of map inspection is far from improving quality, so improvement is needed. Lastly, it is necessary to revise the evaluation standards and evaluation methods for quality evaluation currently in progress. Modifications and supplements are made to include qualitative indicators in each evaluation, but this cannot be regarded as evaluating service quality. In future studies, it is necessary to study methods for evaluating service quality.

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