

The Effect on Intention to Recommendation and Satisfaction of Communication Type of Service Provider: Based on Food-Service Industry

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Abstract

Production of service and undivided consumption stands out in Food-Service Industry. If there isn't communication between service providers and customers, because it is impossible to provide service. it is very important to communicate with each other in Food-Service Industry. Existing researches pay more attention to service quality and satisfaction but this research has studied satisfaction of customer and willingness to recommend according to a type of service provider's communication. According to the study result. if reliability and professionalism are much higher and control is much lower. It can be interpreted to have a positive effect on the intention to recommend. Also, if customer satisfaction is higher. it seems to increase the intention to the recommendation. It seems to have a negative effect on the intention to the recommendation by saying extreme expression and showing authoritative attitude during communication. The composition of communication style is derived from 4 cases such as reliability, professionalism, control, and cooperation, but only reliability and professionalism have a beneficial effect on the satisfaction of the customer. It can be said that it is a limitation of research that didn't analyze the effect on the demographic variable.

Keywords: *Communication, Customer satisfaction, Loyalty, Family restaurant*

1. Introduction

Currently, the economies of many countries including the advanced economies are experiencing the phenomenon of service economization. The world economy has come to depend on the service industry as it is called the service economy [1]. As the paradigm shifts to the service industry, one of the strategies for achieving organizational goals and achieving higher performance, and achieving a competitive advantage has focused on the role of the service provider in communication. At the service contact point, the role of the service provider is important because of the intrinsic nature of the service being intangible [2]. In addition, how the service provider acts or speaks to the customer becomes an important concern of the management because the employee providing the service is itself a commodity and is regarded as a service.

Most of the services, by their nature, are uncertain about the service delivery process and experience difficulties in evaluating the service quality. Therefore, the role of the service

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provider as a delivery medium is important, and communication as a tool element that can have a total influence on the experience becomes necessary. In addition, the service provider as a receptionist is working on the frontline in direct contact with the customer. Recently, the importance of the service provider has been highlighted because the contact with the customer is the moment of truth that plays a decisive role in customer satisfaction [3]. Communication between service providers and service providers, which is the starting point of customer relationships, is one of the important factors in service encounters [4]. In other words, what kind of communication is used in service encounters and what non-verbal communication elements express behaviors and attitudes play a very important role. Therefore, in this study, we examined the effect of service provider's communication type on customer satisfaction and recommendation intention.

2. Literature review

2.1. Communication type

Communication is defined as large-scale interaction between two people or more [5]. Schramm and Potter (1982) defined communication as an act of creating something common between two people [6]. Communication style refers to the way messages are communicated in the process of communication behavior. Style should be viewed as an integral part of a set of rules, codes, and practices that organize and express cultural interactions, communication, and identity within it, and in this context, communication styles are characteristics or patterns that perform communication. Szasz and Hollender (1956) studied the communication between health care providers and patient relations and found that they are active-passive, guidance-cooperation, mutual participation [7]. Seo (2002) found that the type of communication among physicians had a significant effect on patient satisfaction and that trust had the greatest effect on patient satisfaction [8].

2.2. Customer satisfaction

Achieving customer satisfaction is the most important goal of today's service companies, and it is a key theme for research, research, and development as a corporate strategy. Customer satisfaction has the advantages of profitability improvement, positive word of mouth, and low marketing expenditure. The service provided by the service company is mainly caused by the fact that it is produced in the service encounters process and that the customer participates directly in the service production process. In addition, since services are often able to measure quality by experience, the level of customer satisfaction once formed has a decisive impact on repurchase or re-use. Therefore, understanding the needs of customers and providing services that lead to customer satisfaction is the greatest driving force to attract customers continuously [9].

Oliver (1980) defines a comprehensive psychological state as a result of a combination of mismatched expectations and a consumer's preoccupation with the consumption experience [10]. Customer satisfaction has been shown to influence customer loyalty, which, when satisfied with a product or service purchased by a customer, can create a new customer by the intent to purchase the product or service continuously and by positive word of mouth activities. In this study, customer satisfaction was defined as perceived satisfaction of the overall service by the customers using the restaurant company.

2.3. Intention to the recommendation

This concept, which may be referred to as Intention to the recommendation or oral, is a communication act or process that informally exchanges positive or negative information about a consumer's personal or indirect experience on a particular subject. In other words, word of mouth is the act of information being transmitted from mouth to mouth through dialogue. Customer loyalty is a constant preference for a certain product or service if it is a customer response that recognizes that the customer has high utility in the expectations that the customer has for the current product or service. If customer satisfaction is continuously achieved and products or services are continuously provided, it means that the customer can move forward to visit and recommend [11].

The purpose of this study is to define the intention of the customer to use the company next and the intention to recommend it to others based on past experiences and future expectations.

3. Research design

3.1. Research model



Figure 1. Research model

3.2. Hypothesis

[H 1] The communication style of the service provider will affect customer satisfaction.

[H 1 - 1] Reliable communication style of the service provider will positively affect customer satisfaction.

[H 1-2] The service professional's professional style of communication will have a positive effect on customer satisfaction.

[H 1-3] The controlled communication style of the service provider will have a positive effect on customer satisfaction.

[H 1-4] The cooperative communication style of the service provider will have a negative impact on customer satisfaction.

[H 2] The communication style of the service provider will influence the recommendation.

[H 2-1] Reliable communication style of the service provider will have a positive effect on recommendation intention.

[H 2-2] The service professional's professional style of communication will have a positive effect on recommendation intention.

[H 2-3] The controlled communication style of the service provider will have a positive effect on recommendation intention.

[H 2-4] The cooperative communication style of the service provider will have a negative effect on the recommendation intention.

[H 3] Customer satisfaction will have a positive effect on recommendation intention.

3.3. Analysis method

The subjects of this study were selected from February 20, 2016, in Seoul and Gyeonggi - do in the 20s and 60s, who have experienced using food service companies within the last 6 months, 211 copies of the recovered 220 copies were used for the empirical analysis. The analysis used frequency analysis to identify the demographic characteristics of the respondents, and factor analysis and multiple regression analysis were applied for hypothesis testing.

4. Results

4.1. Characteristics of research subjects

The demographic characteristics of the sample in response to the questionnaire were 57% for males and 42% for females. Single marriage was 53.6% and single marriage was 46.4%. Young people in their 20s and 30s mostly use restaurant companies, with 46.4 percent in their 30s, 36 percent in their 20s, and 15.6 percent in their 40s. 32.2% of white-collar workers, 20.9% of college students, and 13.3% of professors were in the order. 91.5% of the total college graduates or college graduates came out. Finally, the average monthly income of family members was 27.5% less than 1.5 million won, 20.4% between 2.11 million won and 2.5 million won, and 19.9% more than 401 million won.

4.2. Reliability and factor analysis of variables

Specifically, the first factor in the style of communication was 'reliability', such as continuing to maintain relationships, building consensus, relaxing atmosphere, and honesty. This factor consists of 10 items and explained the variance of 39.53% (eigenvalue = 9.49) of the total. The mean value of these 10 items was calculated and the 'reliability' index was constructed for subsequent analysis ($M = 3.40$, $SD = 0.63$, $\alpha = 0.90$). Factor 2 represents a communication style that provides a thorough and detailed explanation of service needs, providing enough information by 'professionalism'. This factor accounted for 9.07% (Eigenvalue = 2.18) of the total variance, and the average of the six items constituting the factor was calculated to make the 'professionalism' index ($M = 3.50$, $SD = 0.71$, $\alpha = 0.85$). Factor 3 is a 'control' style that uses extreme expressions or authoritarian attitudes in the dialogue process. This factor accounts for 5.55% of the total variance (Eigenvalue = 1.33) and consisted of 4 items and calculated the 'control' index ($M = 2.37$, $SD = 0.82$, $\alpha = 0.76$). The fourth factor is 'cooperation', which is composed of three items representing a friendly and polite communication style and explained 5.26% of the total variance (Eigenvalue = 1.26). ($M = 3.71$, $SD = 0.67$, and $\alpha = 0.71$) were obtained.

Next, Cronbach's Alpha was found to be relatively high at .753 as a result of the reliability test of the recommendation physician composed of two items. The mean value of these two items was used to construct a 'recommendation doctors' index for subsequent analysis (M = 3.39, SD = 0.74, $\alpha = 0.75$).

5. Research hypothesis verification

5.1. Verification of research hypothesis 1

Multiple regression analysis was conducted to examine whether the communication type of service provider affects customer satisfaction and the degree of influence.

The regression model showed statistical significance at the significance level .01, with an F value ranging from $p = .000$ to 80.060, and has an explanatory power of 43.5% of the total variance. The results of the t-test on the regression coefficients of the attributes injected into the regression equation showed statistically significant significance at the significance level .01. As a result, the higher the reliability and professionalism, the more positive the customer satisfaction.

Table 1. This type of communication impacts customer satisfaction

division	factor	Beta	t-value	p
Communication type	reliability	.403	5.281	.000*
	professionalism	.305	4.001	.000*
	control	-.068	-1.205	.230
	cooperation	.127	1.917	.057
$R^2 = .435$ F=80.060 p=.000				

* $p < .01$

5.2. Verification of research hypothesis 2

Multiple regression analysis was conducted to verify whether the communication type of service provider influences recommendation intention. In the regression model, the F value is 50.886 at $p = .000$, which is statistically significant at the significance level .01 and has an explanatory power of 42.4% of the total variance.

The results of the t-test on the regression coefficients of the attributes injected into the regression equation showed that the reliability and control were statistically significant at the significance level .01, and the professionalism was statistically significant at the significance level .05. As a result, it can be interpreted that the higher the reliability and the professionalism, and the lower the control, the positive influence on recommendation intention.

Table 2. Effects on the intention to the recommendation of communication style

division	factor	Beta	t-value	p
Communication type	reliability	.422	5.405	.000*
	reliability	.172	2.195	.029**
	control	-.182	-3.186	.002*
	cooperation	-.039	-.572	.568
$R^2 = .424$ F=50.886 p=.000				

* $p < .01$, ** $p < .05$

5.3. Verification of research hypothesis 3

Regression analysis was conducted to verify the effect of customer satisfaction on recommendation intentions. As shown in [Table 3], the regression model had an F value of 316.447, which was statistically significant at a significance level of .01, and showed an explanatory power of 60.2% of the total variance. The higher the customer satisfaction, the higher the recommendation level.

Table 3. The effect of customer satisfaction on intention to the recommendation

Dependent variable	independent variable	Beta	t-value	p
intention to recommendation	satisfaction	.776	17.789	.000*
$R^2 = .602$ F=316.447 p=.000				

* $p < .01$

6. Conclusion and discussion

Despite the importance of communication in restaurant service, related research is relatively minor because most researchers are interested only in service quality and satisfaction at service contact points. The purpose of this study is to investigate the effect of service provider's communication type on customer satisfaction and recommendation intention. As a result, it was found that the communication type of service provider has a positive relationship with customer satisfaction and recommendation intention, and a positive relationship between customer satisfaction and recommendation intention.

The results and implications of this study are as follows.

First, the factors of communication type were derived from reliability, professionalism, controllability, cooperation, and reliability and professionalism only had a significant effect on customer satisfaction. These results are consistent with the results of previous studies on communication types, but only the type of communication that provides a thorough and detailed description of service requirements and the types of credibility, such as continuity of relationship, formation of consensus, relaxed atmosphere, and honesty. It is a characteristic of this study that it has a significant effect on customer satisfaction.

Second, as a result of analyzing the influence of service provider's communication type on recommendation intention, trust, and expertise, as well as customer satisfaction, have a positive effect on recommendation intention. The type of control that is blunt or authoritative in the dialogue process has a negative effect on recommendation intentions. This result is considered to be because the study was conducted for free foodservice companies, unlike the previous studies.

Third, customer satisfaction has a positive effect on recommendation intention. These results are consistent with previous studies showing that customer satisfaction positively influences the intention to use the company next and the intention to recommend it to others. However, it is the limit of this study that the effect of demographic variables is not analyzed. In subsequent studies, it may be worthwhile to compare the differences between gender, occupation, age, and income.

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