

## The Effects of Service Conveniences on Service Value, Service Trust, and Satisfaction: Focused on Restaurant Services\*

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### Abstract

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Customers demand greater service conveniences. We categorized service conveniences as four dimensions (i.e., decision, access, transaction, benefit). This study has two objectives. (1) To examine how these four service conveniences affect service value and service trust. (2) To examine how service value and service trust affect customer satisfaction. The results indicate that access and benefit conveniences affect service value. Decision, access, and benefit convenience affect service trust. Service value and service trust also affect satisfaction. We describe the empirical results and managerial implications based on restaurant services.

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**Keywords:** service convenience, service value, service trust, satisfaction

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## I. Introduction

Customer satisfaction is one of the core concepts in marketing. All businesses are trying to satisfy the customer. In a fierce competitive service environment, it is imperative to provide satisfactory value and satisfaction to the consumer. If marketers can deliver high level of service convenience to their customers, then customers may be highly satisfied and valued. Service value and service trust is one of the most important tools for marketers to provide customer satisfaction.

Marketers can increase customer satisfaction by offering high level of service convenience. The concept of service convenience has recently generating significant amounts of research (Berry et al., 2002; Brown, 1990). Berry et al.(2002) suggested five types of service conveniences(i.e., decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience). They proposed some propositions based on theoretical background. Among them, they proposed that there were some positive relationships between service convenience and service evaluation (i.e., satisfaction, service quality).

Service convenience is consumers' time and effort perceptions related to buying or using a service (Berry et al., 2002). Even though Berry et al.(2002) proposed some relationship between service convenience and service evaluation, they did not try to test hypotheses based on empirical research. Therefore, it is necessary to make hypotheses and test them. In terms of that necessity, we are trying to test some hypotheses based on theoretical background. More specifically, we are trying to test how service conveniences are related to service value and service trust, and how these service value and service trust influence on satisfaction with respect to restaurant food services.

Researchers are interested in understanding the effects of service convenience on consumer behavior, and recent empirical studies indicate that service convenience influences on marketing consequences, including customer evaluation and purchase behavior (Rust et al., 2004; Seiders et al., 2005). Particularly, service convenience can build the service value and service trust. The service value and service trust is most important element that affect all stages of a service (pre-process, in-process, post-process). Particularly, restaurant consumers take service value and trust in all of stages such as in pre-process (self-service, location, comfortable choice), in-process (quality, expenditure of

time, frontline of employee), and post-process (price, quality, after-service). Therefore, service convenience directly influence on service value and trust. Consumers may perceive restaurant services differently from other service offerings, so they may highly expect from restaurant service.

Our research has two main objectives. The first is to examine the effects of service conveniences on the service value and trust. The second is to examine the effects of customer value and trust on customer satisfaction in restaurant food service setting. We provide results and managerial implications based on empirical research.

## II. Literature Review

### 2.1. Service convenience

Many researchers are studying about convenience concept in marketing area. Convenience concept has been suggested in relation to categories of products in the marketing literature. Copeland(1923), Kelley(1958) has described ten forms of convenience such as form, time, place, quantity or unit, packaging, readiness, combination, automatic, selection, credit.

It is possible to draw a distinction between goods convenience and service convenience. The former includes time saving items such as frozen dinners. Goods convenience relates to products such as packaging, design, storage, and place. Service convenience can be defined as consumers' time and effort perceptions related to buying or using a service. Service convenience will be related to service quality(tangibility, reliability, responsiveness, assurance, and empathy) as well as service value and trust.

Berry et al.(2002) suggested five types of service convenience: *decision convenience* - how easy to make a decision about the product or service; *access convenience* - the perceived time and effort required to initiate service delivery; *transaction convenience* -perceived time and effort to secure the right to use the service; *benefit convenience* - perceived time and effort to experience the service's core benefits; *post-benefit convenience* - the time and effort to re-contact the seller after the initial purchase. Consumers spend time and effort deciding on, accessing, transacting for, and benefiting from service. Perceived time and effort related to each of these types contributes to consumers' perceptions of overall service convenience.

Brown (1990) suggested the concept of convenience as five dimensions - time, place,

acquisition, use, and execution. Time - product may be provided at a time that is more convenient for the customer; place - product may be provided at a place that is more convenient for the customer; Acquisition - firms may make it easier for the customer, financially and otherwise, to purchase their products; use - product may be made more convenient for the customer to use; execution - possibly having someone provide the product for the consumer.

We propose that service convenience can be conceptualized in terms of the specific consumer activities required to purchase or use a service, because convenience evaluations become salient during key stages of the service experience (Berry et al., 2002).

Even though, Berry et al.(2002) proposed five dimensions of service convenience, we propose that four dimensions of service convenience(i.e., decision, access, transaction, benefits convenience) will be related to customer value and trust in restaurant services. We do not include post-benefit convenience because of that dimension have no relationship with restaurant services situation. We propose that these four service convenience will be relate to consumer value and trust. We also propose that service value and trust will be related to satisfaction in the restaurant services situation.

### Decision convenience

Decision convenience is defined as the consumers'perceived time and effort expenditure to make service purchase or use decisions (Berry et al., 2002). Consumers who have recognized the need for a product or service are immediately faced with the decision of which supplier and offering to choose. For example, a consumer recognizes the need to have a personal cellular phone service. Faced with a plethora of cellular service providers and service plan configurations to choose from, the consumer must expend time and effort in making the decision. Many kinds of the factors influence to decision making process in the restaurant choice. Specifically, in restaurant choice, consumers usually use word-of - mouth communications, media information. Therefore, decision convenience is salient before actual service exchange and determined by the availability and quality of information about service provider.

### Access convenience

Access convenience can be defined as a consumer's perceived time and effort expenditures to initiate service delivery (Berry et al., 2002). Access convenience is determined by the physical location, operating hours, and availability online by phone, or in person (Meuter et al., 2000; Seiders and Gresham, 2000). Berry et al.(2002) suggested that access convenience involves consumers' required actions to request service, if necessary, be available to receive it.

Consumers may initiate service in person (going to a restaurant), remotely (telephoning a take-out order), or through both means (telephoning for a reservation and then going to the restaurant). Quickly and easily contact with service provider will take great influence on customer's purchase decisions. Access convenience can be influence to service value and service trust. Access convenience is also salient prior to the actual service exchange like decision convenience.

### **Transaction convenience**

Transaction convenience is defined as consumers'perceived expenditures of time and effort to effect a transaction. Transaction convenience focuses strictly on the actions that customers must take to pay for the service (Berry et al., 2002). Transaction convenience perceptions reflect the time spent in physical or remote queues, which can be problematic for firms because waiting times commonly are perceived as longer than they actually are and negatively influence overall service evaluations (Kumar et al., 1997). Waiting too long to pay will increase customer's perceived time costs. Transaction convenience reduces the emotional effort associated with executing the exchange (Seiders et al., 2007). When consumers decided to buy something or use some services, transaction service is important condition. Consumers who decide to attend transaction, they expend exchange, and also wait to pay (time and effort).

### **Benefit Convenience**

Benefit convenience is consumers' perceived time and effort expenditures to experience the service's core benefits (Berry et al., 2002). Benefit convenience, which encompasses the fundamental service experience varies in importance across service categories and

may be less relevant for services with high hedonic as opposed to utilitarian value (Holbrook & Lehmann, 1981). Benefit convenience may be different according to the types of services such as airline service, hotel service, and restaurant service. Restaurant benefit convenience requires minimizing time and effort costs in the benefit stage of the hedonic service experience such as tasty food and safety food.

## 2.2 Service Value

Service value is a necessary condition for a company to succeed in marketing (Vargo and Lusch, 2004; Sweeney and Soutar, 2001). Therefore marketer must provide great customer value. To provide great service value, it is imperative to provide great service convenience. Berry et al.(2002) suggest that customers' perceived convenience is determined by service characteristics such as consequentiality and inseparability, which can influence on customer evaluations of satisfaction, service quality, and fairness. Firms devote greater resources to provide convenience as part of a strategic shift to more effective customer management (Seiders et al., 2007). Researchers also are increasingly interested in understanding the effects of convenience on consumer behavior, and recent empirical studies indicate that convenience influences on critical marketing consequences, including customer evaluation and purchase behavior (Rust et al., 2004; Seiders et al., 2005). Although convenience may not be sufficient to ensure customer loyalty, it appears a necessary threshold condition for maintaining customer relationships (Keaveney, 1995). Service convenience can be thought of as a means of adding value to consumers, by decreasing the amount of time and effort a consumer must expend on the services (Colwell et al., 2008). Customers are more likely to purchase the product or services that have an established relationship with service provider (Keh and Pang, 2010). We propose that four types of service convenience such as decision, access, transaction, benefit conveniences directly associate with customer value. Thus, we hypothesize as following:

*H1: Types of service convenience such as (a) decision, (b) access, (c) transaction, (d) benefit is positively related to service value.*

## 2.3 Service Trust

Service trust can help for consumers to overcome perceptions of risk and uncertainty. Consumers can build trust in the service convenience. Trust can be defined "a willingness to rely on an exchange partner in whom one has confidence"(Morgan and Hunt, 1994). We will define the trust as customer confidence in the quality and reliability of the services offered by the organizations. The inclusion of trust as mediating roles is based on the relationship marketing theory, which suggests that trust affect satisfaction (Garbarino and Johnson, 1999). Trust is generally viewed as a critical element in maintaining long-term relationships (Crosby et al., 1990; Morgan and Hunt, 1994). The positive effect of firm reputation on trust has been empirically examined in the literature (Doney and Cannon, 1997; Johnson and Grayson, 2005).

Service convenience has been viewed as one of the most important attributes in affecting service trust. Therefore, decision convenience, access convenience, transaction convenience, and benefit conveniences will be relate to service trust. Thus, we hypothesize as following:

*H2: Types of service convenience such as (a) decision, (b) access, (c) transaction, (d) benefit is positively related to service trust.*

## 2.4 Satisfaction

Satisfaction is regarded as a key outcome of buyer-seller relationships. We conceptualize satisfaction as a consumer's affective state resulting from an overall appraisal of their relationship with a retailer. In addition to, we view it as a cumulative effect over the course of a relationship compared with satisfaction specific to a particular transaction. Satisfaction is described as "an evaluation of an emotion", suggesting that it reflects the degree to which a consumer believes that possession and/or use of a service evokes positive feeling (Rust and Oliver, 1994). Customer satisfaction generally means customer reaction to the state of fulfillment, and customer judgment of the fulfilled state (Oliver, 1997). Result of a customer value and trust increases the satisfaction of service. Outcomes of a service encounter might include increases in perceived quality, reliability, fairness, and overall satisfaction (Olsen and Johnson, 2003).

If consumers perceive high customer value and trust, then they perceive high satisfaction. Therefore service value and trust will be related to customer satisfaction. Thus, we hypothesize as following:

*H3: Service value is positively related to customer satisfaction.*

*H4: Service trust is positively related to customer satisfaction.*

Based on the theoretical background we mentioned, we hypothesized following research model.

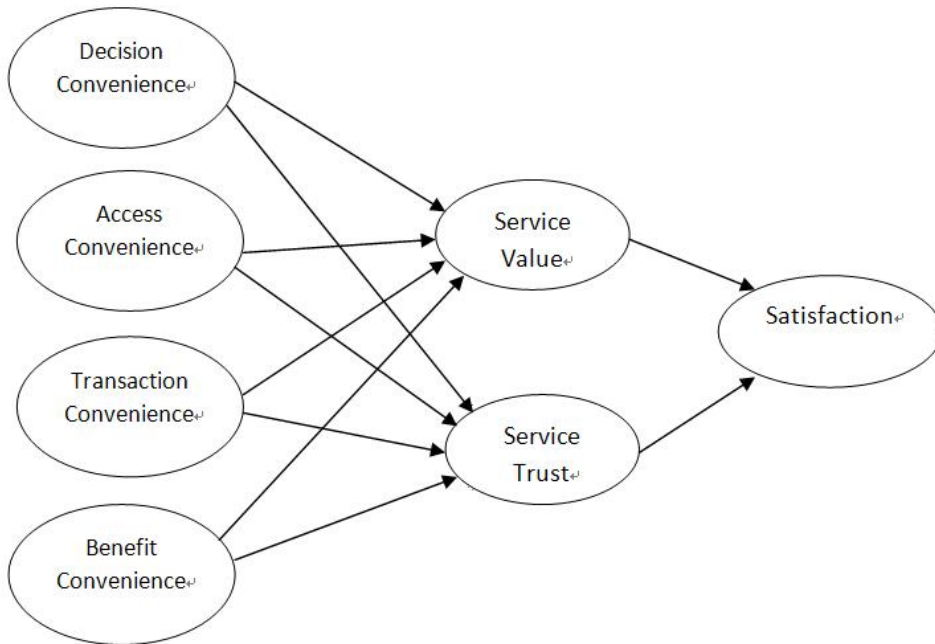


Figure 1 Conceptual model

### III. Research Methodology

#### 3.1 Measures

Overall service satisfaction was measured using by 3 items from Oliver (1997) scale. Four service convenience dimensions were measured using by SERVCON scale developed by Seiders et al.(2007) and Colwell et al.(2008). More specifically, we used 4 items for decision convenience, 4 items for access convenience, 3 items for transactions convenience, and 4 items for benefit convenience. Service value and service trust was measured using by Cronin et al.(2000) and Gil et al.(2008) scale. 2 items were used to measure service value and service trust respectively. So all 22 items were used to



measure constructs. Items measures are shown in Table I. All items were measured using by a seven-point scale ranging from strongly agrees (7) to strongly disagree (1).

**Table I** Item descriptions

Construct	Items	Authors
Decision convenience	a1: Information received made it easy to choose restaurant a2: Making up my mind about what to eat was easy a3: The restaurant information was very clear and easy to read a4: Restaurant service provider let me know exact cost or special offers	Colwell et al. (2008) Seiders et al.(2009)
Access Convenience	b1: Restaurant was available when I needed them b2: Restaurant service provider is accessible through various ways b3: Restaurant hours of operation were convenient b4: Easy to contact an employee of the restaurant provider	Colwell et al. (2008) Seiders et al.(2009)
Transaction Convenience	c1: Easy to complete my purchase c2: Able to complete the purchase quickly c3: No problems that added to the purchase time	Colwell et al. (2008) Seiders et al.(2009)
Benefit Convenience	d1: obtain benefits with little effort d2: Service provider solved needs d3: the time required to receive the benefits was reasonable d4: restaurant is able to resolve my problems	Colwell et al. (2008) Seiders et al.(2009)
Service Value	e1: restaurant service is professional e2: restaurant service is quickly	Cronin et al.(2000) Gil et al.(2008)
Service Trust	f1: I trust the restaurant service f2: restaurant has high integrity	Cronin et al.(2000) Gil et al.(2008)
Satisfaction	g1: Overall, I am satisfied with the restaurant g2: Feeling about being served be restaurant again would be... g3: As a result, my satisfaction was high	Colwell et al.(2008) Seiders et al.(2002) Oliver(1997)

### 3.2 Data collection and sample

We conducted survey research regarding customer's personal experiences with restaurant service provider. During data collection, we asked respondents to describe how they perceive decision, access, transaction, and benefit conveniences, and how they perceive value, trust, and satisfaction. Data were collected from 250 in the restaurant

consumers of Jeonju city. After discarding 42 incomplete questionnaires, final sample size was 208. We collected data from September to November in 2010. Respondents varied in gender (male: 56.3%, female: 43.8%), used restaurant type (hotel restaurant: 37%, chain restaurant: 33.2%, local restaurant: 29.8%), frequency of usage in the month (3 times: 13.5%, 3-5 times: 34.6%, 5-10 times: 35.1%, 10-15 times 12%). Respondent's characteristics are shown in Table II.

**Table II Respondent's characteristics**

Respondent's Characteristics		Frequency	Percentage (%)
Gender	Male	117	56.3
	Female	91	43.8
Used restaurant type	Hotel restaurant	77	37
	Chain restaurants	69	33.2
	Local restaurants	62	29.8
Frequency of using per month	3 times	28	13.5
	3 or more - less than 5	72	34.6
	5- 10 less than	73	35.1
	10-15 less than	25	12
	over 15	10	4.8

## IV. Analysis

The two-step procedure was used to estimate the model which proposed by Anderson and Gerbing (1988). First, by employing confirmatory factor analysis (CFA), we evaluated construct validity. Second, hypotheses were tested by structural equation model. All models used covariance matrix as input to Amos 5.0.

### 4.1 Measurement model results

Our theoretical model in Figure 1 assessed by means of structural equation modeling using Amos 5.0. On the basis of Anderson and Gerbing(1988)'s recommendation, we developed a measurement model before estimating paths to test the hypothesized relationships between constructs. We conducted confirmatory factor analysis (CFA) with all constructs using Amos 5.0. The CFA results indicate a good fit:  $\chi^2=348.216$  ( $p<0.000$ ),  $DF=188$ ,  $GFI=.864$ ,  $TLI=0.943$ ,  $CFI=.954$ ,  $RMSEA=0.064$ . The measurement model analysis results and construct correlations are provided in table III and IV respectively.

In Table III, we present the results for measurement model. The goodness-of-fit index (GFI) was 0.864 which indicate marginal fit. We also report three other fit indices that have been viewed as robust to sampling characteristic: Tucker-Lewis index(TLI), Bentler's(1990) comparative fit index(CFI), and RMSEA. These all values indicate that the model fits the data well.

Evidence of internal consistency is provided by construct reliability. All the construct reliability meets the threshold level above 0.70. Also included Table III are the average variance extracted(AVE) estimates which assess the amount of variance captured by construct's measure relative to measurement error, and the correlations( $\phi$  estimates) among the latent constructs in the model. AVE estimates of .50 or higher indicates validity for a construct's measure (Fornell and Larcker, 1981). We performed test of discriminant validity among factors. If the square of the parameter estimate between two construct ( $\phi^2$ ) is less than the AVE estimates of the two constructs, then discriminant validity is supported (Fornell and Larcker, 1981). This criterion was met across all possible pairs of constructs.

As we report in Table III, the CFA results lend some support for the convergent validity for all the measures because all estimated loadings of indicators for the underlying constructs are significant(i.e., smallest C.R=9.726,  $p<.05$ ).

Table III Measurement model results

Constructs		Unstandardized Estimate	Standardized Estimate	S. E	C. R	Construct Reliability	AVE
Decision convenience	a1	1.000	.866				
	a2	.966	.806	.068	14.113	.893	0.670
	a3	.934	.838	.062	14.977		
	a4	.941	.760	.073	12.897		
Access Convenience	b1	1.000	.800				
	b2	.994	.783	.080	12.348	.865	0.617
	b3	.842	.736	.074	11.407		
	b4	.927	.821	.071	13.147		
Transaction Convenience	c1	1.000	.862				
	c2	1.021	.900	.066	15.435	.825	0.649
	c3	.790	.627	.081	9.726		
Benefit Convenience	d1	1.000	.887				
	d2	1.071	.911	.055	19.335	.934	0.736
	d3	1.073	.866	.061	17.467		
	d4	.927	.761	.067	13.737		
Service Value	e1	1.000	.806				
	e2	1.012	.865	.072	13.971	.836	0.699
Service Trust	f1	1.000	.781				
	f2	1.082	.812	.086	12.648	.819	0.635
Satisfaction	g1	1.000	.852				
	g2	1.091	.881	.067	16.189	.900	0.724
	g3	.986	.819	.068	14.426		

TABLE IV Correlation Matrix of Constructs ( $\phi$ )

Constructs	Decision	Access	Transaction	Benefit	Value	Trust	Satisfaction
Decision	1						
Access	0.727	1					
Transaction	0.550	0.768	1				
Benefit	0.655	0.691	0.573	1			
Value	0.656	0.857	0.750	0.750	1		
Trust	0.751	0.806	0.668	0.843	0.905	1	
Satisfaction	0.700	0.846	0.648	0.651	0.845	0.888	1

Note: All correlations are significant at the  $p < 0.001$  level

## 4.2. Structural model results

The fit of structural model was acceptable ( $\chi^2 = 382.089$   $p < 0.000$ ,  $DF = 193$ ,  $N = 208$ ),  $GFI = .853$ ,  $TLI = .935$ ,  $CFA = .946$ ,  $RMSEA = 0.069$ . The value of  $R^2$  also indicates that service value ( $R^2 = 0.828$ ) and service trust ( $R^2 = 0.834$ ) can be predicted very well by service convenience.

Hypotheses H1(b) and H1(d) were supported which showing that access and benefit convenience affect to value, but not have an any effect to decision convenience H1(a) and transaction convenience H1(c). Hypotheses H2(a), H2(b) and H2(d) were strongly supported by the standardized coefficients that means decision and access convenience affects to service trust, but not have an any effect to transaction convenience H2(c). Hypotheses H3 and H4 were strongly related to customer satisfaction. The results of structural models are shown in Table V.

Table V Structural model results

Path	Unstandardized Estimate	Standardized Estimate	S. E	C. R	P	Support
Decision convenience → Service Value : H1(a)	-.032	-.031	.087	-.367	.713	X
Decision convenience → Service Trust : H2(a)	.158	.170	.080	1.978	.048	O
Access Convenience → Service Value : H1(b)	.681	.659	.138	4.954	***	O
Access Convenience → Service Trust : H2(b)	.447	.473	.121	3.700	***	O
Transaction Convenience → Service Value : H1(c)	.147	.129	.105	1.407	.159	X
Transaction Convenience → Service Trust : H2(c)	-.007	-.007	.096	-.076	.940	X
Benefit Convenience → Service Value : H1(d)	.264	.228	.089	2.966	.003	O
Benefit Convenience → Service Trust : H2(d)	.397	.374	.085	4.652	***	O
Service Value → Satisfaction : H3	.405	.416	.115	3.524	***	O
Service Trust → Satisfaction : H4	.555	.521	.128	4.316	***	O
Service Value $R^2$ : .828						
Service Trust $R^2$ : .834						
Satisfaction $R^2$ : .795						

The results indicate that access and benefits conveniences most direct effect on the service value and service trust respectively. Transaction conveniences do not have effect on service value and trust. Maybe transaction convenience is not important elements in service performance with respect to restaurant consumers. Even if we hypothesized that all service conveniences affect satisfaction mediated by service value and service trust, we assume that there is a possibility these service convenience affect directly to the satisfaction. We analyzed this direct effect. The results indicate that only benefit convenience affect satisfaction directly (estimate= .444, p-value =2.302). The other convenience elements do not affect to the satisfaction directly. Based on these results, we can confirm that service value and trust can be acted as a mediator.

In our research, three hypotheses are rejected. First, decision convenience do not affect service value. Restaurant consumers may perceive service value based on two stages of service (in-process and post-process). Restaurant service value depends on quality of service and price. Before eating in the restaurant, customers will not perceive service value. On the other hand, restaurant consumers' decision convenience is based on some factors such as word-of-communications, advertising, consumers' perceived time and effort to expenditures, and location convenience.

Second, transaction convenience do not affect service value. Transaction service convenience is usually based on exchanges between customers and service providers. This situation differ from other service and business condition. We guess that restaurant transaction convenience is not important element, therefore transaction convenience do not necessary in the restaurant condition.

Third, transaction convenience do not affect service trust. The transaction convenience for restaurant consumers is different from other services transaction convenience. Restaurant transaction convenience is not important elements in service trust with respect to restaurant consumers. Because in the restaurant condition, most consumers pay easily using by card payment system so they do not perceive service trust.

We also analyzed the mediated (indirect) effect of service value and service trust on satisfaction. The results indicates that service value mediated the benefit convenience on satisfaction ( $p<0.05$ ), and service trust mediated the access convenience to satisfaction ( $p<0.05$ ), benefit convenience to satisfaction ( $p<0.05$ ), transaction convenience to satisfaction ( $p<0.01$ ). Indirect effect results are provided in Table VI.

Table VI Indirect effect results

Path			Estimate	P value
Decision convenience	→ Value	→ Satisfaction	.013	.096
Decision convenience	→ Trust	→ Satisfaction	.088	.649
Access convenience	→ Value	→ Satisfaction	.276	.059
Access convenience	→ Trust	→ Satisfaction	.248	.039*
Transaction convenience	→ Value	→ Satisfaction	.060	.171
Transaction convenience	→ Trust	→ Satisfaction	.224	.007**
Benefit convenience	→ Value	→ Satisfaction	.107	.038*
Benefit convenience	→ Trust	→ Satisfaction	.220	.022*

\* $p < 0.05$ , \*\* $p < 0.01$

## V. Discussions

### 5.1 Summary

We began this research with two main objectives. (1) To examine the effects of decision, access, transaction, and benefit conveniences on the service value and trust. (2) To examine the effects of service value and trust on customer satisfaction. To test hypotheses, we made 10 hypotheses. Among them, we support 7 hypotheses.

#### *Effects of Decision Convenience on Service Value and Trust*

In H1(a) and H2(a), we made hypothesis that decision convenience will relate to service value and trust. We find that decision convenience do not affect service value. So H1(a) do not support the hypothesis. However, decision convenience affect service trust. So H2(a) do support the hypothesis. Decision convenience of restaurant consumers' is important condition in their health food. The consumers spend more time and effort for the restaurant choice so that decision convenience is reducing to consumer time and effort for restaurant choice.

*Effects of Access Convenience on Service Value and Trust*

H1(b) and H2(b) are supported. The access convenience related with service value and trust to increase satisfaction. Thus, the roles of access convenience are very important condition on the consumers' use service, such that satisfied customers make more loyalty visits when they believe they can reach a service provider conveniently. The access convenience can reduce consumers' time and effort, then increasing to service value and trust. Access convenience including customer time and effort (Berry et al., 2002) also factors of psychic such as trust.

*Effects of Transaction Convenience on Service Value and Trust*

H1(c) and H2(c) are not supported. Transaction services are an essential part of modern technologies. Transactional services can be specified by using pre-defined configuration attributes. Transaction conveniences will be relate to consumers perceived expenditures of time and effort to effect a transaction or exchange that typically involves payment(Berry at al., 2002). Transaction conveniences generally fulfilled by computer-oriented applications system such as online or electronic applications. It is more efficient and reliable execution of user requests. Perhaps restaurant customer's transaction conveniences are not important because restaurant usually used traditionally payment system. So restaurant customers did not perceive the transaction convenience. In terms of such inference, we guess that transaction convenience did not affect service value and trust.

*Effects of Benefit Convenience on Service Value and Trust*

H1(b) and H2(b) are supported. Benefit convenience related to service value and trust. Benefit convenience is important services benefit what consumers invest resources (including time and effort) to receive (Berry et al., 2002). Our results suggest that benefit conveniences positively related to service value and trust. Therefore, Managers have to consider how they can improve customer satisfaction through increasing the service value and trust.

## 5.2 Discussions

If marketer can understand service convenience, service value, service trust very well,



then marketer will get great benefit from business. Because of benefit from the service depends on whether marketer can provide service convenience, service value and service trust or not. Therefore service value and service trust is mostly instrumental to consumers' satisfaction. Some convenience can improve to service value and service trust. We proposed restaurant service convenience related to service value and service trust.

The purposes of this research are two-fold. First, we examined how these four service conveniences affect service value and service trust. Decision convenience is very important elements in the restaurant business, because decision making is difficult for consumers. Consumer can reduce decision difficulty by getting good trust and service quality from restaurant .

Access convenience is important because restaurant consumers want to quickly and easily contact to restaurant. The restaurant can improve service value and trust by providing access convenience such as (1) comfortably location, (2) reducing consumers' time and effort, (3) consumers' loyalty program that including use of the point card or give to consumer a birthday gift.

Benefit convenience is important because restaurant consumers have a high hedonic value for services. Restaurant benefit convenience requires minimizing time and effort costs in the benefit stage of the hedonic service experience such as tasty food and safety food. Benefit convenience can improve to service value and service trust. Therefore, benefit convenience is significantly related to service value and service trust.

Transaction convenience is also important but may be limited to a service condition, such that consumers do not spend time and effort to pay system in the restaurant. Among the four service convenience dimensions, three service conveniences significantly affect service value and service trust, but transaction conveniences do not related to service value and service trust in restaurant condition.

Second, we examined how service value and service trust affect customer satisfaction. Our results suggest that service value and service trust is significantly related to satisfaction. Managers should consider how they can improve customer satisfaction through increasing the service value and trust. High service value and trust can reduce consumers' perceived risk. Particularity, managers should make in trust-building for service, that trust increases consumers' willingness, repurchase, and recommendation to their friends and family.

### 5.3 Managerial Implications

From this study, we can get following managerial implications. First, our results suggest that service value and trust positively related to satisfaction. Therefore, for marketers it is necessary to consider how they can improve customer satisfaction through increasing service value and trust. This may be particularly relevant to any services such as pleasant hairdressing, tasteful food service.

Second, our results suggest that some convenience types improve service value and trust. Managers have to well aware of the positive implications of convenience to service value and trust. Service convenience is a necessary element for customers, so marketers have to provide great convenience for consumers. If consumer perceive service value and trust highly, then customer perceive satisfaction highly.

Finally, our findings show that four forms of convenience have meaningful implications. (1) Decision convenience affect services trust. It means that if consumer has a good choice criterion, then they will easily make a decision. (2) Access convenience is strongly determined by service value and trust. If consumer perceives a great access convenience, then they will perceive a high service trust and service value. So marketers must consider how they will provide a great access convenience. (3) Transaction convenience did not affect service value and service trust. In case of restaurant customers, they usually use face-to-face payment systems. (4) Benefit convenience affect value and trust. This means that if consumers perceive great benefit convenience, then they perceive great service value and trust. Also our results indicate that service value and service trust has a significant effect on the consumer satisfaction.

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## 서비스편의성이 서비스가치, 서비스신뢰 및 만족에 미치는 영향

배병렬 · 찬살둘람

### Abstract

소비자는 서비스를 구매 또는 사용할 때 서비스편의성(service convenience)을 기대한다. 본 연구에서는 서비스편의성을 결정편의성(decision convenience), 접근편의성(access convenience), 거래편의성(transaction convenience) 및 혜택편의성(benefit convenience)으로 구분하고 레스토랑 서비스 경험자를 대상으로 실증연구를 하였다. 본 연구의 목적은 (1) 위의 4가지 편의성이 서비스가치(service value)와 서비스신뢰(service trust)에 어떠한 영향을 주는지를 검토하고, (2) 이들 서비스가치 및 서비스신뢰가 만족에 어떠한 영향을 주는가를 연구하는 데 있다. 연구결과, 접근편의성 및 혜택편의성은 서비스가치에 영향을 주지만, 결정편의성 및 거래편의성은 서비스가치에 영향을 주지 않는 것으로 나타났다. 그리고 결정편의성, 접근편의성 및 혜택편의성은 서비스신뢰에 영향을 주나, 거래편의성은 서비스신뢰에 영향을 주지 않는 것으로 나타났다. (3) 이들 서비스가치와 서비스신뢰는 만족에 영향을 주는 것으로 나타났다. 이러한 연구결과를 토대로 관리적 시사점을 제시하였다.

**핵심주제어:** 서비스편의성(service convenience), 서비스가치, 서비스신뢰, 만족