

The Empirical Study of Logistics Service Quality Factors influencing Service Satisfaction on Supplying the Industrial Goods in the Tourism and Leisure Industry: Focusing on the Moderating Effects of Job Types

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Abstract

The study aimed to find out which logistic service factors affect the field and administrative staff's perception of service quality satisfaction. It also tried to find out if there was a difference in perception due to job-type. As the result of analysis, the following implications can be gained. First, independent sample t-test results showed that based on the job types, there is an average difference on economic feasibility, stability, and service satisfaction. Second, the results showed that service quality factors all have a positive influence on service satisfaction. Third, although there was difference in view between field staff and administrative staff on each variables, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

Keywords: Logistics service quality, Tourism and leisure industry, Job Type

1. Introduction

As the interest on living and eating well has increased along with the development of the economy. The growth of the tourism and leisure industry in the Korean market has been continuously rising along with a trend of people pursuing enjoyment of life. The increasing rate of the domestic tourism market has slowed down due to consumer mentality during a recession and the rise of leasing costs, but the tourism income in our country has increased from approximately 14.5 billion dollars in 2013 to 18.0 billion dollars in 2014 showing 24.4% growth(Korea Tourism Organization) in which the size of the tourism industry is increasing every year along with the globalization of the tourism and leisure industry. Taking advantage of this trend, various studies are in progress to look at the current status of foreign tourists in Korea, prediction research, behavior analysis, the satisfaction index of tourism, and the development of measurable variables. However, research on supply and demand on industrial goods, which is an essential part to providing good service in the tourism and leisure industry, is insufficient.

Industrial goods of the tourism and leisure industry include furniture, linen, equipment, consumables, kitchenware, chemical material, printing material, and defect maintenance material in which the logistics method of these materials is very complicated. In the tourism and leisure industry, companies who need these industrial goods are either self-supplied or contracted by using supply venders such as manufacturers or wholesale and retailers. During the process, professional logistics companies are also used. However, competition between supplying companies to win over a contract has become difficult. There is an emphasis on the efficiency of logistics operation so that each supplying company need to focus on what is it that the tourism and leisure company want to achieve using a particular company. There is a possibility of falling behind of competition if we

are trapped using the traditional logistics service method. Hence, it is considered that innovative logistics service improvement is necessary in the tourism and leisure industry.

Two purposes can be suggested in this study. First, if previous studies until now have been approached focusing on consumers in the tourism and leisure industry, this study aimed to find the aspect of supplying company members influencing logistics service quality factors on service satisfaction. It can provide supplying companies with clues that can help achieve competitive edge on which factors they need to focus on dealing with the difference between the perception of service satisfaction of members of the supplying company and its consumers. Second, the study was conducted to find if there is any difference in a view of service satisfaction between field staff and administrative staff of person-job fit aspect. Person-job fit can be defined as conformity between ability required from a job and ability one possess or conformity between value demanded from a job and value provided from that job(Edward, 1991). Therefore, finding any differences of company service quality and service satisfaction perceived by field staff and administrative staff can provide clues to reduce the waste of resources due to difference of perspectives. Various implications on which factors should be focused on can be provided.

It is expected that results of this study will suggest supplying companies with various implications for rationalization in logistics service of tourism and leisure company. Also, efficiency will be enhanced if there are neither conflict factors nor difference according to job type as shown in research by O'Reilly *et. al*(1991) and it will give strategic clues to executives and managers on which perspective should be taken for better management of using logistic service.

2. Literature Review

2.1. Tourism and Leisure Industry

The leisure industry is for leisure related companies in commercial activity to gain profits by providing various information and activities. It also includes providing rental and lease of a location or facility for leisure activities, and companies that manufactures various goods and tools required in leisure activities and all the other companies that are related with manufactures such as logistic company, and its distributors(Kim & Kim, 2008). Above all, supplying and distributing industrial goods required in leisure industry is the main characteristic of logistics in the leisure industry. Industrial goods are intermediate goods requiring high quality and profession as products purchased by firms or organizations to manufacture other products and services or operate that business(Sul *et. al*, 1996). Therefore, logistics of industrial goods can be called as overall activities such as commercial logistics which include transfer activity of ownership of wholesale-retail to create added value, physical logistics of packing-cargo handling-storage, and other subsidiary functions(Ahn & Cho, 2000).

2.2. Logistics Service Quality

Service has intangible feature unlike products or goods that have shape and is a series of activities of a person or organization delivering value to another person or organization(Gronross, 1984). It has the characteristic of becoming extinct after providing service and has corresponding time of supply and demand. Service quality is defined as the level of subjective expectation of received service through comparison of level of service expected by customers before supply and sensed level after receiving actual service. It can be said that level of service quality is high if difference between expected level and perceived level is small and that level of service quality is low if the difference is large(Smith & Huston, 1982 ; Parasuraman *et. al* 1985).

Logistics service quality is satisfying the demand of customers who receive logistics service(Mentzer *et. al*, 2001) in which it is a significant tool that can lead success of a

company by increasing firm flexibility and improve level of service supply that it can be considered as an essential factor to secure competitive advantage among competitive firms(Stank *et. al*, 1999).

The reason why accurate measurement of service quality is important is because measuring the service provided to customers with an objective and effective method can give a company a long-term competitive factor(Gronross, 1984). Regarding service quality, the SERVQUAL model proposed by Parasuraman *et. al.*, (1985) is the most well-know model and the SERVQUAL model is used in researches on various service quality related studies(Lin, 1999). Other models include the SERVPERF, a revised model of SERVQUAL, measuring service results without expectation(Cronin & Taylor,1992) and importance-performance analysis(IPA) that can visually find expectations and performance on customers.

Logistics service quality factors of the logistics field which is focused in this study is being research in various perspectives. Mentzer *et. al.*, (1999) suggested 9 factors including order procedure, amount of order release, quality of information, proper timing, accuracy of order, quality of order, condition of order, process procedure of order mismatch, and employee attitude as factors composing logistics service. Kang *et. al.*, (2008) classified service into 3 main aspects of service result, service procedure, and service capacity to develop a criterion to measure logistics service quality. Bae *et. al.*, (2009) explained the structural relation between quality and value perceived by parcel service users on customer satisfaction, and switching cost in which it was verified that these perceived qualities such as accessibility, reliability, manpower, installation, quick response, and work process ability show indirect effect on intention of reuse. Also, perceived values showed positive influence on intention of reuse. Customer satisfaction had indirect influence on intention of reuse where switching cost acted as medium of customer satisfaction(Bae *et. al*, 2009). Also, Shin *et. al*(2001) and Hwang *et. al*(2012) used the 5 variables in the SERVQUAL model as a criterion for service quality for measuring container terminals. In research by Park *et. al*(2009) on significance and priorities of service quality factors of container terminals, port service quality was evaluated using 5 services quality factors including tangibles, reliability, responsiveness, assurance, and empathy.

Like this, the 5 items of the SERVQUAL model tangibles, reliability, responsiveness, assurance, and empathy measure service quality factors, but universality of service aspect is weak for service quality measurement factors to be applied in various field as asserted by Cronin & Taylor(1992) that they can be reclassified depending on service situation of corresponding fields. Service quality cannot vary depending on particular industry that it must be adjusted by customizing the corresponding industry. For this, service quality factors according to the logistics characteristics in the tourism and leisure field were to be deducted in this study.

3. Research Design

The Based on previous research, this study proposed economic feasibility(An *et. al*, 2005), speed-accuracy(Shin *et. al*, 2011), stability(Kim & Lee, 2011), and informativeness(Lee & Song, 2005) according to logistics service quality factors in the tourism and leisure industry.

The study was conducted to see what logistic service quality factors, mentioned above, influence overall satisfaction in the tourism and leisure industry. After completing an exploratory factor analysis, speed and accuracy factors were classified into one factor(refer to Table 1). Thus there are 4 service factors in this study; economic feasibility, speed-accuracy, stability, and informativeness.. Our research model and hypothesis are as follows;

Hypothesis 1. There is a positive (+) association between Economic feasibility and Service Satisfaction.

Hypothesis 2. There is a positive (+) association between Speed· Accuracy and Service Satisfaction.

Hypothesis 3. There is a positive (+) association between Stability and Service Satisfaction

Hypothesis 4. There is a positive (+) association between Informativeness and Service Satisfaction.

Meanwhile, based on the job types, we checked to see if there was any difference in the point of view in each factor of logistics service quality from both field staff and administrative staff

Hypothesis 5. Job Type has a moderating effect on the relationship between Economic Feasibility and Service Satisfaction.

Hypothesis 6. Job Type has a moderating effect on the relationship between Speed· Accuracy and Service Satisfaction.

Hypothesis 7. Job Type has a moderating effect on the relationship between Stability and Service Satisfaction.

Hypothesis 8. Job Type has a moderating effect on the relationship between Informativeness and Service Satisfaction.

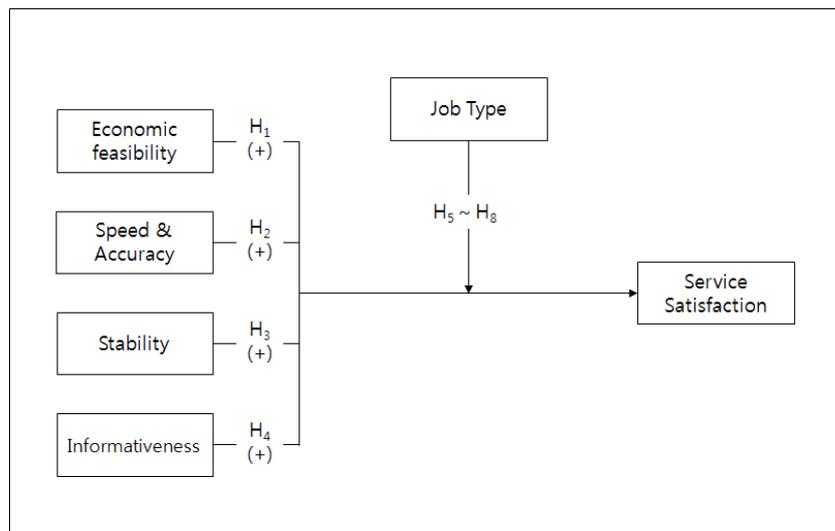


Figure 1. Research Model

4. Empirical Analysis

For actual proof analysis, a survey was conducted on tourism and leisure industrial good supply company members. 111 copies among a total of 120 copies were collected and 101 copies were used in analysis excluding 10 copies with insincere response. For criterion to measure logistics service quality, 13 items with confirmed validity among 17 items were used in final analysis in which 3 economic feasibility, 3 speed·accuracy items, 3 stability items, and 4 informativeness items were used. Also, overall service satisfaction items were used as a dependent variable and the survey was measured with a Likert 5-point scale.

Results of demographic characteristics are as follow. First, 90 subjects were male(89.1%), 11 subjects were female(10.9%), 73 subjects were in their 30s(72.3%), 20 subject in their 40s(19.8%), and 8 subjects in their 20s(7.9%). For job type, 54 subjects were field staff(53.5%) and 47 subjects were administrative staff(46.5%).

To check the validity of the measured questions for logistics service quality factors and service satisfaction in the tourism and leisure industry, an exploratory factor analysis(EFA) was conducted. A principal component analysis(PCA) was used to extract factors. A varimax method was useful in verifying mutual independence between factors. 4 items among the total 17 items on logistics service quality factors were removed as they were judged to hinder construct validity. As a result of factor analysis, speed and accuracy were found to be similar concepts and so were grouped as one factor (speed-accuracy).

Therefore, a final logistics service criterion with 13 questions, having a factor loading value of 0.6 or higher, was composed to be used in analysis. All 4 dependent variables of service satisfaction showed a factor loading value of 0.6 or higher in which validity was verified. Also, KMO value of 0.808 showed high level of explanation power of variables with different correlation and Bartlett's sphericity value of 975.59 was large enough and 0.000 probability value in which it was judged that variables setting were proper.

Table 1. Result of PCA

Variable	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Satisfaction 1	.675	-	-	-	-
Satisfaction 2	.622	-	-	-	-
Satisfaction 3	.711	-	-	-	-
Satisfaction 4	.730	-	-	-	-
Stability 1	-	.606	-	-	-
Stability 3	-	.843	-	-	-
Stability 4	-	.838	-	-	-
Informativeness 1	-	-	.621	-	-
Informativeness 2	-	-	.759	-	-
Informativeness 3	-	-	.835	-	-
Informativeness 4	-	-	.700	-	-
Economic 1	-	-	-	.638	-
Economic 2	-	-	-	.759	-
Economic 3	-	-	-	.743	-
Speed/Accuracy 1	-	-	-	-	.705
Speed/Accuracy 4	-	-	-	-	.667
Speed/Accuracy 5	-	-	-	-	.741
Eigen Value	2.950	2.446	2.437	2.326	2.216
% of variance	17.354	14.389	14.336	13.680	13.036
KMO	.808				

17 items excluding items with low factor load value were extracted through EFA and confirmatory factor analysis(CFA) was conducted to verify convergent validity. As a result, composite reliability(CR) all showed the value of 0.8 or higher to secure construct validity and average variance extracted(AVE) was also 0.6 or higher in which convergent validity was also secured. Therefore, validity was secured for all 17 extracted items through EFA.

Cronbach's α coefficient can check internal consistency based on measured items with secured validity. It was used to conduct the verification on reliability. As a result of verification, Cronbach's α coefficients all showed a value of 0.7 or higher in which reliability on measured variables was secured.

Table 2. Result of CFA

Variable	Final item	Cronbach's α	CR	AVE
Economic	3	0.766	0.883	0.716
Speed/Accuracy	3	0.705	0.861	0.688
Stability	3	0.804	0.902	0.757
Informativeness	4	0.807	0.879	0.648
Satisfaction	4	0.856	0.928	0.763

As a result of an independent sample t-test to check if there was an average difference between each variable according to job type, a difference of aspect on economic feasibility, stability, and service satisfaction was found between field staff and administrative staff.

Table 3. Result of t-Test

Variable	Mean	Std.D	Mean difference	t	sig
Economic	3.60 3.29	.539 .546	.308	2.847	.005*
Speed/Accuracy	3.54 3.36	.595 .662	.182	1.451	.150
Stability	3.90 3.59	.500 .653	.313	2.720	.008*
Informativeness	3.15 3.02	.647 .587	.127	1.026	.307
Satisfaction	3.90 3.56	.548 .550	.344	3.144	.002*

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

Correlation analysis was performed to measure a linear association between variables such as directivity and relation. Field staff and administrative staff were processed as dummy variables of 1 and 0, respectively and used in analysis.

Table 4. Result of Correlation Analysis

	1	2	3	4	5	6
1. Job type	-					
2. Economic feasibility	.275**	(0.716)				
3. Speed· Accuracy	.144	.525**	(0.688)			
4. Stability	.264**	.477**	.527**	(0.757)		
5. Informativeness	.103	.407**	.308**	.449**	(0.648)	
6. Service satisfaction	.301**	.628**	.612**	.617**	.479**	(0.763)

Mean	0.53	3.46	3.46	3.76	3.09	3.74
Std. Dev.	.501	.561	.630	.594	.620	.573

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

For verification of hypotheses; age, position, and length-of-service that were expected to have influence on variables were controlled and then a regression analysis was conducted. After analyzing the results, it was found that economic feasibility($\beta=.682$, $p<.01$), speed-accuracy($\beta=.650$, $p<.01$), stability($\beta=.611$, $p<.01$), and informativeness($\beta=.491$, $p<.01$) all had positive association with service satisfaction. Therefore, Hypothesis 1, Hypothesis 2, Hypothesis 3, and Hypothesis 4 were all supported.

Although it was not chosen as a hypothesis, in order to find out which factors had more influence on service satisfaction, all service quality factors were applied into multiple regression analysis. The result showed that economic feasibility($\beta=.344$, $p<.01$), stability($\beta=.254$, $p<.01$), speed-accuracy($\beta=.251$, $p<.01$), and informativeness($\beta=.177$, $p<.05$) were shown in order and it had a significant influence on service satisfaction statistically.

A hierarchical regression analysis was conducted to test the moderating effect of job types. Demographic characteristics were inserted in step 1, each factor of service quality and job types were processed as dummy variables(1=field staff, 0=administrative staff) were inserted in step 2, and each factor of service quality and interaction terms of job type were inserted in step 3. As a result of verification, the interaction term between economic feasibility and job type($B=.178$, $p=.283$), interaction term between speed-accuracy and job type($B=-.109$, $p=.472$), interaction term between stability and job type($B=-.045$, $p=.781$), and interactive term between informativeness and job type($B=-.220$, $p=.188$) all were not statistically significant to service satisfaction. Therefore, moderating effect of hypotheses 5, 6, 7, and 8 were all rejected.

5. Conclusion

The studies presented here illustrate the influence of perception of tourism and leisure company logistics service members on service satisfaction and a difference of view between field staff and administrative staff in person-job fit aspect was investigated to find out which service quality is more efficient to improve the perspective of supply company members.

As result of analysis, the following implications can be gained. First, independent sample t-test results showed that there is average difference on economic feasibility, stability, and service satisfaction. The interesting point is that it was judged that field staff were better in service quality factors or service satisfaction parts compared to administrative staff. This phenomenon can be interpreted that field staff have high possibility during judgment on evaluation on oneself while administrative staff perform support or control duty. However, it should be judged that there is possibility of substantial danger to be exposed in the company perspective. Administrative staff are the ones directly processing customer complaints where field staff may not fully understand the situation. This phenomenon implies that additional research on consumers is necessary. Second, the results showed that service quality factors all have a positive influence on service satisfaction. Based on the result of a Multi-regression analysis, the order of economic feasibility, stability, speed-accuracy, and informativeness had a positive influence on service satisfaction. This finding should be carefully considered when a company chooses a direction of choice that maximizes the effectiveness with limited resources and concentrated strategy. Third, although there was difference in view between field staff and administrative staff on each variable, there was no moderating effect between service quality including each subordinate factors and service satisfaction.

This result can be interpreted that members of supply companies similarly perceive the influence of service quality factors on service satisfaction regardless of job type.

The limitation of this study is that evaluation on service quality factors is possible on the supply company perspective, but service satisfaction that actual receivers perceive is measured in the same aspect as suppliers so that social desirability problems can occur. This result showed the problem that field staff evaluate service quality factors or service satisfaction higher than those of administrative staff. Therefore, it is necessary to measure and analyze values again in the perspective of consumers who are actual receivers to investigate differences between suppliers and receivers. Also, self-report type survey and cross-sectional study can be pointed out as limitations and supplement is required for the future study.

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