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Based on self-service retail technology**

Fang Lyu

Department of Business Administration / Soonchunhyang University, luvfang6@sch.ac.kr

Hyuna Lim

Department of Business Administration, Soonchunhyang University, limha3027@sch.ac.kr

Jaewon Choi

Department of Business Administration / Soonchunhyang University, jaewonchoi@sch.ac.kr

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The Relationship between Service Quality and Revisit Intention: Based on Self-Service Retail Technology

Completed Research Paper

Fang Lyu

Soonchunhyang University
22 Soonchunhyang-ro, Shinchang,
Asan, Republic of Korea
luvfang6@sch.ac.kr

Hyuna Lim

Soonchunhyang University
22 Soonchunhyang-ro, Shinchang,
Asan, Republic of Korea
limha3027@sch.ac.kr

Jaewon Choi

Soonchunhyang University
22 Soonchunhyang-ro, Shinchang, Asan, Republic of Korea
jaewonchoi@sch.ac.kr

Abstract

This paper is focused on how firms increase customers' acceptance of self-service retail, and impact of self-efficacy on effective customer experience, customer satisfaction and loyalty. This paper mainly uses questionnaires to conduct empirical research on collecting 308 used self-service convenience stores from China. The study employs a structural equation model to analyze relationship between service quality and revisit intention, Word of mouth. The results shown that service perceived quality significantly influences customer satisfaction. Also, self-service retail service quality and experience values are two important elements for consumers to accept self-service retail stores. Additionally, the relationship between consumer experience value and satisfaction, loyalty, and self-service retail stores has a significant impact on Perceived self-efficacy.

Keywords: Self-service retail, experience value, Perceived service quality, self-efficacy, customer satisfaction, customer loyalty

Introduction

In recent years, self-service retail has developed rapidly. The self-service retail industry mainly includes self-service convenience stores and self-service supermarkets. Focusing on customer experience, it uses various technologies such as big data, artificial intelligence, and mobile payment to transform the retail industry and achieve simultaneous upgrade of consumption

experience and cost efficiency. The main features of unmanned retail stores, first, self-service retail uses a variety of technologies, such as QR code, face recognition, RFID and other technologies. Second, self-service retail reduces labor costs. For example, self-service retail does not require the salesman to pay their own bills and can operate 24 times. According to the data of the China Business Research Institute, In the scale of self-service retail users, the number of self-service retail users used has reached 0.05 billion in 2017, and the number of self-service retail users is expected to reach 240 million in 2022. In the scale of self-service retail transactions, the use of self-service retail transactions has reached 10 billion yuan in 2017, and the use of self-service retail transactions is expected to reach 950 billion yuan in 2022. According to the data, at present, the self-service retail industry is still in its infancy. At this stage, the self-service retail stores are not very mature in terms of technology, resulting in incomplete market conditions. Therefore, both the user scale and the transaction scale are in the initial stage. With the continuous improvement of technology and the continuous promotion of self-service retail stores in the market, the number of self-service retail stores will continue to expand, and the scale of users and the scale of transactions will be rapidly increasing in the future.

Self-service retailing depends not only on the consumer acceptance of the self-service retail store's service quality and technical convenience, but also on the value of consumer experience in self-service retail stores. Considering this, consumers are encouraged to accept Self-service convenience service quality, technology, and experience is very useful for retailers as they help consumers better understand consumers' behavior in the emerging C2B retail environment.

This paper mainly uses the SERVQUAL model to determine the service quality. The existing literature SERVQUAL model is mainly used in the research of traditional retail industry. However, it has not been applied to the research of new technology retail. At the same time, the existing literature e-service quality mainly uses the online retail industry. In this study, self-service retail is an offline retail. This paper selects the e-services quality to verify customer acceptance of self-service retail (Al-dweeri et al. 2017).

Self-service retail is one of the new products of artificial intelligence technology, providing new retail experience for consumers when using self-service retail technology. However, previous studies have not studied the experience value of self-service retail technology. Veloso, Claudia Miranda; Magenta, Daniel Maraca; Fernandes, Paula Odets; Ribeiro, Humberto (2017) Enterprises pay more attention to product quality, which become the most important factor in grasping customers' hearts. At present, enterprises not only pay attention to quality, but also pay more attention to the experience process of consumers.

We address following research questions. First, this paper focuses on the customer responds positively to the expectations of self-service retail experience, How firm increase customer acceptance of self-service retails? Second, is there any effective side of between perceived self-efficacy and Customer satisfaction, loyalty, experience value of self-service retails?

Literature Review

Service quality

Early studies on service quality, Gronroos (1982) mentioned customer assessment of service quality is related to expectations of the service quality provided by the service firms. At the same time, customer expectations for service quality depend on the level of service quality provided by the service firms.

Parasuraman, Zeithaml and Berry (1988) used SERVQUAL to measure service quality and the definition of five dimensions of service quality, (1) Tangibles: Physical facilities, equipment, (2) Reliability: Ability to perform the promised service dependably and accurately, (3) Responsiveness: Willingness to help customers and provide prompt service, (4) Assurance: customers' ability to trust and confidence, and (5) Empathy: Caring, individualized attention the firm provides its customers. In recent years. The following is a study of the use of SERVQUAL to determine the services quality as shown in Table 1. The new technology used in self-service retail stores is mainly aimed at the shopping process research, so this study does not use Tangible. The Responsiveness variable is mainly used in the case of a Salesperson, but there is no Salesperson in the self-service retail store, this study does not use this variable. So, this study selects the three dimensions of Reliability, Empathy and Responsiveness to evaluate the self-service retail industry.

Table 1. Studies of the use of SERVQUAL to determine the services quality

Literature	Model used	Research constructs	Methodology
Claudia et al. (2018)	traditional retail stores	SERVQUAL	Survey, SPSS
Albert (2002)	traditional retail stores	Service quality, Customer satisfaction, loyalty	Survey, structural equation
Mohsin et al. (2010)	private health	SERVQUAL	Experiment, confirmatory factor analysis
Mohammad et al. (2017)	online bill payment system	service quality, customer satisfaction, loyalty	face-to-face interview, PLS
Janghyeon et al. (2011)	restaurant and hotel	service quality, self-congruence, desires congruence, customer satisfaction, attitude, intention to return	Survey, PLS

From the perspective of five dimensions, the SERVQUAL model does not consider the service quality in the self-service retail industry using unique aspects such as big data, artificial intelligence and mobile payment. Therefore, this study supplements the E-service quality. Gummerus et al. (2004) described e-service quality is defined as the evaluation of consumers' shopping process and results on the website. Parasuraman et al. (2005) measured the E-service quality mainly in four dimensions, the definition of four dimensions in the E-service quality,

Efficiency (defined as the ease and speed of accessing and using self-service retail systems); fulfillment (The degree of the website fulfills its commitments to customers); System availability (appropriate technical capabilities of the system); and privacy (the system is secure and protects consumer information). The fulfillment is mainly an assessment of the availability of online service quality. At the same time, self-service retail is mainly using new technology to realize the self-service, so this study selects the two dimensions of efficiency and system availability to evaluate the self-service retail industry. In this study, the application of the SERVPERF model and the E-service quality to the self-service retail industry can assess the services quality self-service retail.

Experience value

The value of experience will enable customers to get inner satisfaction and form a deep memory, and make customers feel value for money. Holbrook (1994) divides experience value into intrinsic value and extrinsic value. The intrinsic value mainly refers to the customer's inner feelings, mainly the emotional experience. External value mainly refers to the utilitarian feelings of customers in shopping. The value of intrinsic experience is divided into entertainment and aesthetics (Mathwick et al., 2001). The value of external experience is divided into the value of excellent service and customer return on investment. In these four dimensions, this study focuses on Playfulness and Consumer Return on Investment (CROI). Aesthetic mainly refers to both visual and entertainment aspects of the experience process. Consumers have an attractive experience in a certain design, a certain performance and so on. The playful value mainly reflects the emotional value of feeling happy during the shopping process. Specifically, consumers will feel happy during the shopping process, and the attractive shopping process will also make consumers forget everything. This study focuses more on the emotional aspects of the shopping process, so this study uses playfulness. The value of service excellence means that the company provides customers with relevant expertise and provides a reliable service to consumers. The return on consumer investment is mainly at the same time when buying high quality products at reasonable prices. Consumers experience products that are value for money. Consumers in self-service retail stores shopping and gain a perception of money, time, and psychology to evaluate the value of return. This focuses more on consumer attitudes toward consumption rationality in the shopping process, so this study used Consumer Return on Investment (CROI).

Perceived self-efficacy

Bandura (1977) described self-efficacy mainly refers to the belief that an individual can perform an activity or task. This article is mainly about technical self-efficacy, it is the belief that individuals use self-service technology to complete shopping and have the ability to complete shopping in self-service retail stores. In previous studies, there was a large amount of empirical research on technical self-efficacy. In this study, self-efficacy is used in self-efficacy retail, which is important for identifying consumer satisfaction and loyalty.

Research Model and Hypotheses

Impact of service quality on customer satisfaction

The service quality directly affects satisfaction. High quality service quality has a positive impact on customer satisfaction. On the contrary, low quality service quality will have a negative attitude towards customer satisfaction. Previous research suggests that there is a positive correlation between service quality and customer satisfaction (Cronin, Taylor, 1992; Zaibaf et al., 2013; Zhang and Prybutok, 2005; Zeithaml et al., 1996). Therefore, we posit the following hypotheses:

H1: The service quality of self-service retail has a positive effect on customer satisfaction.

The impact of service quality on experience value

Most of the existing studies are based on the causality of customer perceived value. There are many deficiencies in the study of experience value. Among them, the relationship between service quality and customer experience value has not yet formed a unified conclusion, most of the previous research is to study the relationship between service quality and customer perceived value, and customer perceived value includes experience value (Parasuraman, 1997). When a customer purchases a product, the perceived value criteria differ before, during, or after the purchase. Gardial et al. (1994) It was found that when purchasing products, focus on the process of purchasing the product. In the process of purchasing products, there will be a shopping experience, and consumers will form emotional and rational values during the shopping process. Therefore, the relationship between the service quality and the customer experience value is inferred from the relationship between previous customer service quality and perceived value. Previous studies have shown a positive correlation between service quality and perceived value. Therefore, this study proposes the following assumptions for service quality and experience value:

H2: The service quality of self-service retail has a positive effect on experience value.

The impact of experience value on customer satisfaction and loyalty

In the shopping process, the customer's inner feeling is sensitive or rational shopping attitude, which plays an important role in consumer satisfaction and loyalty. Experience value has a positive impact on customer satisfaction (Iglesias and Guillén, 2004; Eroglu et al., 2003). At the same time experiencing value has a positive impact on purchase intentions (re-visiting and word of mouth) (Nigam, 2012; Chang and Wildt, 1994). Therefore, we posit the following hypotheses:

H3: The experience value of self-service retail has a positive effect on customer satisfaction.

H4: The experience value of self-service retail has a positive effect on customer loyalty.

Impact of customer satisfaction on customer loyalty

Previous relationship between satisfaction and loyalty has been a lot of research. To make customers continue to be loyal, satisfaction is a very important role. Customer satisfaction is high, and relative dissatisfaction, it is more desirable to visit and recommend to others

(Zeithaml et al., 1996). Therefore, customer satisfaction is an important part of each company's profit improvement. Previous studies have confirmed that customer satisfaction has a positive impact on loyalty (Bloemer et al., 1999; Zeithaml et al., 1996; Mittal et al., 1998; Hyun Soon Yu et al., 2014). Therefore, we posit the following hypotheses:

H5: The customer satisfaction of self-service retail has a positive effect on customer loyalty.

Impact of self-efficacy on experience value, customer satisfaction and customer loyalty

Previous studies have shown that in the shopping process, high-efficiency customers are more aware of the experience value process than the low-efficiency customers, thus achieving satisfaction and loyalty. Therefore, high-efficiency customers have a positive impact on satisfaction and loyalty in the experience process (Yang, 2012). In this research, the use of various technologies in self-efficacy retail stores, high self-efficacy customers can better use a variety of technologies to complete the shopping, which makes it easier for customers to use the self-efficacy retail stores, so that make customer satisfaction and loyalty to self-efficacy retail stores. Therefore, we posit the following hypotheses:

H6: Consumers with high level of self-efficacy are more satisfied than consumers with low level of self-efficacy.

H7: Consumers with high level of self-efficacy are more experience value than consumers with low level of self-efficacy.

H8: Consumers with high level of self-efficacy are more loyal than consumers with low level of self-efficacy.

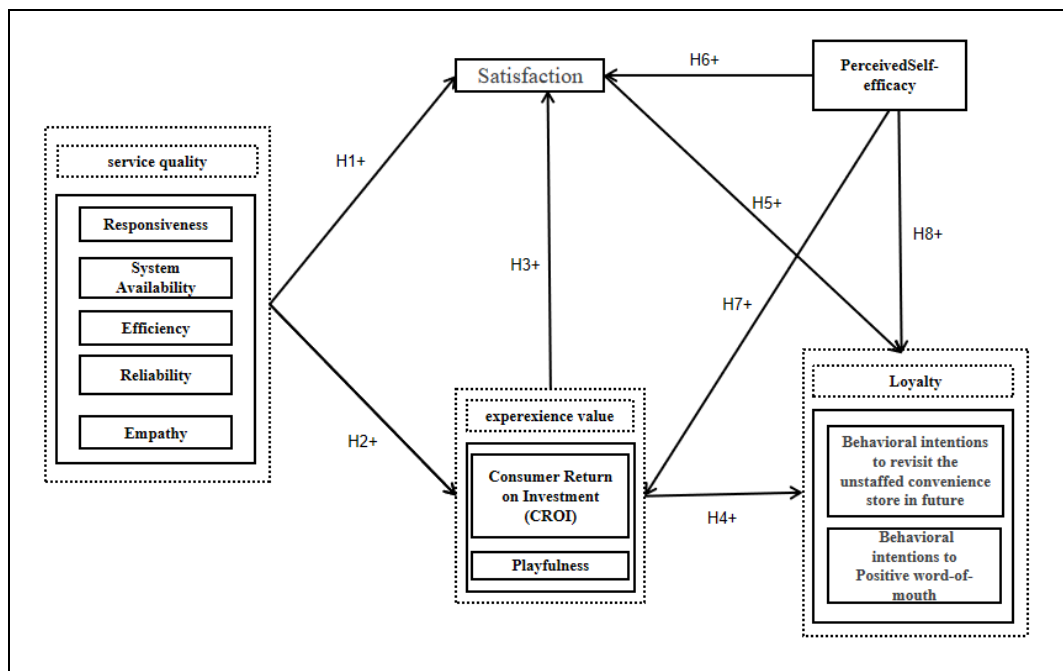


Figure 1. Research Model

Research Methodology

This paper is focused on how firms increase customers’ acceptance of self-service retail, and impact of self-efficacy on effective customer experience, customer satisfaction and loyalty. In this paper, Chinese people who have used self-service convenience stores to conduct online surveys to test these hypotheses. The questionnaires consist of items developed by considering their operational definitions as Table 1. The questionnaire is divided into two categories: those who have used the self-service convenience stores and those who have not used the self-service convenience stores. Set valid questionnaires for customers who have used self-service convenience stores. The questionnaire was distributed from July 28 to September 14, 2018. A total of 993 questionnaires were collected, which 308 were valid questionnaires and others were invalid questionnaires. 44 items were assessed using a 7-point Likert Scale (1 “not agree at all” to 7 “absolutely agree”), and each item in the questionnaire based on prior literature was constructed Table 2. The questions were reviewed and examined by experts and scholars.

Table 2. The Operational Definitions

Variables	Operational Definitions	Reference
service quality	Customer assessment of service quality is related to expectations of the service quality provided by the service firms	Gronroos (1982)
Reliability	Ability to perform the promised service dependably and accurately	
Responsiveness	Willingness to help customers and provide prompt service	
Empathy	Caring, individualized attention the firm provides its customers	
Efficiency	The ease and speed of accessing and using self-service retail systems	Parasuraman et al. (2005)
System availability	Appropriate technical capabilities of the system	
experience value	The perceived value of the goods or services provided by the company during the shopping process	Holbrook et al. (1985)
Playfulness	The emotional value of feeling happy during the shopping process	Mathwick et al. (2001)
Consumer Return on Investment (CROI)	when buying high quality products at reasonable prices	Holbrook (2000)
Perceived self-efficacy	The belief that an individual can perform an activity or task	Bandura (1977)
Customer satisfaction	The individual's expectation and evaluation after consumption	Westbrook (1980)
Customer loyalty	Two important factors of loyalty: the emotional	Gri\$n

	attachment of the customer and the revisit	(1995)
service quality	Customer assessment of service quality is related to expectations of the service quality provided by the service firms	Gronroos (1982)
Reliability	Ability to perform the promised service dependably and accurately	
Responsiveness	Willingness to help customers and provide prompt service	
Empathy	Caring, individualized attention the firm provides its customers	
Efficiency	The ease and speed of accessing and using self-service retail systems	Parasuraman et al. (2005)
System availability	Appropriate technical capabilities of the system	
experience value	The perceived value of the goods or services provided by the company during the shopping process	Holbrook et al. (1985)
Playfulness	The emotional value of feeling happy during the shopping process	Mathwick et al. (2001)
Consumer Return on Investment (CROI)	when buying high quality products at reasonable prices	Holbrook (2000)
Perceived self-efficacy	The belief that an individual can perform an activity or task	Bandura (1977)
Customer satisfaction	The individual's expectation and evaluation after consumption	Westbrook (1980)

In this study, Smart PLS 2 was engaged to perform the Partial Least Squares Structural Equation Modelling (PLS-SEM) analysis (Ringle et al. 2015). PLS-SEM is deemed suitable in this study as the research model is focus on finding the most powerful explanation for the observed data with the theoretical model proposed. We used structural equation modelling (SEM) methodology to test the model. Firstly, we tested the reliability and the validity of the measures obtained from the data. Secondly, we estimated the model to check the causal relationships stated in the hypotheses.

Table 3. Demographics

Demographics	Frequency(n)	Percentages (%)	Demographics	Frequency(n)	Percentages (%)
Gender			Education level		
Male	160	51.95	High school or below	20	6.49
Female	148	48.05	College	39	12.66
Age			University	156	50.65
Below 18	11	3.57	Masters or above	93	30.19
18-25	106	34.42	How many times do you go to a self-service convenience store in a month?		

26-30	101	32.79	1 time	125	40.58
31-35	34	11.04	2-3 times	107	34.74
36-40	14	4.55	4-6 times	40	12.99
41-45	12	3.90	7-10 times	15	4.97
46-50	20	6.49	11 or more times	21	6.82
Above 51	10	3.45			

Table 3 shows the demographic characteristics of used the self-service convenience store. Among the 308 users who have used the self-service convenience store, male users are 160 (51.95%) and female users are 148 (48.05%). 18-30 is the highest frequency of consumption in self-service convenience store, 106 (34.42%) consumers aged 18-25 and 101 (32.79) consumers aged 26-30. The education level of undergraduate and master's degree or above is the largest number of people using self-service convenience store. Among them, the undergraduate education level is 156 (50.65%), and the education level above the master's degree is 93 (30.19%). The number of users who use the self-service convenience store for one month is 125 (40.58%), which is the majority. The user of 2-3 times is 107 (34.74%), 11 or more users are 21 (6.82%), which accounts for a small portion. Based on the results of the survey data, after verifying Reliability and validity, the smartPLS2.0 tool was used for data analysis.

Reliability and validity

In the study, 11 variables were used for exploratory factor analysis to confirm the reliability of each variable in the study model. All variables of each factor in the factor analysis were greater than 0.5, in this study the value of the factor analysis was 0.694-0.925. The value of Cronbach's α is at least 0.7. The result of Cronbach's α in this study is 0.810-0.967. The measurements of this study are reliable as shown in Table 3. After exploratory factor analysis, through convergent validity and discriminant validity to analyze the structural model. When AVE is greater than 0.5 and Construct Reliability is greater than 0.7, there is a convergent validity for each variable measured. The results of show that all AVE values have greater than 0.5 and CR greater than 0.7, confirming the validity of each variable. Discriminant validity means that each variable should be distinguished, and it should not affect the variable. In order to verify the discriminant validity, when the square root of AVE is greater than the load of each corresponding variable, the model also has discriminant validity. In this study, the square root of AVE is greater than the load of each variable, thus confirming the discriminant validity of the study model.

Results

In order to test the hypothesis, Using the PLS was used to analyze. As shown in Table 6, the result of structural equation modeling for our hypotheses identified that Responsiveness exerted a positive and significant effect on Satisfaction ($\beta= 0.239, p < 0.001$), Playfulness ($\beta= 0.478, p < 0.001$), Responsiveness do not exert a significant effect on CROI ($\beta= 0.016, p > 0.05$). Therefore, H1-1 and H1-3 were supported, whereas H1-2 was not. System Availability exerted a positive and significant effect on Satisfaction ($\beta= 0.284, p < 0.001$), Playfulness ($\beta=$

0.213, $p < 0.001$), Responsiveness do not exert a significant effect on CROI ($\beta = 0.064$, $p > 0.05$). Therefore, H2-1 and H2-3 were supported, whereas H2-2 was not. Efficiency exerted a positive and significant effect on CROI ($\beta = 0.202$, $p < 0.001$). H3 were supported. Reliability exerted a positive and significant effect on Playfulness ($\beta = 0.093$, $p < 0.05$). H4 were supported. Empathy exerted a positive and significant effect on CROI ($\beta = 0.132$, $p < 0.05$), but did not exert a significant effect on Playfulness ($\beta = 0.014$, $p > 0.05$). Therefore, H5-1 were supported, whereas H5-2 was not. CROI exerted a positive and significant effect on Satisfaction ($\beta = 0.145$, $p < 0.001$), revisit ($\beta = 0.172$, $p < 0.01$), WOM ($\beta = 0.080$, $p < 0.05$). Therefore, H6, H7-1 and H7-2 were supported. Playfulness exerted a positive and significant effect on revisit ($\beta = 0.123$, $p < 0.05$), WOM ($\beta = 0.100$, $p < 0.05$). Therefore, H8-1 and H8-2 were supported. Satisfaction exerted a positive and significant effect on revisit ($\beta = 0.144$, $p < 0.05$), WOM ($\beta = 0.243$, $p < 0.001$). Therefore, H9-1 and H9-2 were supported. Perceived Self-efficacy exerted a positive and significant effect on Satisfaction ($\beta = 0.286$, $p < 0.001$), CROI ($\beta = 0.255$, $p < 0.001$), Playfulness ($\beta = 0.159$, $p < 0.05$), revisit ($\beta = 0.243$, $p < 0.01$), WOM ($\beta = 0.515$, $p < 0.001$). Therefore, H10-1, H10-2, H10-3, H10-4, and H10-5 were supported.

Table 4. Research hypotheses and results

Path			p-Value	t-value	Result
H1-1	Responsiveness	Satisfaction	0.239***	3.410	Supported
H1-2		CROI	0.016	0.200	n.s.
H1-3		Playfulness	0.478***	7.246	Supported
H2-1	System Availability	Satisfaction	0.284***	4.228	Supported
H2-2		CROI	0.064	0.831	n.s.
H2-3		Playfulness	0.213***	3.386	Supported
H3	Efficiency	CROI	0.202***	3.636	Supported
H4	Reliability	Playfulness	0.093*	2.330	Supported
H5-1	Empathy	CROI	0.132*	1.981	Supported
H5-2		Playfulness	0.014	0.240	n.s.
H6	CROI	Satisfaction	0.145***	3.484	Supported
H7-1	CROI	revisit	0.172*	2.574	Supported
H7-2		WOM	0.080*	1.981	Supported
H8-1	Playfulness	revisit	0.123*	2.126	Supported
H8-2		WOM	0.100*	2.222	Supported
H9-1	Satisfaction	revisit	0.144*	2.044	Supported
H9-2		WOM	0.243***	3.796	Supported
H10-1	Perceived Self-efficacy	Satisfaction	0.286***	4.805	Supported
H10-2		CROI	0.255***	3.365	Supported
H10-3		Playfulness	0.159*	2.452	Supported
H10-4		revisit	0.243**	3.252	Supported
H10-5		WOM	0.515***	9.095	Supported

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Conclusion

This paper focuses on how firm increase customer acceptance of self-service retails. Under the adjustment of various factors of service quality, experience value and self-efficacy, this paper confirms the relationship between the service quality and intentions to revisit the self-service retails store in future and intentions to positive word-of-mouth through data collection. The results of this study show that improving service quality is a very important factor for customers to accept self-service retail stores. The results of this study will help self-service retailers improve service quality and increase corporate profitability and customer convenience. The process of experience is very important for today's consumers. Customers not only pursue quality value, but also pay attention to the experience process. The results of the study also help companies to inject new technologies and enhance the experience to make customers more attractive to self-service retailers. This is important for customers to accept self-service retail stores and increase corporate profits.

The analysis results have three points in this paper. First, Previous research suggests that there is a positive correlation between service quality and customer satisfaction (Cronin, Taylor, 1992; Veloso et al., 2017; Zaibaf et al., 2013; Zhang et al. 2005; Zhang, 2012; Zeithaml et al., 1996; Zeithaml et al., 2003). Previous studies have confirmed that customer satisfaction has a positive impact on loyalty (Bloemer et al., 1999; Zeithaml et al., 1996; Mittal et al., 1998; Hyun Soon Yu et al., 2014). Therefore, high service quality has a positive impact on customer loyalty. Perceived service quality has a positive impact on acceptance of self-service retail. But in this study Responsiveness and CROI, System availability and CROI, and Empathy and Playfulness did not pass the verification hypothesis. The reason that Responsiveness and CROI did not pass is that consumers will have a very inconvenient situation when they encounter problems in the checkout system, which will make consumers feel pressure. Second, the reason that System availability and CROI did not pass is that consumers are the way for salesperson to checkout during traditional shopping, but self-service retail mainly use their own checkout. It will have different acceptance methods for checkout according to different consumer spending habits. Third, the reason that Empathy and Playfulness did not pass is that it is difficult for customers to find products in the process of shopping in self-service retail stores. Compared with the salesperson, it will be easier to find, which will give customers shopping. The process brings an unpleasant feeling. Second, Previous research has focused on product quality, and this study puts experience value into research. Previous studies have shown that experience value has a positive effect on customer satisfaction and loyalty. The results of this study show that CROI and Playfulness have a positive impact on customer satisfaction and loyalty.

Third, Consumers with higher self-efficacy have a positive effect on the perceived behavioral control of self-service retail stores, and it is easier to use self-service retail stores to shop than low-efficiency consumers. This shows that when consumers generate confidence by self-service retail stores, consumers will perceive the convenience, and this confidence will allow consumers to explore more ways to use and enrich the experience of self-service retail stores.

The results of this study have the following practical implications. From a retailer perspective, High quality service quality plays an important role in improving corporate profits. Create a reliable and convenient self-service retail environment for customers, improve the awareness of

customers actively purchasing in self-service retail stores, effectively play the main role of customers, stimulate customers' enthusiasm and initiative, and fully demonstrate the high-quality service quality of enterprises. Improve the purchasing power of customers, so that enterprises have higher profit margins. In terms of the use of new technologies, experience value plays an important role. At present, consumers not only pay attention to product quality, but also experience more and more attention. There is no salesperson when shopping in self-service retail stores. The experience process is more important. Currently, face recognition, QR code and FRID technologies, as well as personal checkout system. To better meet the needs of consumers, to give customers a convenient, fun, and easy experience process, it is important for customers to accept self-service retail stores. Therefore, increasing the value of experience will help the development of self-service retail stores.

The various factors in the use of service quality in this paper are important factors to verify the customer satisfaction and loyalty of self-service retail customers. However, there may be many factors in the quality of service self-service retail. Finding out more factors of service quality will be of great significance for improving customer satisfaction and loyalty of using self-service retail stores. The research model was tested based on data collected from Chinese who used self-service convenience stores. In this paper, self-service retailing includes self-service convenience stores, self-service supermarkets, etc., such survey results may have subtle differences in conclusions, but self-service convenience stores in China are more rapid and more targeted than other self-service technologies. Future research can investigate other self-service retail technologies (self-service supermarkets) to improve research results. At the same time, in future research, it will be interesting to investigate the situation in other countries for comparative research.

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