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A Model of Antecedents of Word-of-Mouth and Psychological Commitment: Focusing on the Impacts of Servicescape and Quality Perception

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A Model of Antecedents of Word-of-Mouth and Psychological Commitment: Focusing on the Impacts of Servicescape and Quality Perception

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Abstract

본 연구는 커피숍의 물리적 환경, 식음료의 질, 소비자의 감정, 만족, 심리적 헌신, 그리고 구전효과와의 관계에 대해서 연구를 했다. 커피숍의 물리적 환경과 식음료의 질의 중요성에

도 불구하고, 현재까지 이와 관련해서 많은 연구가 진행되어 있지 않다. 미국 남서부의 한 주에서 5개의 커피숍에서 303명을 대상으로 설문조사를 실시하였다.

커피숍의 물리적 환경이 소비자의 식음료에 대한 질과 감정에 중요한 영향을 미쳤다. 식음료의 질은 감정에 중요한 영향을 미쳤고, 감정은 소비자 만족도에 중요한 영향을 미쳤다. 그리고 소비자 만족도는 심리적 헌신과 구전효과에 긍정적인 영향을 미쳤다. 본 연구는 커피숍과 관련된 업계에 근무하는 종사자들에게 물리적 환경의 중요성과 그에 따른 소비자들의 향후 행동이 밀접하게 연관돼 있음을 시사하고 있다.

Keywords: servicescape; food and beverage quality; emotions (arousal and pleasure); customer satisfaction; psychological commitment; word-of-mouth recommendation; coffee shops

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I. INTRODUCTION

Coffee is the most popular beverage all around the world (Hudson & Hudson, 2004). As more people enjoy drinking coffee in the US, the coffee industry is becoming more competitive (Golding & Peattie, 2005). In 2011, there were approximately 22,500 coffee shops doing business throughout the US with a total revenue of \$10 billion. From 2008 to 2011, the number of stores increased by 18.4%. Local coffee shops compete with the famous national brands (e.g., Starbucks, Seattle's Best, Caribou, and Peet's Coffee), and the top 50 coffee shop brands generate about 70% of sales (Foreign Agricultural Service, 2012).

Servicescape, defined as "the man-

made, physical surroundings as opposed to the natural or social environment" (Bitner, 1992, p. 58), has been studied in various service settings. Numerous scholars have regarded servicescape as a critical element of customer psychology (e.g., emotion, satisfaction, and commitment) and behavior intentions (e.g., word-of-mouth recommendation and patronage) when customers spent time and seek the service chiefly for emotional and hedonic goals (Ryu & Han, 2011). Moreover, servicescape is a critical antecedent of customer psychology and behavioral intentions when one is likely to utilize services or products in the facility, especially in various food-service industry settings (Kim & Moon, 2009; Ryu & Jang, 2005). For example,

servicescape plays an important role in affecting customers' pleasure, arousal, and future behaviors in an upscale restaurant setting (Ryu & Jang, 2007). In addition, servicescape is a critical element in influencing customer satisfaction and behavioral intentions in a quick casual restaurant (Han & Ryu, 2009). Since servicescape is an influential element in determining customers' responses in a foodservice industry setting, it is worth investigating how customers' emotions and behaviors change depending on their perceptions of servicescape at coffee shops.

Customers' emotions (e.g., arousal and pleasure) are the main keys to better understanding customer psychology and behavioral intentions. Customers who have a more positive arousal and pleasure are more likely to have a high level of satisfaction in various service settings (Lazarus, 1991; Wakefield & Blodgett, 1999). In addition, a high level of customer satisfaction contributes to a high level of customer loyalty (e.g., word-of-mouth recommendation and psychological commitment).

Although there are a substantial number of studies about the effects of servicescape on customers' emotional responses and future behaviors, almost all of the studies were conducted within

the context of restaurants (Han & Ryu, 2009; Kim & Moon, 2009, Liu & Jang, 2009; Ryu & Jang, 2008). Studies about the importance of various servicescape factors in a coffee shop setting have been limited. Also, no one has conducted a study about the effect of food and beverage quality on customers' emotions and future behaviors within the context of coffee shops.

The objectives of this study were (1) to test the effects of servicescape on emotions, (2) to examine the impact of servicescape on the perception of food and beverage quality, (c) to identify the influence of food and beverage quality on emotions, (3) to examine the effect of emotions on customer satisfaction, (4) to test the impact of customer satisfaction on word-of-mouth recommendation, and (5) to identify the effect of customer satisfaction on psychological commitment.

II. LITERATURE REVIEW

2.1 Influence of Servicescape on Food and Beverage Quality

Servicescape is "a manmade environ-

ment, not a natural or social environment" (Bitner, 1992, p. 58). Numerous scholars have investigated servicescape indicating customers' emotional responses to servicescape are closely related to their future behaviors (김화진, 한진수, 2012; Sharma & Stafford, 2000; Wakefield & Blodgett, 1994). In addition, previous studies noted that the effect of servicescape in various service settings is significant in explaining customers' perceptions of products or services (Lewis & Soureli, 2006; Oakes, 2003; Ryu & Jang, 2005; Baker, Grewal, & Parasuraman, 1994). Servicescape is also significantly important in hospitality areas since servicescape can be used an indication to assess quality of services or products. In other words, servicescape has an important effect on customers' inferences concerning quality in service settings (Wall & Berry, 2007). Servicescape in various service settings can help customers evaluate service quality (Carbone & Haeckel, 1994). Ha and Jang (2012) pointed out that "customers use the store environment as a critical indicator from which to infer quality and regard quality perception as a mediator in the relationship between environment and image in a store segment" (p.206). In these studies, servicescape significantly affected

customers' quality perceptions about services or products in consumption situations. Thus, this study proposed the following hypothesis:

H1: The higher a customer's perception of the servicescape of a coffee shop, the higher the customer's perception of food and beverage quality in the coffee shop.

2.2 Influence of Service-scape on Emotions

Facility aesthetics refers to architectural design, paintings, pictures, wall decorations, and other interior design which influence the attractiveness of the physical environment (Nguyen&Leblanc, 2002). Previous research found that the physical environment influences customers' perception of the facilities as they spend more time in the facilities because customers evaluate the attractiveness of the internal and external of the physical environment (Vilnai-Yavetz & Rafaeli, 2006). In addition, customers would be influenced by the color of the facilities because different colors cause different atmospheres, feelings, and moods (Gorn, Chattopadhyay, Yi, & Dahl, 1997). Other features of internal design, such as

paintings, pictures, plants, flowers, and wall decoration also influence customers' emotions (e.g., arousal and pleasure) about the facilities. The more customers are impressed with the aspects of internal designs, the more positive are customers' emotions about the facilities (Ryu & Jang, 2007).

Numerous researchers have demonstrated that ambience has an impact on customers' emotional responses in regard to the environment (Baker 1986; Mattila & Wirtz, 2001; Milliman, 1986; North & Hargreaves, 1996). Ambience includes the five senses with music, aroma, temperature, lighting, and sound. For instance, in department stores or outlet malls, it has been noted that the pace of music influences the rapidity of shopping as well as the time and money spent (Hui, Dube, & Chebat, 1997). Aroma has been considered a strong instrument to boost sales in retail industries (Hirsch, 1995; Lin, 2004). An enjoyable aroma might also have an impact on customers' feelings about the atmosphere (Bone & Ellen, 1999; Hirsch, 1995). Research has demonstrated the effect of lighting-level on customers' emotional responses (Kumari & Venkatramaiah, 1974; Kurtich & Eakin, 1993). Comparatively low degrees of light increased the degree of ease, while

high degrees of light decreased ease (Hopkinson, Petherbridge, & Longmore, 1966).

Layout accessibility in service settings is one of the most important factors affecting customer overall emotional responses, such as satisfaction, arousal, and pleasure about the facilities. Layout accessibility refers to how appliances, utensils, rest areas, and corridors are arranged in a place (Bitner, 1992). Numerous studies in psychology have demonstrated the positive effects of spatial layout (Ryu & Jang, 2008; Sundstrom & Sundstrom, 1986; Wakefield & Blodgett, 1994). A well-arranged layout offers an effortless entrance and exit and makes subsidiary rest areas such as cafeterias, toilets, and souvenir stores more reachable. Also, a more effective layout may positively influence customers' arousal and pleasure needs (Kim & Moon, 2009). For example, the customers who first visit the facilities with a well-designed spatial layout may feel more comfortable.

The way employees are dressed, such as a professional look, is also part of the servicescape in service settings (Ryu & Jang, 2005). Also, the number of employees in a service setting influences customers' perception of the facilities. Baker et al. (1992) insisted that the influences of

communal signs (e.g., number and openness of employees) in service settings would lead to higher level of customers' arousal and pleasure. The density of employees has an impact on customers' emotional responses in service settings. When customers like the employees' professional appearance and the number of employees of the facilities more, they have more positive emotions.

Seating comfort is a relevant subject for visitors of service settings who need to sit for a long time to observe or participate in some type of entertainment. Seating comfort is also an important factor for customers of restaurants and bars since customers need to sit and feel comfortable while eating or drinking. The seat itself and the room between the seats are the most important factors influencing seating comfort. Spacious seating room could make customers feel more comfortable and be more satisfied with the facilities (Hui & Bateson, 1991). Researchers' opinions on the effect of seating comfort differ greatly. Bitner (1992) demonstrated that seating comfort had a significant impact on customers' emotional responses. For example, seating comfort had a positive effect on emotions in a theme restaurant (Kim & Moon, 2009). When

customers liked the seating comfort of a theme restaurant more, they had more positive emotions about the facility. However, Wakefield and Blodgett (1996) insisted that seating comfort does not have a significant impact on customers' emotional responses in casinos.

Cleanliness is a particularly critical element of customer service experience. Prior research has found that cleanliness has an important impact on customers' emotional responses in service settings (Haggard, 2003). The maintenance of carpets, restrooms, concession stands, and trash cans affects customers' emotional responses (e.g., arousal and pleasure) in service settings (Deeter-Schmelz, Moore, & Goebel, 2000). Customers who are dissatisfied with unclean facilities are more likely to have negative emotions about the facilities.

H2: Servicescape will have a positive effect on emotions in coffee shop settings.

2.3 Influence of Food and Beverage Quality on Emotions

Numerous factors could affect customers' emotional states in a restaurant segment. These factors include both

intangible and tangible characteristics of the restaurant, such as servicescape, service aspects, and product quality. Within the context of restaurants, Campbell and Smith (1967) found that food, mood, and service are the important factors significantly affecting customers' meal experiences. "As for product attributes, previous studies have noted that the most essential part of the restaurant experience, food quality, which includes an appealing taste, freshness, menu item variety, and appealing presentation, influences customer satisfaction" (Jang & Namkung, 2009, p. 453). Several studies concentrated on different food quality aspects such as healthy elements, presentation, and freshness (Acebrón & Dopico, 2000; Johns & Tyas, 1996; Raajpoot, 2002) and indicated that these factors significantly influence service quality in a restaurant setting (Kivela, Inbakaran, & Reece, 1999). Thus, this study proposed the following hypothesis:

- H3: Customers' perceptions of the food and beverage quality in a coffee shop will positively affect customers' emotions.

2.4 Influence of Emotions on Customer Satisfaction

Emotions are a natural characteristic in people. According to Weiss (2002), emotion is related to people's physiological, immanent, and behavioral reactions. Individuals' emotive perception is related to cognitive and emotional procedures. Mehrabian and Russell (1974) noted that there are three factors, namely pleasure, arousal, and dominance, influencing people's feelings. Among these three elements, dominance is not viewed as a factor to explain customer behaviors in commercial business settings (Donovan & Rossiter, 1982). Thus, pleasure and arousal are the key factors to better describe an emotional state. Pleasure is viewed as the hedonic value of stimuli (Dube & Morin, 2001), and it would be influenced by environmental characteristics such as color (Bellizzi & Hite, 1992; Lin, 2010a), smell (Bone & Ellen, 1999), background noise/music (Lin, 2010b; Mattila & Wirtz, 2001), and the service encounter (Mattila & Enz, 2002). Arousal is the other element of emotion. Arousal is an essential non-objective condition that each person might display, such as sleep or hectic exhilaration (Menon & Kahn, 2002). Place, time, and situation are closely related to the effect of arousal on people's assessment and behavior (Menon & Kahn, 2002). Each

person's arousal level is demonstrated in a physiological reaction (e.g., tension) (Nyer, 1997), and the reaction is controlled by stimulus elements (Ohman, Hamm, & Hugdahl, 2000). Emotion is viewed as a guide to people's satisfaction (Wirtz, Mattila, & Tan, 2000), attitudes (Larsen, Diener, & Lucas, 2002), decision-making (Damasio, 1994), and non-objective happiness (Frijda, 1999).

Numerous scholars have investigated the effect of emotions on customer satisfaction and found that positive emotions significantly influence customer satisfaction in various service settings (Lazarus, 1991; Wakefield & Blodgett, 1999). For example, Donovan and Rossiter (1982) indicated that customers feeling positive emotions tend to have a high level of customer satisfaction and are willing to spend more time in the store. Turley and Fugate (1992) pointed out that positive emotions would have an important effect on the level of customer satisfaction and future behaviors such as intentions to revisit in entertainment facilities. In addition, Bagozzi, Gopinath, and Nyer (1999) reported that positive arousal and pleasure strongly affect customer satisfaction that would be closely related to customers' behavioral intentions.

Therefore, customers' positive emotions would lead to a higher level of customer satisfaction, which is one of the most important factors influencing business in hospitality areas. Thus, this study proposed the following hypothesis:

H4: Emotions will have a positive effect on customer satisfaction in coffee shop settings.

2.5 Influence of Customer Satisfaction on Word-of-Mouth Recommendation

Word-of-mouth recommendation means customers' informal conversations with other current or prospective customers regarding assessments of goods and services (Halstead, 2002). Word-of-mouth recommendation is not related to formal or official evaluations by companies or customers and. Word-of-mouth recommendation ranges from positive to negative. For example, positive word-of-mouth recommendation includes relating nice, vivid, and friendly experiences; recommendations to other customers. In contrast, negative word-of-mouth recommendation consists of product derogation, obnoxious experiences, rumor, and private grumbling

(Anderson, 1998).

Numerous scholars have investigated the significant relationship between customer satisfaction and word-of-mouth recommendation and concluded that word-of-mouth recommendation is one of the most powerful factors in business and hospitality areas because the informal communications through word-of-mouth recommendation could have a strong impact on other people's assessment of products, services, and future purchase decisions (박종철, 임승희, 2012; Cheng, Lam, & Hsu, 2005; Hee, 2000). Getty and Thompson (1994) found that a high level of customer satisfaction significantly influence customers' behavioral intentions to recommend products or services. Oliver (1997) indicated that loyal or satisfied customers are more willing to engage in positive word-of-mouth recommendation to others. Loyal or satisfied customers tend to engage in more word-of-mouth recommendation than non-loyal or dissatisfied customers. Han and Back (2006) insisted that positive word-of-mouth recommendation happens when customers are satisfied with complaint treatment in the lodging industry. In contrast, in an upscale restaurant segment, Han and Ryu (2007) noted that dissatisfied customers tend to engage in much

more word-of-mouth recommendation than satisfied customers and found that dissatisfaction with products and services would lead to more negative opinions shared with others. Dissatisfied customers are likely to spread negative views to current customers as well as prospective customers. Thus, satisfying customers is important in order to promote positive word-of-mouth recommendation which would lead to more profit in business areas. Thus, this study proposed the following hypothesis:

H5: Customer satisfaction will have a positive effect on word-of-mouth recommendation in coffee shop settings.

2.6 Influence of Customer Satisfaction on Psychological Commitment

Customer satisfaction is a complicated concept and has been explained in many ways (황복주, 이계천, 2012; Barsky, 1995; Fecikova, 2004; Kanji & Moura, 2002). Recently, scholars have disputed a difference between customer satisfaction as related to service experiences and as related to perceptible products. This difference is supposedly based on the intrinsic intangibility and perishability of

services, as well as the incapability to divide production and consumption. Therefore, customer satisfaction with goods and services may stem from, and may be affected by, different elements and thus should be considered as distinct and different (Veloutsou, Gilbert, Moutinho, & Good, 2005).

Pritchard, Havitz, and Howard (1999) defined that psychological commitment is "resistance to change, as the principal evidence of commitment, will act as a mediator between the construct's antecedent processes and loyalty" (p.337). Resistance to change means people's unwillingness to alter their desire toward, critical associations with, and confidence regarding a brand (e.g., services and products). In service settings, psychological commitment is one of the important factors explaining customers' future behavior intentions (Backman, 1991; Bagozzi, 1993). In addition, psychological commitment is closely related to customer satisfaction, which is the most basic and important element, because maximizing the level of customer satisfaction would cause customers' psychological commitment (Baron & Kenny, 1986; Crosby & Taylor, 1983). Once customers evidence psychological commitment, they tend to be loyal customers, which imply that

they repurchase services and products more often and consistently unless customers are seriously disappointed with services and products. Also, loyal customers do not easily change the products and services that they already use (Dick & Basu, 1994). Therefore, customer satisfaction is closely related to psychological commitment and a high level of customer satisfaction would lead to a high level of psychological commitment in business areas (Ganesh, Arnold, & Reynolds, 2000). From the businesses' viewpoint, increasing customer satisfaction to its maximum level would positively influence customers' psychological commitment which is a salient factor to do business (McLean, Havitz, & Adkins, 2002). Thus, this study proposed the following hypothesis:

H6: Customer satisfaction will have a positive effect on psychological commitment in coffee shop settings.

III. METHODOLOGY

3.1 Survey and Sampling

A self-administrated survey was developed on the basis of the related

literature. The self-administered questionnaire included forty three items divided into seven sections: service-scape, emotions, food and beverage

quality, customer satisfaction, psychological commitment, word-of-mouth recommendation, and demographic information.

<Table 1> Measurement Items

Variables		Items	References
Servicescape	Facility aesthetics	This coffee shop's architecture gives it an attractive character. This coffee shop is decorated in an attractive fashion. The use of color in the decoration scheme adds excitement to this coffee shop environment. The interior decoration of this coffee shop is attractive. This is an attractive coffee shop.	Wakefield and Blodgett (1996)
	Ambience	The overall lighting level in this coffee environment is appropriate. The temperature (climate control) in this coffee shop is comfortable. The aroma in this coffee shop is pleasant. The background music makes this coffee shop a more enjoyable place.	Baker (1986)
	Layout accessibility	In this coffee shop, the aisles/space between tables are wide enough to pass through easily. The signs in this coffee shop environment provide adequate direction and/or information. It is easy to walk around this coffee shop and find what you are looking for.	Kim and Moon (2009)
	Employees	The number of tables DOES NOT make this coffee shop environment difficult to navigate.	Turley and Milliman (2000)

		<p>Employees in this coffee shop are neat and well-dressed.</p> <p>Neat and well-dressed employees make me feel good.</p> <p>The number of employees is adequate.</p>	
	Seating comfort	<p>There is plenty of knee room in seating areas.</p> <p>There is plenty of elbow room when sitting down.</p> <p>The seat arrangements provide plenty of space.</p> <p>This coffee shop provides comfortable seats.</p>	Wakefield and Blodgett (1996)
	Cleanliness	<p>This coffee shop maintains clean restrooms.</p> <p>This coffee shop maintains clean food service areas.</p> <p>This coffee shop maintains clean walkways and exits.</p> <p>Overall, this coffee shop is kept clean.</p>	Wakefield and Blodgett (1996)
Emotions	Pleasure	<p>unhappy-happy</p> <p>annoyed-pleased</p>	Mehrabian and Russell (1974)
	Arousal	<p>depressed-cheerful</p>	Mehrabian and Russell (1974)
F&B Quality		<p>Food presentation is visually attractive.</p> <p>The coffee shop offers a variety of menu items.</p> <p>The coffee shop offers healthy options.</p> <p>The coffee shop serves tasty food beverages.</p> <p>The coffee shop offers fresh food and beverages.</p> <p>Food and beverages are served at the appropriate temperature.</p>	Raajpoot (2002), Stevens, Knutson, & Patton 1995)

		The prices at this coffee shop are reasonable.	
Customer Satisfaction		dissatisfied-satisfied puts me in a bad mood-puts me in a good mood	Wakefield and Blodgett (1996)
Psychological Commitment		I am "emotionally attached" to this coffee shop. I have a sense of belonging to this coffee shop. The friendliness of the staff in this coffee shop makes me feel good. I enjoy visiting this coffee shop. Although there are other coffee shops, I still like going to this coffee shop.	Bowen & Shoemaker, 1998, Morgan & Hunt, 1994
Word of Mouth Recommendation		I would recommend this coffee shop. I take pride in telling other people about my experiences in this coffee shop. I tell other people positive things about this coffee shop.	Geyskens, Steenkamp, Scheer, and Kumar (1996)

3.1.1 Data Collection

The targeted respondents were customers who were 18 years or older and drink coffee or coffee related beverages at five coffee shops in Southwestern United States. Data collection took place over one week in January 2013. Self-administered questionnaires were distributed to customers who agreed to fill out the survey at coffee shops. The survey was administered by researchers during business hours over weekdays and weekend.

Respondents filled out the questionnaire on site and returned them to the researcher when finished. A total of 310 questionnaires were distributed to coffee shop customers. After discarding questionnaires with missing information, 303 cases were remained for data analysis (a usable response rate of 97.7%).

3.1.2 Demographic Profile of the Respondents

<Table 2> Demographic Characteristics (n = 303)

	Frequency	Percentage (%)
Gender		
Male	134	44.2
Female	169	55.8
Income		
Less than \$20,000	182	60.1
\$20,001-\$40,000	45	14.9
\$40,001-\$60,000	33	10.9
\$60,001-\$80,000	13	4.3
\$80,001-\$100,000	9	3.0
More than \$100,001	21	6.9
Education		
Attended high school	19	6.3
High school diploma	21	6.9
Attended college	80	26.4
Undergraduate degree	90	29.7
Graduate degree	93	30.7
Time visited		
Once a week	147	48.5
2-4 times a week	125	41.3
5-7 times a week	23	7.6
More than 7 times a week	8	2.6
Length to stay		
Less than 1 hour	98	32.3
1-3 hours	160	52.8
3-5 hours	39	12.9
Longer than 5 hours	6	2.0
Reason*		
To meet friends	186	61.4
To study	164	54.1
For a meal	30	9.9
For the beverages	180	59.4
To relax	113	37.3
Other	41	13.5

* Multiple responses permitted

IV. RESULTS

4.1 Measurement Model

Prior to conducting structural equation modeling (SEM), a measurement model was tested using AMOS 18. The items were subjected to a confirmatory factor analysis (CFA) with a six-factor measurement model using maximum likelihood estimation. The fit statistics reported that the measurement model fit the data fairly well. However, the chi-square for this model was significant ($\chi^2 = 758.36$, $df = 260$, $p < .001$), indicating a poor model. However, "since chi-square is $N-1$ times the minimum value of the fit function, the chi-square test tends to be large in large samples" (Joreskog, 1993, p. 309). The χ^2/df value of 2.92 was within an acceptable range from 2 to 5 (Marsh & Hocevar, 1988). In addition, other fit indices were acceptable (RMSEA = .080; CFI = .885; NFI = .837).

A measurement model including all study variables (e.g., servicescape, food and beverage quality, emotions, customer satisfaction, psychological commitment, and word-of-mouth recommendation) was measured before the structural equation modeling (SEM) to measure the date quality (Anderson & Gerbing,

1988). All 25 items were loaded at least .50 on their assigned factors, and all loadings were significant ($p < .01$). The coefficient alpha ranged from .82 for servicescape to .88 for emotions, showing the internal consistency of the items for each construct (Nunnally, 1978).

As shown in table 4, while the AVE values for the servicescape value and food and beverage quality value was a bit below .50, AVE values for emotions, customer satisfaction, psychological commitment, and word-of-mouth recommendation were above the .50 level, normally supporting convergent validity. Additionally, the AVE values were usually greater than the shared variance among pairs of constructs (the square of their correlations), showing evidence of discriminant validity (Fornell & Larcker, 1981).

All proportions of variance extracted in each construct exceeded the squared correlation between two constructs, indicating evidence of discriminant validity, except for "servicescape and food and beverage quality", "servicescape and satisfaction", "emotions and satisfaction", and "commitment and word-of-mouth recommendation." For those, two constructs were combined into a single construct to perform a chi-square difference test (Bagozzi &

Yi, 1988). The chi-square difference for "servicescape and food and beverage quality" was significant at .05 level ($X^2 = 123.133$, $df = 5$, $p < .001$). The chi-square difference for "servicescape and satisfaction" was significant at .05 level ($X^2 = 245.277$, $df = 5$, $p < .001$). The chi-square difference for "emotions and satisfaction" was significant at .05 level ($X^2 = 39.039$, $df = 5$, $p < .001$). The chi-square difference for "commitment and word-of-mouth recommendation" was significant at .05 level ($X^2 = 88.266$, $df = 5$, $p < .001$). Thus, the discriminant validity was confirmed for all pairs of the constructs. Servicescape, food and beverage quality, emotions, satisfaction, commitment, and word-of-mouth recommendation are six independent constructs. The correlation matrices showed there is no multicollinearity problem. As seen in Table 4, all correlations among study constructs were below the problematic level of .80 (Hair, Anderson, Tatham, & Black, 1998).

4.2 Test of the Structural Model

The results of the SEM were summarized in Table 5 and the results were visualized in Figure 1. The overall

fit was adequate ($\chi^2 = 688.28$, $df = 268$, $p < .001$, $\chi^2/df = 2.57$, $RMSEA = .072$; $CFI = .90$; $NFI = .85$). Servicescape explained 57% of the total variance in food and beverage quality. Servicescape and food and beverage quality explained 47% of the total variance in emotions. Emotions explained 90% of the total variance in customer satisfaction. Customer satisfaction explained 54% of the total variance in word-of-mouth recommendation. Customer satisfaction explained 50% of the total variance in psychological commitment. The relationship between servicescape and food and beverage quality was significant ($\gamma = .75$, $t = 9.15$, $p < .001$). Thus, hypothesis 1 was supported. The effect of servicescape on emotions was significant ($\gamma = .47$, $t = 4.65$, $p < .001$). Thus, hypothesis 2 was supported. The relationship between food and beverage quality and emotions was significant ($\gamma = .25$, $t = 2.67$, $p = .008$). Thus, hypothesis 3 was supported. Emotions were significantly associated with customer satisfaction ($\gamma = .95$, $t = 15.67$, $p < .001$). Thus, hypothesis 4 was supported. The effect of customer satisfaction on word-of-mouth recommendation was significant ($\gamma = .73$, $t = 10.75$, $p < .001$). Thus, hypothesis 5 was supported. In addition, the effect of customer satisfac-

〈Table 3〉 Results of Measurement Model

Measures	Standardized factor loading	AVE
Servicescape		.44
FA	.558	
A	.737	
LA	.648	
E	.649	
SC	.639	
C	.712	
Food and beverage quality		.47
FB1	.656	
FB2	.565	
FB3	.575	
FB4	.792	
FB5	.777	
FB6	.707	
Emotions		.71
EP1	.809	
EP2	.864	
EA1	.851	
Satisfaction		.78
SAT1	.893	
SAT2	.870	
Word-of-mouth		.63
LWOM1	.773	
LWOM2	.744	
LWOM3	.861	
Commitment		.55
LPC1	.655	
LPC2	.688	
LPC3	.686	
LPC4	.867	
LPC5	.788	

<Table 4> Measure Correlations, the Squared Correlations, and AVE

Correlations among latent constructs (squared) ^a								
Measure	Servicescape	F&B quality	Emotions	Satisfaction	Commitment	Word of Mouth	AVE	Alpha
Servicescape	1						0.44	0.82
F&B quality	0.57(.33)	1					0.47	0.84
Emotions	0.36(.13)	0.33(.11)	1				0.71	0.88
Satisfaction	0.45(.20)	0.32(.10)	0.82(.67)	1			0.78	0.87
Commitment	0.43(.18)	0.34(.12)	0.39(.15)	0.39(.15)	1		0.55	0.86
Word of Mouth	0.37(.14)	0.25(.06)	0.48(.23)	0.45(.20)	0.65(.42)	1	0.63	0.84

Note. Servicescape—servicescape, F&B quality—food and beverage quality, Emotions—emotions, Satisfaction—customer satisfaction, Commitment—psychological commitment, Word of mouth—word-of-mouth recommendation. a. Correlation coefficients are estimates from AMOS 18. All were significant at .001. Model measurement fit: $\chi^2=758.36$ (df = 260, $p < .001$). RMSEA = .08, CFI = .885, NFI = .837

<Table 5> Standardized Maximum-Likelihood Parameter Estimates

	Paths	Coefficient	t-value	Test outcome
1.	Servicescape→ Food & Beverage Quality	.75***	9.15	Supported
2.	Servicescape→Emotions	.47***	4.65	Supported
3.	Food & Beverage Quality →Emotions	.25**	2.67	Supported
4.	Emotions→ Customer Satisfaction	.95***	15.67	Supported
5.	Customer Satisfaction →Word-of-Mouth Recommendation	.73***	10.75	Supported
6.	Customer Satisfaction → Psychological Commitment	.71***	8.55	Supported

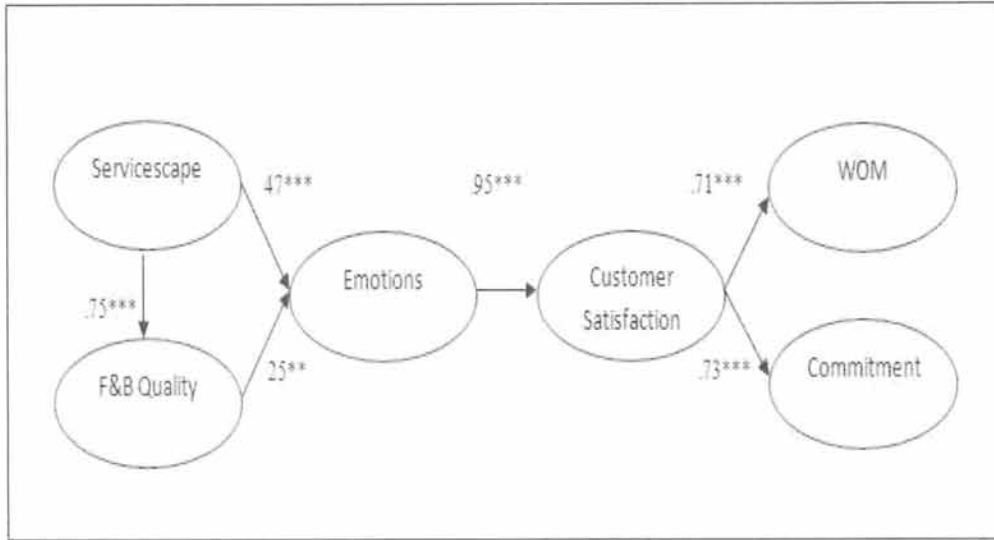
R2(Food & Beverage Quality)=.57
R2(Emotions)=.47
R2(Customer Satisfaction)=.90
R2(Word-of-Mouth Recommendation)=.54
R2(Psychological Commitment)=.50
Goodness-of-fit statistics:
 $\chi^2=688.28$,df= 268, $p < .001$, $\chi^2/df=2.57$,RMSEA=.072:CFI=.90:NFI=.85

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

tion on psychological commitment was significant ($\gamma = .71$, $t = 8.55$, $p < .001$).

Thus, hypothesis 6 was supported.

<Figure 1> The SEM finalized model and results



Note. $\chi^2=688.282, df = 268, CFI = .903, TLI = .892, RMSEA = .072, p < .001$

V. DISCUSSION AND CONCLUSIONS

This study focused on the effects of servicescape factors on perceived food and beverage quality, the influence of servicescape factors on emotions (e.g., arousal and pleasure), the impact of food and beverage quality on emotions, the effect of emotions on customer satisfaction, the influence of customer satisfaction on psychological commitment, and the impact of customer satisfaction on word-of-mouth recommendation within the context of coffee

shops. Based on the M-R model, the relationship between servicescape factors and emotions in this study was explored.

The result of this study revealed that the relationship between servicescape factors and food and beverage quality was significantly supported. It indicated that customers who had a high perception of servicescape factors (e.g., facility aesthetics, seating comfort, employees, layout accessibility, cleanliness, and ambience) were more likely to have a high perception of food and beverage quality in the coffee shop.

Customers evaluate the physical environment of the coffee shop when they first see the interior of the facility. If customers think that the physical environment of the facility is attractive, they tend to have a high perception that the coffee shop offers high quality foods and beverages. Thus, owners or managers at coffee shops should realize the effect of servicescape factors on customers' perception of food and beverage quality and should assure that the physical environment is appealing. The impact of perception of servicescape factors on emotions in the coffee shop was significantly supported. Customers who had a high perception of servicescape factors were more likely to have a high level of arousal and pleasure at the coffee shop. In addition, ambience, facility aesthetics, and cleanliness were the most important contributors to emotions, followed by employees' appearance, the number of employees, and layout accessibility. Therefore, coffee shop owners or managers should not underestimate the impact of servicescape factors on emotions because satisfying customers' expectations of servicescape factors would lead to higher positive emotions of customers.

The relationship between food and

beverage quality and emotions was significantly supported. It showed that a high (low) perception of food and beverage quality is related to a high (low) level of arousal and pleasure regarding the coffee shop. For instance, customers who feel a high level of arousal and pleasure in response to the coffee shop if they find that food and beverage quality is high. While consumption of coffee and other beverages is the primary purpose of a coffee shop, owners or managers should think about the importance of food and beverage quality as induces a high level of positive emotions in customers.

The relationship between emotions and customer satisfaction was significantly supported. It pointed out that customers who had a high (low) level of arousal and pleasure in regard to the coffee shop were more likely to feel a high (low) level of customer satisfaction. Thus, coffee shop owners or managers should increase customers' arousal and pleasure which leads to a high level of customer satisfaction, leading to a high level of customer satisfaction in their businesses.

Customer satisfaction was a significant predictor of word-of-mouth recommendation in the coffee shop. A high level of customer satisfaction leads

to more positive word-of-mouth recommendation among customers. Thus, coffee shop owners or managers should realize the impact of customer satisfaction on word-of-mouth recommendation because word-of-mouth recommendation is one of the most important factors affecting business in service settings. If customers spread positive word-of-mouth recommendation, it would be really helpful to attract more prospective customer in service settings (Halstead, 2002).

Customer satisfaction was a significant predictor of psychological commitment in the coffee shop. A high (low) level of customer satisfaction is related to a high (low) level of emotional attachment to the coffee shop. Also, if customers have a high level of emotional attachment to the coffee shop, they are likely to visit the coffee shop more often. Thus, a higher level of customer satisfaction plays an important role in helping customers have a high level of emotional attachment to their coffee shops, and those who have a high level of emotional attachment are more likely to be loyal customers of their businesses.

This study has theoretical and managerial implications. In terms of a theoretical point of view, this study contributes to analyzing the impact of

physical environment at coffee shops on food and beverage quality, customers' emotional responses (e.g., arousal and pleasure), customer satisfaction, psychological commitment, and word-of-mouth recommendation. Numerous researchers in the hospitality area have recently studied the impact of physical environment on customers' emotional responses and future behavioral intentions (Bitner, 1992; Nguyen & Leblanc, 2002; Ryu & Jang, 2007). However, no study has been attempted to analyze the effect of physical environment and food and beverage quality on customers' emotions, customer satisfaction, psychological commitment, and word-of-mouth recommendation within the context of coffee shops. Thus, this study is helpful in providing specific information about the impact of servicescape factors affecting coffee shop customers' pleasure and arousal, which is important for researchers to investigate customers' future behavioral intentions.

In terms of a managerial point of view, the servicescape factors affecting customers' emotions (e.g., arousal and pleasure) suggest that coffee shop owners or managers should regard ambience, facility aesthetics, cleanliness, layout accessibility, employees' appearance, and the number of employee

as the most important factors when developing or decorating the inside or outside of the coffee shops. In addition, to appeal to both current and prospective customers' emotions, coffee shop owners or managers should also think about food and beverage quality because a high perception of food and beverage quality has to do with customers' positive emotions about the coffee shop.

This study has limitations that provide opportunities for future research. The data were collected using a convenience sampling approach of customers in five coffee shops located in a southwestern state. Therefore, caution should be applied when generalizing these results, as they cannot be necessarily applied to coffee shops in the rest of the United States. In this study, only one type of coffee shop (e.g., sit down with or without drive-through) was used to

collect data and other types of coffee shops (e.g., kiosk and cart) could be considered for more variety the population in a coffee shop setting. In addition, the relationship between the servicescape factors and emotions in this study is based on the M-R model. However, the construct of emotions consists of arousal and pleasure, not including dominance. Future study is needed to reflect all three of the affective elements, arousal, pleasure, and dominance. Another limitation may arise from the six physical environment dimensions used in this study because these six dimensions may not capture the entire characteristics of the physical environment in a coffee shop setting. Future studies should contain more dimensions for a better understanding of the physical environment in a coffee shop setting.

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