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THE IMPACT OF SERVICESCAPE ON SERVICE QUALITY AND CUSTOMER BEHAVIORAL INTENTION – AN EVIDENCE IN COFFEE INDUSTRY

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ABSTRACTS

The objective of this study is to evaluate the role of servicescape in service quality and behavioral intentions in the context of coffee shop services in Vietnam market. The study was conducted through a survey of 326 customers who had used the service at coffee shops. The results show that the concept of servicescape is a separate concept, playing an antecedent for service quality and behavioral intention. Therefore, confirming the important role of managing servicescape in coffeeshop in order to further improve both service quality and intention to return to use services of customers.

Keywords: Servicescape, Coffeeshop, Behavioral Intention, Service Quality.

JEL code: C12, C31, C83, M10, M31, M38.

INTRODUCTION

The vast majority of Vietnamese have their own style of enjoying coffee, they do not consider coffee as a quick beverage with anti-drowsiness effect, but they enjoy coffee as a cultural thing: sipping and thinking. As life standard is growing theseday, people's needs are higher and higher, therefore, the coffee market is getting focused and flourished, cafes are born more and more with the diversity in format and style. There are some ideas that this is the golden time for a coffee shop business, especially in big cities like Ho Chi Minh City, Hanoi, Danang and some developing cities like Quy Nhon city, Nha Trang city, Customers come to cafes not only to enjoy the coffee itself, but they also want to enjoy the design and environment, or to relax with family and friends. These chain of coffee shops contains a large number of potential customers, bringing high profits, thus leading to increasingly fierce competition between brands. For customers, when they visit a coffee shop, the service environment is always the first aspect of the service which is perceived by the customer, and it can form an impression about level of service which they then will receive. There is a saying that we will not have a second chance to change our first impression, and for this reason it is argued that the service environment should be seen as an entecedent for service quality perceptions (Hooper et al., 2013).

Since the construct "*servicescape*" was first coined by Bitner (1992), many studies have demonstrated the impact of the servicescape on various post-consumer concepts such as

customer satisfaction and emotion (Johnson et al., 2004), store image (Baker et al., 1994), behavioral intention (Harris & Ezech, 2008), service quality (Hightower et al., 2002; Reimer & Kuehn, 2005), monetary value (O'Cass & Grace, 2008) and financial performance (Brüggen et al., 2009). In addition, previous studies show that customer satisfaction is an important factor, explaining customer loyalty (Jones & Suh, 2000; Nguyen Van Anh & Nguyen Thi Phuong Thao, 2020). The simple explanation is that only when customers are satisfied with the product or service did they tend to use the service more and more often. While servicescape is one of the factors that can directly or indirectly shape customer satisfaction, there are still too few practical studies conducted to investigate the influence of servicescape, as this relates to the customer service experience (Hoffman & Turley, 2002).

Therefore, this study focuses on determining the level of impact of servicescape factors on customer intent and behavior based on the theory of customer behavior and elements of servicescape, applied to the category of coffee chain business in some major cities of Vietnam. After the first part of introducing the reasons for forming the research, the following contents include part 2 presenting the theoretical basis and research model, part 3 research methods, part 4 results of data analysis. and part 5 regarding future management, constraint and research implications.

THEORY BACKGROUND AND RESEARCH MODEL

Servicescape

Servicescape plays an extremely important role in demonstrating experience in service delivery and the ability to bring satisfaction to customers. Because the servicescape performs two functions, first of all showing images, positioning and differentiation, and then facilitating the delivery of services to customers with the highest frequency of efficiency. The function and importance mentioned above on servicescape are true in all cases, regardless of the type of service, from entertainment to functional services (Wakefield & Blodgett, 1996, 1999).

Servicescape is perhaps the most widely used term to refer to the impact of tangible and intangible signs on consumers, and there are three other common names used to describe the same. One concept is: the environment (atmospherics), environmental psychology (environmental psychology) and the store environment (store environment). However, despite being called with different words, when studying each concept, we easily recognize that the most common point when it comes to servicescape is the physical aspect. Although the physical aspect exists in every researcher's concept of servicescape, there are some authors who realize that, when customers are influenced by individual stimuli related to the the physical aspect often tends to react to the overall environment (Holahan, 1982). While under the influence of individual components related to the physical aspect, every stimulating factors with the same features, whether tangible or intangible, will also be reflected in the servicescape model, because they are essential in creating a customer experience of service. Therefore, the servicescape is a collection of physical environmental factors that customers can feel.

The servicescape is a collection of physical environmental factors, and customers can feel these elements through senses such as: Hearing, Tactile, Vision, Taste and Smell. (Kotler, 1973). Clearly, the physical aspect of the environment is the one that is mentioned primarily when it comes to servicescapes. Greater emphasis on the social aspect allows researchers to recognize that during the experience of the service, whether invisible or tangible, the interaction between the human and the physical environment, and between people in that space together will together

create certain influences that affect the behavior in the space in which they currently exist (Berry & Parasuraman, 1988). This will create two different types of basic responses, it could be the pleasure of being in the servicescape, from which there is a tendency to repeat search and presence in the same space. Otherwise, it could also be dodges and seeks a more suitable servicescape (Mehrabian & Russell, 1974). This shows the direct influence of the servicescape on customer satisfaction, business efficiency, and employee motivation.

In brief, when studying the impact of servicescape on customer behavioral intent, servicescape must be considered in both physical and social aspects, in which the social aspect needs are concerned with the human factors in that service environment (Harris & Ezeh, 2008).

SERVICESCAPE COMPONENTS

Approach from the Physical Aspect

According to Bitner (1992), there are 3 factors that make up the servicescape:

Firstly, the ambient condition, which is the aspect of a service that affects senses such as touch, hearing, sight, taste and smell (Bitner, 1992). It is thought that, when environmental factors are maintained at a satisfactory level, they do not directly promote consumer purchases, but if any of these factors exceed the acceptance limit, they will have a negative impact on consumer behavior (Baker, 1987; Hightower et al., 2002). As can be seen from various documents about business environment, ambient signals are one of the most extensively studied aspects of the servicescape (Turley & Milliman, 2000) with a range of other studied environmental factors including music (Milliman, 1986; Yalch & Spangenberg, 1990; Areni & Kim, 1993; Herrington & Capella, 1994, 1996; Dubé et al., 1995; Yalch & Spangenberg, 2000; Chebat et al., 2001; Jacob, 2006), lighting (Areni & Kim, 1994; Summers & Herbert, 2001) and olfactory cues (Bone & Ellen, 1999; Davies et al., 2003; Ward et al., 2003).

Second, Spatial layout and Functionality. Functional aspect can be described as the entire tools and supplies to perform the main function including how to organize and arrange items to serve the main function of the servicescape effectively and appropriately. We can clearly visualize the functional element through an example of Highlands Coffee, the layout and serviceability presented in sales system, aisle layout, seats, lighting, phase system manufacturing, material system, This functional aspect has a direct impact on the most basic customer responsiveness.

Finally, the element of aesthetic appeal, unlike the functional aspect, when it comes to the aesthetic aspect, it is referring to the architectural structure that makes customers feel comfortable and enjoy this shared servicescape. The aesthetic aspect directly affects the conditions at the servicescape, contributing to the important role of the art element and increasing customer satisfaction. Functional aspects can only reflect the core values of products and services, while the fine art element provides more expected values. Because of this special feature, the more invested and creative the art element will be, the more it will increase the level of customer satisfaction.

Approach from the Social Aspect

An approach from social aspect means that the behavior factor is viewed from the perspective of interaction between employees and customers, the servicescape also needs to consider the staff image and behavior. Staff image is evaluated based on the performance of the

staff and the level of customer judgement on the employee's appearance. Staff behavior is reviewed and evaluated based on employees' attitudes towards customers, this also demonstrating the trustworthiness of customers to the employees.

From the above analyses, it can be seen that the access to components of the servicescape should be based on the components of both approaches in order to make an accurate and specific identification about how they impact customers' intentional behavior on coffeeshops.

RESEARCH MODEL

Previous studies generally show that most authors consider service quality as an overall assessment of a product or service, depending on previous consumer expectations (Grönroos, 1984; Bitner & Hubbert, 1994), and consumer-centric focus prevailed in these documents. The SERVQUAL model of Parasuraman et al. (1985, 1988, 1991, 1994) includes tangible elements associated with the design appearance of facilities, the suitability of equipment and the behavior of the staff. Similarly, Brady & Cronin (2001), Rust & Oliver (1994), and more recently Wall & Berry (2007), Pollack (2009) all describe the quality of service covers the quality of the environment service. A part of Bitner (1992) study in the servicescape does not refer to any service quality model; instead, she said that "Customers [...] tend to use extrinsic cues (such as a physical surroundings) to infer quality." This shows that Bitner (1992) believes that servicescape contributes to customer consciousness about service quality, but this model is still obscure and it is a part of a larger model, Hightower et al. (2002) found that servicescape is a predictor of perceived service quality, however, this theoretical significance is not discussed. There must be a boundary between these two structures, and the assessment of servicescape should precede the perception of service quality, since this element of the service is clear to the customer. Moreover, a customer can actually use the servicescape as a platform to shape their perception of the personal service they are about to receive, in the case that the servicescape operates as expected. For these reasons, this study suggests that the servicescape should be considered a prefix for service quality. Moreover, in this study service quality should be considered as a two-dimensional structure. This is consistent with the views of some authors in this field (Brady & Cronin, 2001; Wall & Berry, 2007), but mainly derived from the original model of Grönroos. Grönroos (1984) describes service quality in two aspects, including technical and functional. Functional factors are related to service delivery while technical factors refer to what customers actually feel. Using this as a basis, we propose consumers' perceptions of the service quality of the employee have a direct impact on the overall assessment of the service, thereby moving beyond the original framework of Grönroos (1984); so the study expects that servicescape is a prefix that affects the service quality of employee, thus having a direct effect on the overall service quality or outcome, this would be more appropriate in the context of the cafes. The following hypotheses reflect this claim:

- H1. The perception of servicescape has a positive impact on service quality of employee.
- H2. The perception of servicescape has a positive impact on overall assessment of the service.
- H3. The service quality of employee has a positive impact on overall assessment of the service.

In general, previous studies have shown the fact that customers having good service experience will lead to their positive feedback (Zeithaml et al., 1996). Therefore, good service quality is considered as a key factor for the survival of the business. The truth is that the quality of service received will be the final decision as to whether an individual will participate in word-

of-mouth marketing and the intention of frequent visits is positive. Over the years there have been many studies that have demonstrated a positive relationship between service quality and the intention of frequent visits. Keaveney (1995) argues that the causes of customer conversion behavior come from many reasons, but most of them are related to the shortcomings of service quality. Therefore, the proposed hypotheses are:

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H4: The perception of servicescape has a positive impact on the behavioral intention.

H5: The overall service quality has a positive impact on the behavioral intention.

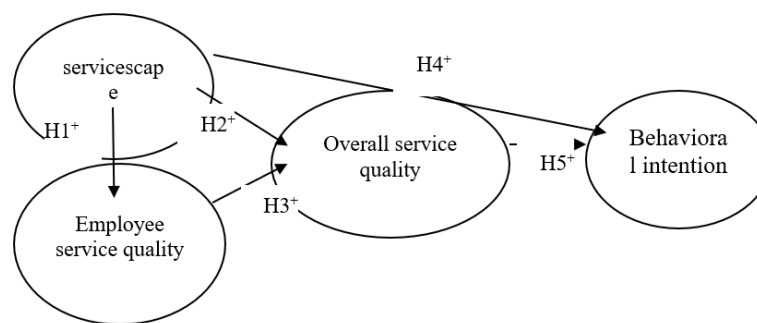


FIGURE 1
RESEARCH MODEL

Figure 1 demonstrated the servicescape as a antecedent that directly affects employee service quality, and has an indirect impact on the overall service quality assessment. The servicescape and then the overall service quality have a direct impact on the behavioral intention.

METHODOLOGY

The research is conducted through two phases: preliminary research and formal research. Preliminary research was conducted through group discussion techniques, adjusting the scales of the research model. Official research was conducted through quantitative research methods to test research hypotheses based on data collected by questionnaires.

The data was collected using online survey questionnaires and direct interviews to customers using the service at branded cafes such as Highlands, Phuc Long, Starbucks, The coffee house in the cities. Large cities: Ho Chi Minh, Nha Trang, Quy Nhon and Da Lat from October 2019 to February 2020.

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The scale used to measure research concepts inherited from previous authors, then adjusted to suit the research context and culture of the Vietnamese people, all are summarized in Table 1.

Measurement	No. Of variables	Based on
Equipment	3	Wakefield và Blodgett (1999)
Design	4	Reimer và Kuehn (2005);
		Baker và cộng sự (2002)
Space	2	Wakefield và Blodgett (1996)
Environment around	4	Reimer và Kuehn (2005);
		Hightower và cộng sự (2002)
Clean	3	Reimer và Kuehn (2005)
Capability/ Staff Service quality	5	Grace và O'Cass (2004)
Overall service quality	5	Grace và O'Cass (2004)
Behavior intention	4	Zeithaml và cộng sự (1996)
(Source: author group)		

DATA ANALYSIS

Sample Description

After checking the suitability of the questionnaires, removing unsatisfactory samples, there were 326 valid questionnaires left to conduct data analysis. Gender characteristics in the sample, 156 are male, accounting for 47.9%; while the number of women is 170, accounting for 52.1%. There are also some other characteristics of the sample that are described as in the table below.

Features		Frequency	Ratio (%)
Sex	Male	156	47,9
	Female	170	52,1
Times drop by	< 02 times/month	95	29,1
	2 - 5 times/month	130	39,9
	> 5 times/month	66	20,2
Income	Other	35	10,7
	5 m VND/month	55	16,9
	5 - 10 m VND/month	175	53,7
Job	> 10 m VND	96	29,4
	Students	34	10,4
	Officers	101	31,0
Other	State officers, staff	74	22,7
	Businessman	75	23,0
	Other	42	12,9

(Source: author group)

Scale Testing

Verify the reliability of the scale

The results of the reliability test of the scale show that the Cronbach's Alpha coefficient ranges from 0.685 to 0.865 and the correlation coefficient of each variable of the factors ranges from 0.493 to 0.783. Therefore, the observed variables ensure the conditions for further research.

Scale	Coded	No. Of variables	Coefficient of total variable		Cronbach's Alpha
			Min	Max	
Clean	VS	2	0,585	0,585	0,737

Space	KG	2	0,601	0,601	0,750
Environment	MT	4	0,585	0,760	0,841
Design	TK	4	0,627	0,783	0,865
Equipment	TB	2	0,523	0,523	0,685
Service quality	CLPV	5	0,493	0,706	0,823
Overall service	DVTT	4	0,597	0,727	0,843
Behavior intention	YDHV	4	0,636	0,782	0,862

Analysis of Discovery Factors

Exploratory factor analysis (EFA) is used to shrink and summarize data after assessing the reliability of the scale using Cronbach's Alpha coefficient, and eliminating variables that do not guarantee reliability. The results of EFA analysis of 27 observed variables, the KMO coefficient = 0.820 met > 0.5 explained the sample size suitable for factor analysis, and the Barlett coefficient has significance level Sig = 0.000 $< 0, 5$, show the results of factor analysis to ensure a level of statistical significance. The total value of extracted variance is 60,465%, ie 27 extracted variables, explain about 60,465% of the variation of observed variables, and the multiplier load factor is greater than 1, so it is satisfactory. However, there is a need to continue the test through the affirmative factor analysis (CFA).

	Factor							
	1	2	3	4	5	6	7	8
YDHV2	0,886							
YDHV1	0,845							
YDHV4	0,720							
YDHV3	0,677							
MT4		0,903						
MT3		0,879						
MT2		0,612						
MT1		0,547						
TK1			0,895					
TK4			0,875					
TK3			0,641					
TK2			0,577					
DVTT1				0,830				
DVTT2				0,772				
DVTT3				0,757				
DVTT4				0,673				

CLPV4					0,840			
CLPV5					0,793			
CLPV3					0,674			
CLPV1					0,635			
KG1						0,809		
KG2						0,716		
VS1							0,835	
VS2							0,645	
TB1								0,862
TB2								0,567

Analysis of Affirmative Factors

Suitability of the model

CFA results show that the model has 288 degrees of freedom, the Chi-square test value = 508,477 with P-value = 0,000. Chi-square / df = 1,766 met the requirement of less than 2, and the indicators indicated the model in accordance with actual data (GFI = 0.898; CFI = 0.942; TLI = 0.935 and RMSEA = 0.049). Convergent value The CFA results of the factors show that the standardized weights of the scale are higher than 0.5 and both are statistically significant (P-value = 0,000). At the same time the AVE index is greater than 0.5, the CR index is greater than 0.8 suggesting the concept of achieving convergence value (Table 5).

	CR	AVE	YDHV	CLPV	KGDV	DVTT
YDHV	0,863	0,615	0,784			
CLPV	0,824	0,542	0,169	0,736		
KGDV	0,833	0,503	0,186	0,291	0,709	
DVTT	0,844	0,577	0,264	0,202	0,199	0,760

(source: author group)

Distinguished Value

Table 5 shows the results of testing the discriminant value of the scales. Specifically, no square coefficient of correlation contributed by two concepts is greater than the sum of extracted variances of these concepts. Thus, the concepts achieve discriminant validity (Fornell & Larcker, 1981). With the above results, the scale meets the reliability and value requirements, which can be used to carry out the next analysis and evaluation.

5	CR	AVE	MSV	ASV	BI	HYG	SPA	AMB	DES	EQU	ESQ	OSQ
BI	0.863	0.616	0.07	0.028	0.785							
HYG	0.74	0.588	0.294	0.142	0.021	0.767						

SPA	0.752	0.602	0.286	0.132	0.168	0.453	0.776					
AMB	0.846	0.584	0.404	0.176	0.184	0.502	0.476	0.764				
DES	0.868	0.625	0.404	0.197	0.138	0.542	0.535	0.636	0.79			
EQU	0.687	0.524	0.283	0.125	0.138	0.438	0.378	0.465	0.532	0.724		
ESQ	0.824	0.542	0.07	0.039	0.17	0.211	0.181	0.217	0.265	0.094	0.736	
OSQ	0.844	0.577	0.07	0.031	0.264	0.089	0.065	0.235	0.15	0.12	0.201	0.76

Testing Theory Model

The results from Figure 2 show that the linear structure model is built in accordance with the market data and expressed through the indicators: Chi-square / df = 1,766 < 2; df = 289; P-value = 0,000 (< 0.05); GFI = 0.897; TLI = 0.935; CFI = 0.942 (> 0.9) and RMSEA reach 0.049 (satisfactory). Table 7 presents the results and statistical significance of the estimates with the research hypotheses showing that all 5 hypotheses are accepted. The estimates are statistically significant at the 1% and 5% significance levels.

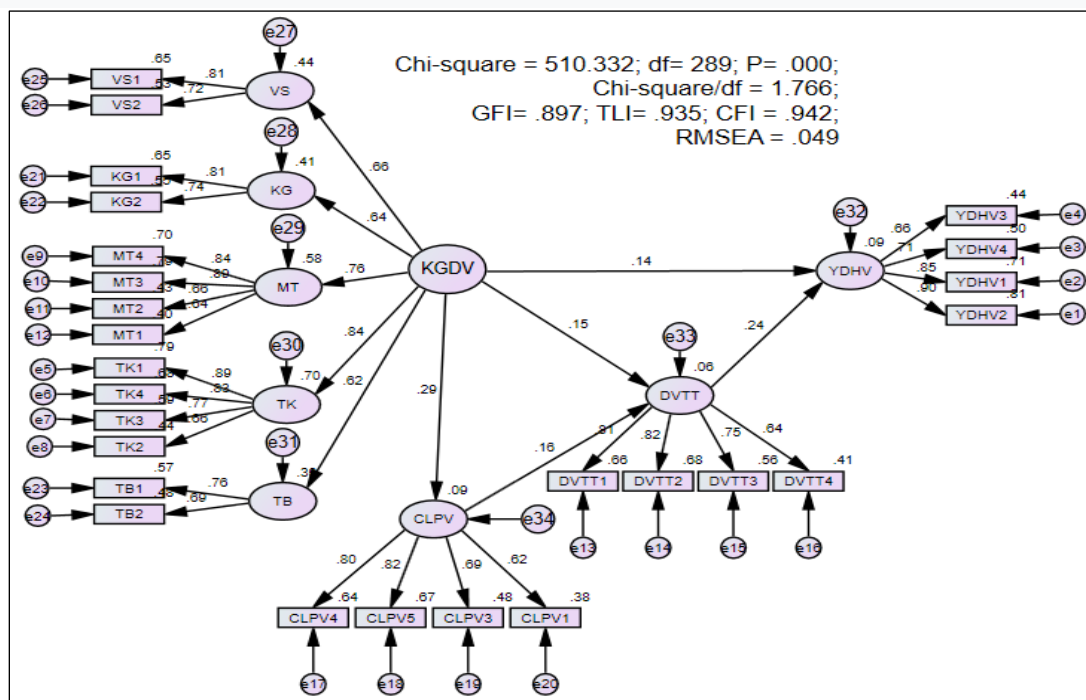


FIGURE 2
LINEAR STRUCTURE MODEL (SEM)

	Weight not yet standardized	Standardized weight	T-Value	P -Values	note
KGDV -> CLPV: H1	0,563	0,294	4,051	0,000	Accept

CLPV -> DVTT: H3	0,130	0,161	2,343	0,019	Accept
KGDV -> DVTT: H2	0,235	0,151	2,118	0,034	Accept
KGDV -> YDHV: H4	0,318	0,143	2,156	0,031	Accept
DVTT -> YDHV: H5	0,340	0,238	3,726	0,000	Accept

DISCUSSION AND MANAGEMENT IMPLICATIONS

Result Discussion

The research results show that the concept of "*Service space*" (KGDV) is a multivariate concept containing 4 components that reflect quite broadly about the service space of coffee shops in Vietnam market. Among the components of the service space, the most important component is "Design" (TK) ($\beta = 0.836$), followed by the "Environment" (MT) factors with $\beta = 0,76$, "Sanitize" (VS) with $\beta = 0.66$, "Space" (KG) with $\beta = 0.64$ and finally "Equipment" (TB) with $\beta = 0.62$. Thus, in order to improve the perception of customer service space, the manager should pay attention to all the components as stated. In particular pay attention to the role of "*Design*" in the chain of coffee shops.

The factors of "Service space" and "*Service quality*" (CLPV) have a positive impact on "*Overall service quality*" (DVTT) with impact factors of $\beta = 0.161$ and 0.151 respectively. At the same time, "overall service quality" (DVTT) has a positive impact on "*Intentional behavior*" (YDHV) with $\beta = 0.238$. In addition, Service Space also has a direct impact on the intent of behavior with a coefficient of $\beta = 0.143$. Through this we see that, in order to increase the "behavioral intent" of customers, it is necessary to focus investment on increasing the "overall service quality", as well as the role of the service space is important because of its indirect and direct impact on the overall service quality and intent of customer behavior. This research result is also consistent with the research results of Hooper et al (2013) in the field of retail in convenience stores.

Management Implications

This study provides some implications for cafe service managers in particular and services in general to improve their service delivery. First, managers need to realize the impact of the service space as a marketing tool because of its independence from service quality. Research has shown that estimates of service space directly influence intentions of behavior. Therefore, managers need to consider the importance of tangible and intangible factors as a strategic goal. Consumers perceive service quality in terms of intangible factors such as the reliability of the services provided by employees as well as the physical aspects of the service space that have a direct impact on perceptions of overall service quality. Therefore, in order to provide customers with the best service quality experience, it is necessary to pay attention to both the spatial aspect of the service as well as the quality of service staff at the stores.

Regarding the quality of service of staff, there should be policies such as: managers need to convey to their employees the benefits from maintaining the comprehensiveness and assurance of the service environment in order to create conditions for customers to be able to meet their goals. On the other hand, the methodical training in each operation to perform the required tasks,

the sensitivity, the flexibility in handling, solving the problems that occur also contributes to a large part in Create sympathy with customers.

The overall service quality factor is always the decisive factor to the positive reviews of customers when they use products and services at the shop. Therefore, it is necessary to implement the policies: require all products in the restaurant to ensure quality and always meet the needs of customers. Quality from raw materials for processing into products must ensure a clear origin, clean and ensure the health of consumers because this is the trend of consumers. They pay more and more attention to health, to clean coffee brands that ensure health for consumers (Nguyen Van Anh & Nguyen Thi Tuyet Hanh, 2019). In addition, quality also comes from the manner of service. Managers should regularly pay attention to customers' behaviors and comments when they contribute their opinions and need to inquire about customer feelings.

For the Design element, to succeed in attracting and retaining customers, design is a stage that needs to be carefully invested from the beginning. Aesthetics is an important factor, but the more important thing is to create comfort, relaxation and harmony between everything, from color to interior design. Renovating, renovating the space in the shop such as repainting new watercolors, or decorating more furniture, other items is a job that is both time-consuming and materially difficult to perform. but if this is possible, the environment in the store will be fresher, allowing it to remain attractive to customers. If maintenance and renewal of the service is not given priority, the possibility that customers will come to use the services of other competitors is possible. For Equipment, each manager must ensure that all self-service devices, such as alarms for receiving water, are in good working order and no damage to any machinery or equipment occurs. In general, there is a constant need to manage and pay attention to the service space, to innovations and ways to improve. The Internet is also a gadget that belongs to the device element and is the first factor when deciding to choose to stick with the shop, in case if the working needs are the main needs of customers. When the purpose of going to a cafe is to solve the problem, the Internet quality is always given special attention and priority to customers when deciding to choose a cafe.

Limitation and Further Research

Although this is one of the few studies on the role of the service space in the overall service quality in Vietnam market. The results demonstrate the independent role of the service space compared to the overall service quality, as well as its impact on service quality, overall service quality, and behavioral intent. However, there are still some drawbacks such as the convenient method of sampling in coffee shops in some provinces and cities, so the representations may not be high for the Vietnamese market even though the authors tried to collect. collect data in the most diverse way possible. Therefore, a more representative sampling should be carried out in many coffee shop systems in Vietnam's major cities in subsequent studies. At the same time, this research also needs to be verified in other service areas such as restaurants, hotels, retail ... so that there is more evidence of the independent and distinct role of service space. for overall service quality and behavioral intent.

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