A Study on the Effects of Perceived Customer Value on Customer Satisfaction, Recommendation Intention, and Reuse Intention Among Railroad Service Users

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Abstract

This study conducted empirical analysis to determine structured causal relations between perceived customer value and customer satisfaction, and recommendation intention and reuse intention among railroad service users. To do this, a research model and hypotheses were made on the ground of prior researches and theoretical background concerning customer value, customer satisfaction, recommendation intention, and reuse intention. For objective test through empirical analysis, a survey was conducted among 230 people who had experienced railroad service.

Four factors of customer value were drawn through exploratory factor analysis using SPSS 17.0. Then, structured influential relations among perceived
customer value, customer satisfaction, recommendation intention, and reuse intention variables were tested by multiple regression analysis. The results showed that with perceived customer value as a prior variable of customer satisfaction, recommendation intention, and reuse intention, social and economic values had positive effects. It was also found that general satisfaction and satisfaction with the stage following getting-off had strong effects on recommendation intention and that general satisfaction rather than temporary satisfaction had strong effects on reuse intention. While perceived customer value sometimes had direct effects on recommendation intention and reuse intention, it typically had strong effects with customer satisfaction as a parameter. On the ground of these results, implications, limitations of the research, and future research directions were presented.

Key words : Railroad Service, Customer Value, Customer Satisfaction, Recommendation Intention, Reuse Intention.

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I. 서론

최근 급격한 경제성장으로 가젤태소득의 증가, 주 5일 근무에 따른 여가시간 확대, 살아 질 향상 등 많은 사회 환경과 가치관의 변화에 따라 철도서비스를 이용하는 라이프스타일에 많은 변화가 있었다.

이러한 환경변화에 대응하여 철도서비스 제공자는 복합화와 전철화 구간을 확대하고, 바다철, 와인철, 관광철, 열차, KTX영화관과 열차가객 숙차를 개발하여 운영하고 있다. 또한 주요 역에서 펜트카를 저렴한 비용으로 판매하게 이용할 수 있는 서비스를 제공하고 있다. 그리고 고객이 직접 인터넷을 이용하여 승차권 예약후 승차권을 인쇄하여 열차를 이용할 있는 Home-Ticket 서비스와 모바일 승차권과 휴대폰 문자송차권(SMS-Ticket)을 구입할 수 있는 새로운 샘플서비스를 제공하고 있다(한국철도공사 홈페이지). 특히, 고속철도 운행으로 여행시간이 단축되는 효과를 가져와 전국이 반나절 생활권으로 묶이고, 서울-부산(408.5km)간 장거리 이용자의 교통수단 중에서 KTX가 63%로 가장 높은 시장점유율을 차지하는 등 철도 중심의 새로운 라이프스타일을 만들어 가고 있다(한국철도공사, 2009).

이와같이 철도서비스를 개선하는 노력에도 불구하고, 2009년 국가고객만족도(NCSI)