

The effect analysis where beauty care service's quality of perception influences to a value of perception

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Abstract

This study examines closely the relationship between beauty art service quality and value. And satisfaction and purchase action that they do perceive to customers who have beauty art service company's service use experience. Moreover, this study was achieved purposely to present service raising plan of good quality to beauty art company managers and business employees. First, to investigate the concept of beauty art service quality and special quality was with doctrines that have been presented through a virtue aspect to achieve this study. Moreover, the wave and beauty art service, human service relativity is a let down unlike manufacture enterprise. Further more, beauty art service by complex composition of existence and nonexistence style is sold, and it could be known by having personality consumed at the same time production. The concept of quality about beauty art service and quality that became perceived through virtue study of concept and measurement about value. Therefor, value was deduced, and could deduce measurement, the linear measure that is applied to measure this. Large majority virtue study found is measuring quality of service to 22 articles on PZB's theory, and this study corrects measurement, the linear measure that is applied in Morrirt's study that is based in PZB matrix and supplements and attempted measurement to 22 items. The result measurement dimension is consisted of functional quality, technological quality, physical quality dimension. To measure this through virtue study about value that become perceive, could confirm that all expense and beauty art companies which the customer is paid, connect with offering general quality of service. Therefor, through measurement, 2 dimension was deduced by monetary value and the non-monetary value.

Key Words : beauty care service quality perception , value perception,
functional quality, technical quality

I .Introduction

1. Research Background & Purpose

Nowadays beauty art service market makes and understands the desire of customers and satisfies this wish to create customer value and customer satisfaction. The marketing of customer wants, which is one of the new management paradigm first target. Necessity of that quality of beauty art service that consumer recognizes as important is, about beauty art service quality that customer out of them recognizes is emphasized. The exerts effect that is some in value that become perceive in strategic dimension is brought. But, it is pregnant to measure that customer does perceive about quality of service offered in ad well ad beauty salon . Other service that is abstract brilliant talent. This concept that is quality in service had offered at beauty salons. There are not much instances that apply introduction, and because justice either about concept that is quality of beauty art service is not clear. Moreover, it is a development of a measuring tool to measure concept of quality of beauty art service. However, the necessity is not brought concretely. Therefore, the study about quality of beauty art service can be risen to problem that it is important to examine closely to the quality of beauty art service in some purchase circumstances. Quality of beauty art service is simple because it is a concept that is reflected because of several attributes that are combined mixedly. That is not the concept consisted. The single attribute and correct grasping is impossible by undifferentiated access. Here upon, this study it examines closely and subsequently to meet

the research task with consciousness about beauty art service quality and value by purpose.

First, the goal is to clear individual element that compose beauty art service quality with virtue study and developing suitable service quality scale in beauty art service.

Second, Gronroos classified by functional quality and technological quality that is suggesting beauty art service company's quality of service. Moreover to perceive about these quality wishes to verify theoretical frame about effect relation that get to value (monetary value, non-monetary value). To grasp meaning or registration point in beauty art service company's marketing strategy establishment is preserved on the basis of sequence through these actual proofed analysis.

2. Research method & Composition

For correct interests about beauty art service quality in literature study of enactment about existing quality of service and beauty art service and examine the method of study. Also, these concepts examine how this can be applied in beauty art service quality and are advanced. Furthermore, the customer opens relation back with conceptional justice and beauty art quality of service of value (monetary Non-monetary) about beauty art service quality that do perceive. Define quality of service dimension (functional quality and technological quality) about beauty art service quality with this literature study. Moreover, the consciousness of beauty art service quality establishes study pattern that display effect relation getting to estimation of value. Research hypothesis does to verify construction by grasping relation

between each construct that wish to established on the basis of theoretical study finding, and verify in this study. In the actual proof analysis, to collect and analyze data is by executing questionnaire to consumers who use beauty art service.¹⁾

II. The characteristic of Beauty service

1. The Notion of Beauty service

Stantaon defined this "Service is a thing which can confirm without being associated with sale of product or other service by abstract activity that satisfy desire in case it is sold to consumers or industry buyers individually".²⁾ Beauty art service means all activities offering continuously to customer for satisfaction of quality of service as goods as a beauty art technology.³⁾

If beauty art examines In Accordance With Public Sanitation 2nd Law article in service, was defined "Cosmetology is business that trims to guest's face, head, skin etc. by thing which behave physical chemical workmanship by various method except dress and its ornaments and dresses appearance".

2. The special Characteristics of Beauty service

1) Formlessness

Actualy service production is formless enemy which can not be seen before service is achieved in beauty art service. Because beauty art service is made as hairdresser's technology fundamentally, I will speak that formlessness is

a big being on essence of service. Because it is hard to see or touch the essence of service, and so it is hard to imagine, therefore, the customer can only see the final service when it is over. Therefore, Customer can only estimate level of beauty art service price, by the interior, hairdresser's image, clientele etc..⁴⁾

2) Inseparability

In the case of a product, the inseparability enemy who is consumed later after production because production and consumption are detached but production but consumption are not detached by beauty art service operates immediately because hairdresser listens to the customer and consults and at the same time, consumer takes part in service supply that is attained. That is, production and consumption at the same time customer's order are achieved together at beauty salon. Also, service special quality that customer participates staple difficulty have.

Quality of service depends greatly on quality of offerer's ability and service provider and interaction between customer.⁵⁾

Because it happen while inseparability is very high and this has hair style that customer that is production of service, that is, completion of hair style and consumption of service wants in beauty art service.⁶⁾

3) Inhomogeneity

Because beauty art service has lots of variableness factor at process of production, service has possibility to differ even if provide of service is same in customer. Special quality of beauty art service , it is difficult to receive service of style that is same every time even if customers use a beauty salon continuously.

Various employees will achieve to differ identical customer's order, and it is difficult to complete product of same style uniformity hairdresser. Because beauty art service is difficult uniformization of quality of service, if keep service by constant level how, or, it is big problem do if do to do standardization.⁷⁾

Hairdresser should try to approximate in customer's desire with customer through each side direction communication from special quality of these inhomogeneity, and also need continuous education and training to make beauty art quality uniformed.

4) Destructiveness

General consumer goods in occasion demand forecast relatively exactly that is attained because of service of that is special quality that in perishability great drought government official possible and resource of efficient division possible but demand forecast impossible occasion idleness ability (idle capacity) to minimize difficult to be a thing beauty art service of in occasion such demand forecast that is impossible because of to make balance of demand and supply because the service becomes re-old painting or can not be stored very difficult. Therefore, I should cope properly in demand that is variable to Utility of reservation system etc... And there is special quality that it is very difficult that beauty art service turns for the first time if is achieved once. Therefore, there needs to be a solution for various customer claim compound.

3. The quality of Beauty service and it's compositive factor

1) Functional quality

Functional quality of beauty art service is whom processes that provide completed hair stylemake-up etc., it means physical, that consumers awake about political service activity quality of service. Mostly, I do quality to the center the process enemy specially in field of beauty art service and study was performed mainly. Quality of service of Jemygyeon and kimhyojeong⁸⁾ silver beauty salon was consisted of reaction and confidence sex, was consisted of factor is trust ability, sympathy sex, quadrivalence of corporealness, and 9 factor of physical service (corporealness, accessibility, cleanliness), beauty art employee connection service (emotion attention, ability), policy connection service (store operation, fame, credit card), beauty art technology connection service that favus increases.⁹⁾

2) Technological quality

Technological quality means quality that consumers are conscious for completing hair stylemake-up etc. given to result consumer who offer service. Because hair stylemake-up etc. that become shout of joy forms part of social character of the person, social visibility appears high, and is very subjective according to customer's sensitivity that accept because the point is design and individual estimation is made.¹⁰⁾ Therefore, consumers will have to be included practical and are practically tool like attribution as well as psychological attribution on element that feel technological quality of beauty art service. Society psychological estimation plasticity of consumers is special quality that more emotional desire appears in superior goods than practical reason as attribute that appear in fashion industry clothes, beauty art service etc.. of back that satisfy

sensuous desire of human.¹¹⁾

III. Preceding Research Inquiry

1. Perceived service quality and value

1) concept and measurement of Perceived quality

The perceived quality that beauty art service company offers, about customer's inconsistency difference of consciousness expectation about physical, systematic service can be said that it is the direction of discordance. SERVQUAL measurement of 22 item that PZB develops by measuring means that this perceived quality of service are used a lot, and this measures everybody with 'corporealness, reactivity, trustability, confidence, interest' enduces to dimension of 5.

In this study, to judge that measuring is used in Morrith's study that is based for PZB(Parasuraman, Zeithaml, & Berry)'s SERVQUAL linear measure is suitable in tendency of this study and apply measurement item that is formed this to partial amendment 22 articles.¹²⁾

2) Perceived value's notion

Kashyap & Bojamic is presenting as following from relative viewpoint of quality and price according to theory that Monroe presents¹³⁾

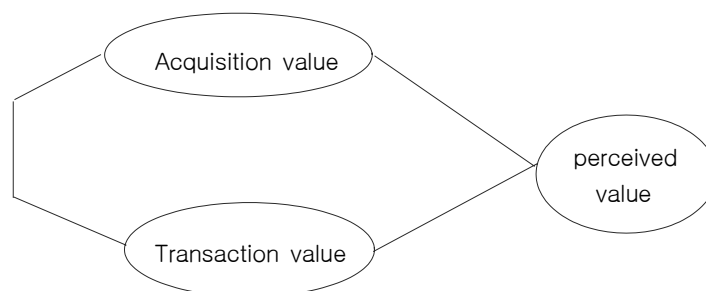
$$\text{value} = \text{quality} / \text{percieved price}$$

percieved price-log : overall service quality/ value of service price

Customer's perceived value about beauty art service, It can be seen as customer's comparison about quality that offer that correspond for payment expense of moment that offer particular service visiting of expenses and beauty salon paid until beauty salon to use beauty art service.

3) Measurement of perceived value

Though theory model to forecast perceived value is presented with <figure 1> is offer perceived value about by customer measures usefulness of product that depend on perceive conceptualization try.



<Fig. 1> The proposal model of the value which is perceived

D. Grewal, K. B. Monroe and R. Krishnam, R, The Effects of Price Comparison Advertising on Buyers' Perceptions of Acquisition Value, Transaction Value and Behavioral Intentions, Journal of Marketing, Vol62, July, 1988.

According to Zeithaml,¹⁴⁾ quality and value are appearing by structure by things such as perceived monetary value and general use and that big difference does not exist, the complex measurement that measure perceived value on the other hand has need that measure by various things which quality and customer who customer is offered are paid, and these measurement forecasts cognitively that customers acquire or pay composition about value and is seen that it needs to be evaluated with attention.¹⁵⁾

IV. Forming the Research model and Hypothesis

1. Looking over already the model already existing

1) Grönroos' model

Grönroos prescribes that it is whole quality of service becomes perceived to consumer through comparison between expected service and perceived service and developed perceived quality of service model such as figure 2. Expected service is influenced mainly to traditional marketing activity of industry and tradition, idea, past service experience by external effect leading person such as Word of Mouth or consciousness, and customer and point of contact employee, physical / buyer-seller interaction process between technological

resources and other participation customers said that exerts much more important effect and divided quality of service to 2 dimension of technological quality and functional quality on the basis of this.

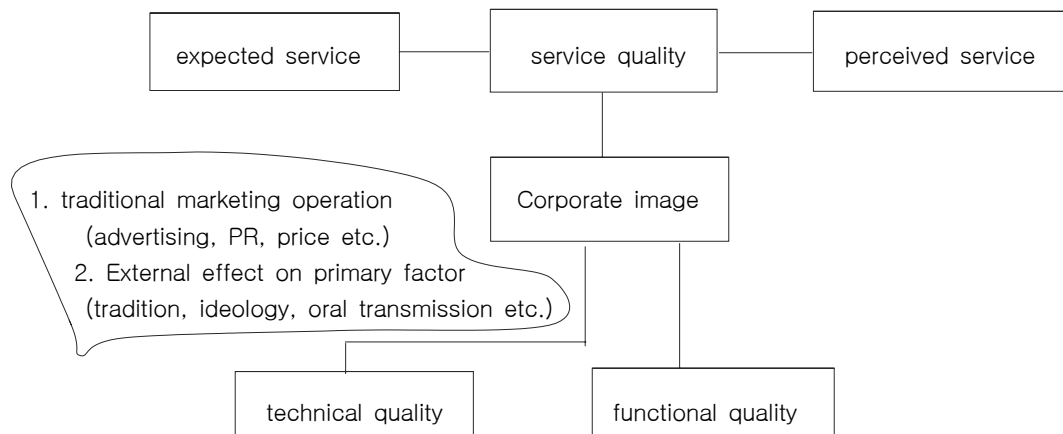
If technological quality service enterprise offers something as customer and service enterprise interaction sequence consumer's consciousness, that is, what a customer perceives. This concept is including contents the material enemy, the information enemy of service exchange, and technological product in service process of production is concept agreeing with result of tool like service. Functional quality consumer service how do perceive or it concept that means how to get technological quality as sequence and agrees with result the service expression be. This employee's attitude and action, customer that contact directly with customer as concept connected with interaction between consumer and offerer oriented physical / component of technological resources, continuous customer point of contact ability, enterprise's inside relation etc. include.

That Grönroos' study offered conceptual form so that consumer can understand essence of perceived quality of service more concretely minimizing difference with expected service and perceived service, there is the sense.

2. Research plan

1) Study model

This study pattern was achieved to analyze quality and value, relation between purchase action that become perceived about beauty art service. Drew my variables that is established for research task searching examination with



data: Grönroos, C. "A service Quality Model and Its Marketing Implications", European Journal of Marketing, 1984, pp.30-41

<Fig. 2> The service quality model which is perceived by Grönroos

virtue study. Quality that become perceived about service is fecundated and supplements 22 question items that was applied in Morritt's study that is based in PZB's study and composed by 22 question items. Value that become perceived measured by value monetary value and the rain money enemy expanding money value measure in Bojamic's study.

2) Conceptual justice of study variable

(1) quality that become perceived

Quality that become perceived about beauty art service is human offering at beauty salon, regarding excellency of physical of, systematic service, define as quality of service that become perceived to consumers as service purchase customer's general judgment or attitude. Beauty art quality of service classifies to functional quality and technological quality

two dimensions on Gronroos' study, and the measurement article measured causing and supplements 22 question items used in Morritt's study on PZB's theory. Questionnaire image scale composed by lee haircut 7 points measure, 1 point means very positive reaction for substance that wish to measure as "is very so", and 7 points measure "is not entirely so" and it is meaning response that is very contradictory about doing contents.

(2) perceived value

Perceived value amends some Bojamic's study by thing which mean "Customer who use beauty salon is quality for relevant beauty salon and estimation about price" and measured to value dimension monetary value dimension and the rain money enemy.¹⁶⁾

Questionnaire image scale means very positive reaction for substance that 1 point wishes to measure as "is very so" by lee

haircut 7 points measure, and 7 points are meaning very contradictory response about contents that wish to measure "is not entirely so".

3. Hypothesis

Kashyap & Bojamic is presenting in public that value that become perceived by quality

<Table 1> Composition Clause of Survey

Variable title	Comp- osition dimension	Research Item	
Perce- iving Quality	Tech- nical Quality	Time: The waiting time and intermediate surgical operation hour are not long Expense: Rational expense Store operation: Service reservation me, the management which leads the customer civil official card, the purity one image, the fee clear vision which is accurate and service dissatisfied hour re-service Sympathy characteristic: The confrontation which is quick in kind characteristic and customer demand of the staffs Shedding of blood characteristic: The parking facility which is convenient, side overlook the shop atmosphere which is stabilized, efficient space arrangement, up-to-date equipment and the tool Accessibility: It was convenient, crowd the shops which communicate	15
	Tech- nical Quality	description ability: The style broad way production where the customer demands, the hair style proposal ability which is various, new popularity hair style it introduces, the trust regarding the specialty knowledge and a surgical operation ability of the staffs Control set alcoholic beverage: Ease characteristic of hair protection and style production	7
Perce- iving Value	Financial Value	The price preparation service quality rainwater and cost reduction, the amount of money preparation value which price it is cheap and pays the service provision which is excellent corresponds in impression and payment expense	5
	Non-finan- cial Value	Convenient characteristic of use, the traffic which is convenient, the service trust which employee it is trusted and is provided, waste of time it writes	5
Charac- teristic popu- lation statistic	Popu- lation Statistic	sex, age, academic ability, job, average of monthly income	5
	Others	Often visited Salon, number of times visited, reason of visiting	3

and price that become silver perceived is formed, and PZB and Grewal et al, Zeithaml verified statistically is exerting effect that keep in mind in value that quality that become perceived is felt. He rewitth, can drive the following construction.

H1: It confronts to a beauty care service and the quality which is perceived affection (+) effect to the value which is perceived.

(The quality which is perceived the value which is perceived)

H1-1: t confronts to a beauty care service and the quality which is perceived effect of affection (+) influences non-financial value.

H1-2: It confronts to a beauty care service and the quality which is perceived effect of affection (+) influences non-financially

4. Plan of Examination

1) Synopsis of Examination

(1) pre-examination

Preliminary investigation executed to 30 Chonbuk National University students from June 23, 2004 to 25 days, and corrected some Munhang that do not understand exactly duplex question contents by suitable expression.

(2) actual examination

After correct question contents of preliminary investigation partially, do Internet research from July 5, 2004 to July 16 enforce Sample the Internet that is a portal site that neighbour website of Heeopaesyoon connection e-mail address of 1000 cafe members secure and these by target questionnaire enforce. Collected questionnaire was total 216. 182

questionnaires, except of 34 insincere answer sheets were interpreted for finally use.

2) Structure and contents of Survey

Composed by value 10 questions (value 5 monetary value 5, the rain money enemy) that become quality 22 questions, perceived that is felt in investigation that reflect problem that appear in preliminary investigation process. And composed by sex, age, attainments in scholarship, monthly income mouth, job etc. by demography special quality, and included main purpose of beauty salon use, year beauty salon use number of times etc.. class to general item.

V. Result of Construction Verification

1. Characteristic of Model

That respondent can represent population result through technical analysis for demography tang with <ticket 2> same. Womans among 182 people is 102 (56%) when becoming to Chonggeung of question , man appeared by 80 (44%), and dominated respondent whole 52.2% by 95 20 big families by age general classification, and was expose by 30 (25.3 %) and teens (21.4 %) period of ten days. Month income dominated whole 40.7% less than 2 million wons in one million wons, and attainments in scholarship was shown reply efficiency that college graduate is the highest by 74 (40.7 %). Jobs dominated weight that a student is the tallest by 39.6%, and four inoccupations dominated 22% next. Beauty salon type that use mainly franchise beauty salon 39 people (21.4 %), downtown

beauty salon except franchise beauty salon 59 people (32.4 %), etc.. beauty salon by 84 (46.2 %) appear. Year beauty salon use number of times respondent dominated the highest weight (37.9 %) more than 10th, and

4-5 inning dominates 24.2% then. Haircut dominated the highest weight as 1 order in response by order which ask main purpose of beauty salon use, and dyeing dominated high weight as 2 orders.

<Table 2> Quality of Sample

Division	Frequency(%)	
Age	10	39(21.4)
	20	95(52.2)
	30	46(25.3)
	40	2(1.1)
Sex	male	80(44)
	female	102(56)
Average monthly income	Under 100 million (Won)	70(38.5)
	Under 100-200 million	74(40.7)
	Under 200-300 million	29(15.9)
	Under 300-400 million	5(2.7)
	Under 400-500 million over 500 million	1(0.5) 3(1.6)
Academic Status	Middle school non-grad.	16(8.8)
	Graduated high school	69(37.9)
	Graduated college	74(40.7)
	Graduated graduate school	23(12.6)
Job	Housewife, no job	4(2.2)
	Expertise	31(17.0)
	Administration job	7(3.8)
	Technical expertise job	19(10.4)
	Office works	40(22.0)
	Marketing service Student	9(4.9) 72(39.6)
Type of Salon	Franchise salon	39(21.4)
	Downtown salon	59(32.4)
	Other salon	84(46.2)
Usage of Salon yearly	once	1(0.5)
	2-3 times	17(9.3)
	4-5 times	44(24.2)
	6-7 times	27(14.8)
	8-9 times 10 times over	24(13.2) 69(37.9)
Reason of Usage	cut	130(71.4)
	perm	22(12.1)
	hair dying	11(6.0)
	dry	12(6.6)
	make-up	3(1.6)
	other	4(2.2)

2. Analysis of Validity and Reliability

1) Analysis of Validity

In this study, verified conceptual validity using factor analysis(Reference). Factor abstraction method principal component analysis and use eigenvalue 1.0, and executed right angle round by Varimax method.

Factor analysis result, very first time, beauty art service quality considered functional quality and technological quality two dimensions but named this technological quality (5), functional quality (8), physical quality (6) by being fastened together for 3 factors. "At customer complaint time, re-service" classified to measurement article of functional quality very

first time utilized 8 items to assay data because (factor loading) removes this item by appear high load factor in technological quality. Also, that "Hair protection", "Easy of style production" item included in technological quality dimension loads factor in functional quality used on interpretation binding 5 articles because appears high and removes this element among technological quality factor(Reference). On the other hand, I was classified to value dimension 5 monetary values and the 5 non-monetary factor analysis result about value that become perceived, and appeared by thing which big problem does not exist as measurement article(Reference).

<Table 3> primary factor analysis result of the beauty care service quality which is perceived

division	factor 1 (functional quality)	factor2 (physical quality)	factor 3 (technical quality)	commonness
short waiting time	.771	4.818E-02	.271	.671
appropriate price	.803	.132	.331	.772
reservation service	.735	.379	.236	.740
member managing	.669	.137	.175	.497
noticing exact price	.565	.347	-8.523E-02	.446
kindness of workers	.742	.220	.226	.649
fast solution on what client wants	.673	.237	.276	.585
clean and kind image	.707	.246	.199	.600
comfortable parking facility	.164	.742	.162	.604
comfortable and stabilized salon	.186	.620	.276	.494
efficient use of space	.305	.730	.128	.643
usage of new tools	.296	.714	.250	.660
comfortable transportation	7.675E-02	.701	.220	.545
crowd of salons	.191	.612	.237	.467

<Table 3> continue

division	factor 1 (functional quality)	factor2 (physical quality)	factor 3 (technical quality)	common-ness
hair made exactly as client wants	.152	.193	.793	.688
suggesting variety of hair styles	.239	.223	.796	.740
newly famous hairstyle suggested	.306	.298	.665	.625
workers efficient knowledge	.286	.458	.605	.657
reliance of workers skills	.372	.309	.695	.716
numerical value of peculiarity	8.717	1.784	1.300	
numerical value of peculiarity/ rate of divergence	45.9%	9.4%	6.8%	
Cronbach's α	.8981	.8471	.8802	
KMO	.900			
sphericity test	2116.980			
Significance probability	.000			

Factor extraction method: Principal Ingredient Analysis and rotary method: The Kaiser the Varimax which is proper anger, the VIP rotation is collected from a 6 repetition calculation.

2) Reliability

The measurement result of the variables used in this study Cronbach's alpha coefficient inner consistency that everybody are good to 0.8 - 0.9 interval show. Therefore, fields that measure each variables could analyze can be fastened together to homogeneous dimension and regard each variables as one scale.

3) Correlation of research variables

In order to verify a research construction answer back data with it sees from the result which interrelation analyzes each research variable together it will be able to extract a primary relation autonomous variable.

3. Result of construction verification

1) H1's verification result

Beauty art service quality that become perceived exert effect of chisel (+) in value that become perceived la executed multiple regression analysis to verify research hypothesis 1 (H 1).

"felt beauty art service quality exerts influence of chisel (+) on monetary value" executed multiple regression analysis for low rank research hypothesis (H1-1) verification (<ticket 5-6>Reference). Be, dependent variable, value (Y) for factor that decide monetary value (Y) in this study as can appear by function between functional quality and physical quality, technological quality functional quality (X1) and physical quality (X2), technological quality (X3) by arg choose. Therefore, regression model can be arranged as following.

<Table 4> primary factor analysis result of the value which is perceived

division	factor1 financial value	factor2 non-financial value	common- ness
on be half of the price, the better quality	.794	.311	.727
giving discount to clients	.773	.238	.654
comparing to other salons it's very cheap	.863	.196	.783
worth the money I paied	.770	.339	.708
provided service which corresponds in the expense which pays	.690	.349	.766
comfortable to utilize	.352	.727	.652
comfortable transportation	.188	.749	.596
workers are trustworthy	.297	.798	.725
trustworthy services	.419	.744	.728
no worry of wasting time waiting for my turn	.183	.709	.536
numerical value of peculiarity	5.748	1.129	
numerical value of peculiarity/ rate of divergence	57.5%	11.3%	
Cronbach's α	.8962	.8569	
KMO	.8850		
sphericity test	1163.381		
Significance probability	.000		

Factor extraction method: The principal Ingredient Analysis rotary method: The Kaiser Berry which has a very max formality, the factor rotation is collected from a 3 repetition calculation.

<Table 6> Interrelation of research variables

	functional quality	physical quality	technical quality	financial value	non-financial value
funcional quality	1				
physical quality	.581(**)	1			
technical quality	.630(**)	.648(**)	1		
financial value	.327(**)	.505(**)	.608(**)	1	
non-financial value	.515(**)	.515(**)	.645(**)	.680(**)	1

** Intercorrelation= 0.01

$$Y = aX_1 + bX_2 + cX_3 + d$$

- Y : financial value
- X1 : functional quality
- X2 : physical quality
- X3 : technical quality

The possibility of knowing from the regression analysis result ticket is this F price 40.394 (with the p the revolution to be meaning and R2 price and also the R2 price which is amended each currently revolution is explaining about 40% degree of the whole fluctuation which is cool with 0.405 and 0.395. It observes the consideration degree against each presumed and it sees and t price presumed for the rice cake (d) with function quality (a), physical quality (b), technological quality (c) from all p<0.05 There is meaning from level. When it will follow consequently in verification result and with the effect where the function quality, physical quality and technical quality go mad to a money value the function regarding being cool and revolution the lower part following considers is a possibility of knowing the thing.

$$Y = 0.167(X_1) + 0.196(X_2) + 0.523(X_3) + 1.177$$

Regression equation of F-value is meaning by 40.394 (ps <0. 001> as can know in regression analysis result table and present regression equation is explaining R2 value and modified R2 value about 40% of whole change by 0.405 and 0.395 each.

T value of presumed value to examine waterproof coat degree about each presumed value in rice cake with flower pattern imprinted (d) and functional quality (a), physical quality (b), technological quality (c) etc. total p< 0 < in level meaning be. Therefore, stem can know that it keeps in mind follow below regression equation as long as is strong with effect that functional quality, physical quality, technological quality get to monetary value according to verification result.

If examine analysis result, regression coefficient in beauty art service quality dimension (functional/ physical/ technological quality) this monetary value that everybody become perceived by relation that is amniotic fluid effect of chisel (+) can be known.

That is, virtue study and concordant viewpoint are seen by showing sequence that recognize high monetary value as functional

<Table 7> where perceived beauty care service influences perceived value(financial value)

Dependent variables	Independent variables	B	t	Probability	Research Construction
financial value	constant number	1.177	5.910	.000	
	functional quality	.167	2.079*	.039	adopted
	physical quality	.196	3.029**	.003	adopted
	technical quality	.523	6.653***	.000	adopted
		R ² =.405, adjusted R ² =.395, F =40.394***			

*: p<0.05, **: p<0.01, ***: p<0.001

<Table 8> The value where the beauty care service quality which is perceived is perceived (rain money value) the effect which goes mad

Dependent variables	Independent variables	B	t
Non-financial quality	constant number	.786	4.446
	functional quality	.137	1.920
	physical quality	.093	1.619
	technical quality	.411	5.891***
	$R^2 = .444$, adjusted $R^2 = .435$, $F = 47.433^{***}$		

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

quality and physical quality, technological quality acts by leading person affecting to worth(worth) that become perceived, and consciousness for these dimension is high. Therefore, low rank research hypothesis H1-1 was selected.

5. Argument

Estimate that following working-level registration point presentation is available on result of this study.

First, beauty art manager needs price policy that needs to offer to customers appropriating optimum price through comparative judgement that price offered that is appropriated present is a thing which is suitable really, and differentiates by mileage service offer by a service card or things to do coupon issue to use customer in price side. Also, is specific such as bargain price about presentation customer, incentive service introducing proposal card system about customer grievance or good suggestion and detailed policy may have to be backed.

Second, beauty art service company goods

by complex attribute is sold, and are consumed at the same time production, and customer is participated in service process in service goods side, and deposit appeared by thing which have impossible special quality. Therefore, beauty art manager and employee swim, makes ups, executes quality of service estimation for goods by service personality with skin CARE, and need continuous effort about new product development. Together, transformation need check that is meticulous about difficult physical environment situation if is placed once such as external appearance of beauty salon, inside interior, parking situation, cotton gaining, atmosphere, miscellaneous household goods and fixture.

VI. Summary & Result

1. Summary of research result

This study examines closely relation between beauty art service quality and value, satisfaction and purchase action that they are

late to customers who have beauty art service company's service use experience and study was achieved by purpose to present service raising plan of good quality to beauty art company manager and business employees.

First, investigated about concept of beauty art service quality and special quality with doctrines been presenting through virtue study to achieve study and the wave and beauty art service household mascot human service relativity is let down unlike manufacture enterprise, and beauty art service by complex composition of existence and nonexistence style is sold, and I could know is having personality consumed at the same time production.

Second, the concept of quality about beauty art service and quality that is felt through virtue study of concept and measurement. The measure about value and value was deduced, and could deduce measurement linear measure that is applied to measure this. Large majority virtue study found is measuring quality of service to 22 articles on PZB's theory, and this study corrects measurement linear measure that is applied in Morrith's study that is based in PZB matrix and supplements and attempted measurement to 22 items. The result measurement dimension was consisted of functional quality, technological quality, physical quality dimension. To measure this through virtue study about felt value, could confirm that all expense and beauty art company which customer is paid connect with offering general quality of service, and value 2 dimension was deduced monetary value and the rain money enemy through measurement.

2. Significance of research and proposal

1) significance of research

This study retains following sense.

First, the composition was deduced with corporealness, reactivity, trustability, confidence sex, interest sex etc. These are the 5 dimensions in case of measure quality of service to customers who use beauty art service on PZB study. But, in this study, it was drawn by sequence that measure quality which became perceived that is not quality, 5 are functional quality and 3 dimensions are not, technological quality, physical quality dimension. That is, quality which felt of beauty art service use customer can see that preview that management that could know that is feeling functional, technological, physical thing as differ and differentiates by service attribute is required.

Second, measurement dimension of value that become beauty art service use customer's perceived was formed to dimension of price side and 2 quality aspects similarly with virtue study, name this money value and rain money value in this study, and effect relation getting to value that quality that become perceived becomes perceived tried analysis research which it shows that has to be given a name. Especially, at the money value which will reach, and non monetary value an analysis relationship of the effect which goes to the value where the quality which is perceived is perceived and attempted.

2) limit and here after of study research task

The limitation of this study in process was

the choice of the investigation subject. The person to controversial point of number of sample used in sample choice and analysis Internet user (netizen) ten thousand compensate, and considered need deep succession study that supplement these limitation. Because it can not be decided by which the result of this study represents our country beauty art service market from beauty art company's scale or point that do not consider market share and structural limit of number of sample.

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