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A Study on the Selection Attributes for Restaurant, Customer Satisfaction, and Recommendation Intention on Traveling Domestic Tourists: Targeting Tourists for Rail-ro Tickets

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KEYWORDS

Domestic travel,
Restaurant selection
attributes,
Rail-ro tickets,
Customer satisfaction,
Recommendation
Intention.

ABSTRACT

The purpose of this study was to examine the causal relationship among restaurant selection attributes and customer satisfaction and recommendation tastes for young people in their twenties who use tickets for Rail-ro. Data collection was conducted to utilize questionnaire survey with online and offline distribution. The collected data were analyzed using a statistical program SPSS 21.0 with frequency analysis, reliability analysis, factor analysis, and regression analysis. The results of the study showed that Internet search is the most common source of information about restaurants during the trip, and restaurant choice attributes have an important impact on customer satisfaction, food quality, employee service and reputation, but hygiene did not have a big effect on customer satisfaction. In addition, customer satisfaction has a significant effect on recommendation intention. Concluding the results from this study, it investigated the significant attributes for customers selection of restaurants and provide meaningful advice for market managers to make useful marketing strategies to attract more clients and augment economic benefits.

1. INTRODUCTION

According to the recent data released by the Korea Tourism Statistics, the average annual growth rate of the number of tourists in Korea (2010-2014) is increasing to 5.3%, and the total cost of domestic travel has also increased from 23.89 trillion won in 2010 to 24.85 trillion won in 2014 (Korea Tourism Statistics, 2015). As a result of efforts to solve these twenties' domestic travel problems, tourists who use rail tickets (under 25 years) contributed greatly to the increase in imports of Korea Railroad Corporation and the increase in tourism income of local governments (Korail, 2012). Young people used Rail-ro tickets to share the motivation of tourists and the benefits for

tourists (Kim, 2012), and I used Big Data to explore the reverse ticket usage pattern and the characteristics of the inbound keywords (Jeon, 2015). However, the researcher's previous study has studied Rail-ro ticket tourists, but there is no research on Rail-ro tickets and restaurants. Therefore, I think that it is necessary to study about eating out activity of ticket visitor Rail-ro. As a result of a survey on domestic tourism conducted by the Korea Tourism Organization in 2013, domestic tourists ranked food / restaurants as the most popular information when preparing for domestic tourism (Korea Tourism Statistics, 2014). This suggests that food is an important factor for domestic tourists and that it is necessary to study restaurant choices for domestic tourists. There are many studies on the

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choice of restaurants in everyday life such as fast food, family restaurant, hotel, etc. (Kim & Huh, 1997). Chae and Kim(2008) argued that the most important attribute of restaurant choice for tourists is the taste of food. On the other hand, there are not many studies on properties of restaurant selection and properties of restaurant selection during the trip. The purpose of this study is to explain the characteristics of the restaurant selection to the individual tourists visiting the destination by purchasing the tourist ticket Rail-ro. An empirical analysis will examine the characteristics of restaurant choice, customer satisfaction and referral decision making while tourists travel using tomorrow's tickets. Therefore, the purpose of this study is as follows. First, I want to know about domestic tourists who use tickets Rail-ro. Second, we will investigate factors affecting restaurant choice for tourists using Rail-ro tickets. Third, we want to confirm the relationship between restaurant preference, customer satisfaction, and recommendation decision. Fourth, based on the results of this study, we would like to provide useful information to domestic tourists and restaurant owners.

2. LITERATURE REVIEW

2.1. Domestic Travel

Tourism means going away from everyday life and freely viewing diverse cultures and landscapes in other areas (Doo-san Encyclopedia, 2016). In a study by Choi and Park(2012), we analyzed the effects of participation in tourism on the quality of life by controlling other variables besides tourism activities. As a result, it was confirmed that participation in domestic tourism has a positive influence on the quality of life. Domestic tourism has a competitive advantage of comfort, geographical convenience, low cost, and familiarity (Shim & Chang, 2007). Domestic tourism, which can recognize the recent participation and decision making, is gaining popularity (Kim & Yoon, 2012). The higher the quality of the tourism experience, the more positive the effect of the visitor's psychology. In addition, the higher the level of satisfaction through tourism, the more positively the positive impact on the subjective quality of life of tourists (Kim & Song, 2006). In addition, tourism has a positive effect on the physical and social health of tourists (Han, 2014).

2.2. Rail-ro ticket

Rail-ro ticket is an unlimited free ticket for railways that

allows you to travel around the country freely with one ticket. The name of this product is tomorrow as rail, which means rail of railroad, Future, My work which means future, and road which means road. Rail-ro's free train tickets are sold in the winter season from December to February and in the summer season from June to August. The target audience is young people under 25 years of age (Korail, 2016). By 2015, 230,967 people have become popular enough. The reason why the ticket is so popular for Rail-ro is that firstly, it can travel at a lower cost than the normal fare, can use the discounted amount of accommodation, sightseeing, and restaurants, and can freely plan a trip and travel (Lim, 2013). The ticket for Rail-ro has changed the travel trend of young people from overseas travel to domestic travel. In this regard, he earned a good reputation and was selected as the winner of the Frontier category at the 2012 Korea Tourism Awards (Korail, 2012). Through this study, tourists visiting tomorrow will know that they are enjoying local food together with various attractions. When they express their feelings about the traveled area, they express the feeling that the food is delicious. It can be seen that it has a significant influence.

2.3. Restaurant Choice Attributes and Customer Satisfaction

An optional attribute is a property that is closely related to a consumer's preference, purchase decision and return visit among the attributes of a product, trademark, or store(Lewis, 1981). The choice attribute has a great influence on the choice of product by differentiating the attitude of the customer's preference and the attribute of the product at the time of purchase (Oh & Ko, 2009). The results of this study are as follows. First, the relationship between service choice attributes and customer satisfaction was examined (Kim, Lee, & Park, 2011). The tangibility of restaurant users has had a positive impact on the brand image and reliability of buying behavior(Woo, 2010). The study of Cho and Jung (2007) argues that the "differentiating" factor among the optional attributes of Italian restaurants has the greatest positive impact on future behavioral intentions such as customer satisfaction, return visit, and recommendation intention. Therefore, we set the following hypothesis. In the research on the quality of service and the influence of the perceived sacrifice and value on the intention of re-visiting satisfying the service quality of the restaurant in the tourist destination of the domestic tourist, the quality of the restaurant service directly or indi-

rectly affects the repeat inquiries He insisted on giving (Kang & Ko, 2007). In Park (2014), research on the characteristics of restaurant selection in everyday life is active, but studies on the nature of restaurant selection on the road are inadequate. In the domestic travel trips, restaurant selection attributes were extracted with six factors including food attributes, sanitation, recommendation effect, price, face, accessibility.

H1: The choice attribute of the restaurant that is traveling has a significant effect on customer satisfaction.

H1-1. Employee service has a significant effect on customer satisfaction.

H1-2. The restaurant's reputation has a significant effect on customer satisfaction.

H1-3. Hygiene and cleanliness have a significant effect on customer satisfaction.

H1-4. Food prices have a significant effect on customer satisfaction.

H1-5. The quality of food has a significant effect on customer satisfaction.

2.4. Customer Satisfaction and Recommendation Intention

Customer satisfaction means that products and services meet customer needs. Oliver(1997) stated that satisfaction means that one finds contentment. Hellier, Geursen, Carr and Richard(2003) stated that customer satisfaction is "the degree of overall pleasure or contentment felt by the customer, resulting from the ability of the service to fulfill the customer's desires, expectations, and needs in relation to the service." Recommendation intention originated in Whyte's classic marketing research, which was introduced in Fortune magazine in 1954, and refers to the human-to-human communication that occurs between two or more individuals, such as members of the reference group and the customer's salesperson (Seo,

2006). The specialist store manager needs to measure customer satisfaction, the appropriate price, and you need to prepare quality and efficient plan(Kwon & Oh, 2011). When it comes to the relationship between customer satisfaction and recommendation intention, the study by Jeon (2012) suggests that the menu selection factors of a restaurant influence customer satisfaction overall, and customer satisfaction influences revisit and recommendation intention. Lee, Kim and Cho (2010) found that 'quality and quantity of food' in local restaurants have the biggest influence on customer satisfaction among three dimensions of service quality. Customer satisfaction has a great influence on recommendation intention and revisit. Therefore, we set the following hypothesis.

H2. Customer satisfaction has a significant effect on recommendation intention.

3. METHODOLOGY

3.1. Instrumentation and Data Collection

In this study, the authors found a young population buying tickets for mid-summer Rail-ro tickets for domestic tourists recommending food choices and customer satisfaction during travel. The study period of this study was from July to August 2016. Collection of questionnaires was done in two ways, online and offline. The population is characterized by young people under the age of 25 fully using the Internet. So, the authors conduct online questionnaires familiar to young people and conduct offline questionnaires in parallel to increase the reliability of the questionnaires. During this period, offline surveys were conducted with a researcher who was trained in the purpose of the survey and the content of the survey. The researcher distributed 150 questionnaires to trains and collected 128 copies. Online questionnaire survey was conducted by using SNS and portal site (Damn community cafe) to recruit population online, 136 online surveys were collected and used for analysis of only 129 copies excluding 7 copies that were unfaithfully answered among them. To the respondents who responded to the online questionnaire we gave a beverage gift certificate and an ice cream gift certificate through lottery. The analysis method analyzing the collected questionnaire using the statistics package SPSS 21.0 is as follows.

3.2. Data Analysis

In order to accomplish the purpose of the study, frequency

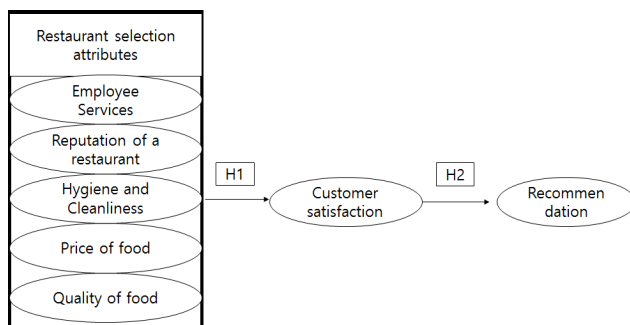


Fig. 1. Research model.

analysis was conducted to identify the demographic characteristics, reliability of optional attributes of restaurant during restaurant, factor analysis and reliability analysis were conducted. Regression analysis was conducted to investigate the relationship between customer satisfaction and recommendation interactions.

4. RESULTS

4.1. Demographic Information

Table 1 in demographics and general characteristics, 53.7% of respondents were female; respondents 21~24 years old were most common in the Yeongnam area (Busan, Daegu, Ulsan, Gyeongsang).

4.2. Factor Analysis and Reliability Analysis

Table 2 shows the results of factor analysis and reliability analysis of restaurant selection attributes during the trip. The restaurant choice attribute on the trip was extracted with five factors. As KMO = 0.831, it appeared higher than the reference value of 0.6, so it was better to select variables for factor analysis. The verification result of Bartlett's formation in Chi-square = 2532.75 showed that the probability of care was suitable for factor analysis at 0.000. The cumulative dispersion explanatory power proved to show the explanatory power of

68.202%. As a result of analyzing the reliability, "employee's service" appeared at 0.860, "restaurant reputation" was 0.873, "hygiene and cleanliness" was 0.862, "food price" was 0.783, "food quality" was 0.705, All of which are shown in 0.6 or more, ensuring the reliability for the measurement item.

The next Table 3. is the factor analysis result of customer satisfaction. The inherent value (eigen value) of the customer

Table 2. Factor analysis and reliability analysis of restaurant selection attributes during travel

| Factor | Item | Factor loading amount | Eigen-value | Variance explained % | Cronbach's α |
|-------------------------------|--------------------|-----------------------|-------------|----------------------|---------------------|
| Employee services | ES1 | .840 | 2.962 | 14.812 | .860 |
| | ES2 | .803 | | | |
| | ES3 | .788 | | | |
| | ES4 | .716 | | | |
| Reputation of a restaurant | RR1 | .873 | 2.958 | 14.792 | .873 |
| | RR2 | .863 | | | |
| | RR3 | .822 | | | |
| | RR4 | .820 | | | |
| Hygiene and cleanliness | HC1 | .837 | 2.923 | 14.617 | .862 |
| | HC2 | .830 | | | |
| | HC3 | .768 | | | |
| | HC4 | .609 | | | |
| Price of food | PF1 | .836 | 2.654 | 13.268 | .783 |
| | PF2 | .805 | | | |
| | PF3 | .742 | | | |
| | PF4 | .625 | | | |
| Quality of food | QF1 | .804 | 2.143 | 10.713 | .705 |
| | QF2 | .801 | | | |
| | QF3 | .653 | | | |
| | QF4 | .497 | | | |
| KMO | Kaiser-Meyer-Olkin | | .831 | | |
| Bartlett | Chi-square | | 2532.75 | | |
| | Sig | | | .000 | |
| Cumulative dispersion ability | | | | 68.202 | |

Table 1. Demographic characteristics of the sample (N=257)

| Characteristics | | Frequency (N) | Ratio(%) |
|-----------------|--|---------------|----------|
| Gender | Male | 119 | 46.3 |
| | Female | 138 | 53.7 |
| Age | 19~20 | 43 | 16.7 |
| | 21~24 | 140 | 54.5 |
| | 25~27 | 74 | 28.8 |
| Residence | Metropolitan area (Seoul, Incheon, Gyeonggi) | 96 | 37.4 |
| | Kanto (Gangwon) | 3 | 1.2 |
| | Chungcheong (Daejeon, Chungcheong) | 34 | 13.2 |
| | Honam (Gwangju, Jeolla) | 24 | 9.3 |
| | Youngnam (Busan, Daegu, Ulsan, Gyeongsang) | 98 | 38.1 |
| | Jeju | 2 | 0.8 |

Table 3. Factor analysis and reliability analysis of customer satisfaction

| Factor | Item | Factor loading amount | Eigen-value | Variance explained % | Cron-bach's α |
|-------------------------------|--------------------|-----------------------|-------------|----------------------|----------------------|
| Customer satisfaction | FM1 | .870 | 4.261 | 71.011 | .917 |
| | FM2 | .869 | | | |
| | FM3 | .862 | | | |
| | FM4 | .860 | | | |
| | FM5 | .805 | | | |
| | FM6 | .787 | | | |
| KMO | Kaiser-Meyer-Olkin | | .907 | | |
| Bartlett | Chi-square | | 1030.87 | | |
| | Sig | | | .000 | |
| Cumulative dispersion ability | | | | 71.011 | |

satisfaction question was 4.261 or more at 1.0 or more. The factor loading amount was all over 0.40. As KMO = 0.907, it appeared higher than the reference value of 0.6, so it was better to select variables for factor analysis. The verification result of Bartlett's section formation Chi-square = 1030.87 It turned out that the attention probability was suitable for use in factor analysis at 0.000. I found that the cumulative dispersion explanatory power is showing the explanatory power of 71.011%. As a result of analyzing the reliability, "customer satisfaction" is displayed in 0.917, and the reliability for the measurement items has been secured.

The next Table 4. is the recommendation factor analysis result. The inherent value (eigen value) the recommendation was 4.629, which was 1.0 or more. The factor loading amount was all over 0.40. As KMO = 0.940, it appeared higher than the reference value of 0.6, so it was better to select variables for factor analysis. The verification result of Bartlett 's formation in Chi-square = 1339.01 showed that the attention probability was suitable for factor analysis at 0.000. The cumulative dispersion explanatory power showed that it shows 77.144% explanatory power. As a result of analyzing the reliability, "Recommended" is displayed in 0.917, and the reliability for the measurement items has been secured. In this research, let's investigate what kind of correlation exists among the selection attributes of eating and drinking establish-

Table 4. Factor analysis and reliability analysis of recommendation intention

| Factor | Item | Factor loading amount | Eigen-value | Variance explained % | Cron-bach's α |
|-------------------------------|--------------------|-----------------------|-------------|----------------------|----------------------|
| Re-commen-dation | RI1 | .921 | 4.629 | 77.144 | .917 |
| | RI2 | .888 | | | |
| | RI3 | .881 | | | |
| | RI4 | .881 | | | |
| | RI5 | .877 | | | |
| | RI6 | .819 | | | |
| KMO | Kaiser-Meyer-Olkin | | .940 | | |
| Bartlett | Chi-square | | 1339.01 | | |
| | Sig | | | .000 | |
| Cumulative dispersion ability | | | | 77.144 | |

ment, customer satisfaction level, and recommended items during the trip. The correlation analysis is performed, and the correlation result between each variable is Table 5. It was found that there was a positive (+) relationship between all the variables. Hygiene and cleanliness and employee services showed a slightly high correlation with $r = 0.605$, $p < 0.01$. And food quality and sanitary cleanliness showed somewhat high correlation with $r = 0.433$, $p < 0.01$. Variables that showed the highest correlation showed high correlation between customer satisfaction level and recommended road $r = 0.803$, $p < 0.01$. And the quality of food and the reputation of eating and drinking establishment $r = 0.080$, the degree of hygiene and cleanliness and recommendation $r = 0.117$, the food price and recommendation degree $r = 0.107$ and found no correlation.

4.3. Hypothesis Test

As a result of factor analysis and reliability analysis, factor analysis and reliability analysis of restaurant selection attributes during travel showed that restaurant selection attributes had five key factors: employee service, restaurant reputation, hygiene and cleanliness, food price, and quality. The reliability analysis showed that all of them were more than 0.6. Third, according to the research hypothesis test to confirm the significant influence of restaurant selection attributes on customer satisfaction during the trip, it was found that the

Table 5. Correlation analysis

| | Employee service | Reputation of a restrain | Hygiene and cleanliness | Price of food | Quality of food | Customer satisfaction | Recommendation |
|--------------------------|------------------|--------------------------|-------------------------|---------------|-----------------|-----------------------|----------------|
| Employee service | 1 | | | | | | |
| Reputation of a restrain | .201** | 1 | | | | | |
| Hygiene and cleanliness | .605** | .056 | 1 | | | | |
| Price of food | .339** | .156* | .330** | 1 | | | |
| Quality of food | .249** | .080 | .433** | .219** | 1 | | |
| Customer satisfaction | .193* | .207** | .138* | .124* | .304** | 1 | |
| Recommendation | .203* | .179** | .117 | .107 | .300** | .803** | 1 |

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

subordinate hypothesis of restaurant selection attributes: food quality ($\beta = .273$, $t = 4.651$), service of employees ($\beta = .134$, $t = 2.287$), and restaurant reputation ($\beta = .172$, $t = 2.927$) have a significant influence on customer satisfaction.

By contrast, hygiene, cleanliness and food prices were not significantly related to customer satisfaction. It is also found that customer satisfaction ($\beta = .803$, $t = 21.552$) has a significant effect on recommendation intention (Table 6, Table 7).

Selection attributes of restaurants during the trip have a significant influence on customer satisfaction. "Hypothesis

H1-1 that adopted a regression analysis to verify the research hypothesis that "the quality of food has a significant influence on customer satisfaction" was adopted and the hypothesis H1-1 of the employee The service has a significant influence on customer satisfaction. The hypothesis H1-4 has also been adopted, and the reputation of eating and drinking establishment has a significant influence on customer satisfaction. Hypothesis H1-5 was also adopted. Hypothesis H1-2, H1-3 that "hygiene and cleanliness has a significant influence on customer satisfaction", "the price of food will have a signi-

Table 6. The effect of restaurant selection property on customer satisfaction

| Dependent variable | Independent variable | Non-standardization factor | | Standardization factor(β) | t-value | Probability of significance |
|---|----------------------------|----------------------------|----------------|-----------------------------------|---------|-----------------------------|
| | | B | Standard error | | | |
| Customer satisfaction | Employee services | .088 | .039 | .134 | 2.287 | .023 |
| | Reputation of a restaurant | .113 | .039 | .172 | 2.927 | .004 |
| | Hygiene and cleanliness | .027 | .039 | .042 | .709 | .473 |
| | Price of food | .062 | .039 | .094 | 1.595 | .112 |
| | Quality of food | .180 | .039 | .273 | 4.651 | .000 |
| $R^2 = .133$, Modified $R^2 = .116$, $F = 7.636$, $p = .000$ | | | | | | |

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

Table 7. The Effect of customer satisfaction on recommendation intention

| Dependent variable | Independent variable | Non-standardization factor | | Standardization factor(β) | t-value | Probability of significance |
|---|-----------------------|----------------------------|----------------|-----------------------------------|---------|-----------------------------|
| | | B | Standard error | | | |
| Recommendation | Customer satisfaction | .944 | .044 | .803 | 21.524 | .000 |
| $R^2 = .645$, Modified $R^2 = .644$, $F = 463.277$, $p = .000$ | | | | | | |

*** $p < .001$.

Table 8. The results of the research hypothesis

| Research hypothesis | Adoption |
|--|------------------|
| H1. Selection attributes of restaurants during a trip have a significant influence on customer satisfaction. | Partial adoption |
| H1-1. Employee service has a significant impact on customer satisfaction. | Adoption |
| H1-2. The restaurant's reputation has a significant influence on customer satisfaction. | Adoption |
| H1-3. Hygiene and cleanliness have a significant impact on customer satisfaction. | Dismissal |
| H1-4. Food prices have a significant impact on customer satisfaction. | Dismissal |
| H1-5. The quality of food has a significant influence on customer satisfaction. | Adoption |
| H2. Customer satisfaction rate has a significant influence every time of recommendation. | Adoption |

ificant influence on customer satisfaction" is rejected It was done. The quality of food and the service of the employees and the reputation of the restaurant appeared to have a significant influence on customer satisfaction, sanitation and cleanliness and the price of food did not have a significant influence on customer satisfaction I understood. "Customer satisfaction level has a significant influence every time of recommendation" means that the t value is influenced under the statistical significance level as a result of carrying out the regression analysis in order to verify the research hypothesis I found out. Therefore, hypothesis H2, customer satisfaction will have a significant impact each time it is recommended. This means that it will be expensive as well as the customer is satisfied(Table 8).

5. DISCUSSION AND CONCLUSIONS

The purpose of this study is to investigate the attributes of restaurant choice, customer satisfaction and recommendation intention during the travel of domestic tourists. Especially, it was aimed to examine the tourists who are playing a big role in revitalizing tourism in the 20s among domestic tourists. First, we examined the concept and prior research of domestic tour, Rail-ro ticket, restaurant selection attribute, customer satisfaction, recommendation intention through theoretical review. Based on this, we set seven hypotheses. In order to verify the hypotheses, the questionnaires were collected from July to August 2016 using the questionnaire based on the previous research. 257 of the 264 questions were used for the final analysis. The analysis method was SPSS 21.0. First, the frequency and sex of the sample were analyzed to identify the demographic characteristics of the sample. In order to verify the validity of the measurement tools, exploratory factor analysis and reliability analysis were conducted

on restaurant selection attributes, customer satisfaction, recommendation intention. Finally, regression analysis was conducted to investigate the influence of restaurant choice attributes on customer satisfaction and recommendation intention during travel. The results of this study are summarized as follows. First, sex distribution was 46.3% for male and 53.7% for female. The most frequent distribution by age group was 21-24 years old. The distribution of residential areas was mainly Yeongnam (Busan, Daegu, Ulsan, Gyeong-sangnam- do). The most common source of information for respondents to get information about restaurants during their trips was Internet Information Retrieval. Respondents received between 7,000 won and 10,000 won for the best meal cost for Rail-ro . The average food price of one of the respondents was 9,687 won. Secondly, as a result of factor analysis and reliability analysis on the restaurant selection attributes during the trip, KMO = 0.831 showed that the variables for factor analysis were good, and Bartlett's sphere formation test result showed Chi-square = 2532.75. The probability is 0.000, which is suitable for use in factor analysis. During the trip, restaurant selection attributes were extracted by five factors: 'employee service, restaurant reputation, hygiene and cleanliness, price of food, quality of food'. As a result of reliability analysis, all of them showed more than 0.6. Third, the hypothesis H1-1, H1-4, and H1-5 were adopted as a result of the research hypothesis that 'the property of restaurant choice during travel will have a significant effect on customer satisfaction H1-2, H1-3 were rejected. The results of regression analysis to test the hypothesis that the customer satisfaction will have a significant effect on the recommendation intention were found to affect the t value under statistical significance. Therefore, Hypothesis H2, customer satisfaction will have a significant influence on recommendation intention.

In this research, the theoretical implications of the study

targeting tourists of tickets to Rail-ro, which plays a major role in revitalizing tourism in their 20s in the domestic are as follows.

First of all, in this research, recently, by means of tourism-related consumption activities, research on ticket tourists' dining out activities Rail-ro, which contributes greatly to the increase of income of local autonomous groups, can find its significance. Secondly, we can find differentiation in terms of research on properties of choice among young travelers while traveling for individuals who are under 25 years of age. Third, the ticket to Rail-ro Among the selection attributes of the eating and drinking establishment in the tourist travel, having the greatest influence on customer satisfaction is the quality of the food. This is consistent with the results shown by Kim et al(2011) in the previous study that the service is affecting customer satisfaction. Fourth, Rail-ro tickets to abandon other attributes, to rely on food quality and eating and drinking establishment reputation, employees' services the most important to make decisions, relatively hygiene and cleanliness and food The price is considered to have appeared not to have a significant influence on satisfaction. Next, it is a practical suggestion. First of all, in this research, it was found that Rail-ro ticket sometimes use Internet information search most frequently to get information on restaurants. Next was my colleague, friends and family, local residents' recommendations, magazines and food introduction brochures and food related newspaper articles. A restaurant manager seems to be most effective at using the Internet to advertise customers about eating and drinking establishments. Secondly, the meal fee which tourists of Rail-ro ticket is considering properly for a meal fee during traveling was 80.1% for less than 10,000 won, the average was 9,687 won. According to Hong and Cha (2012), an appropriate price is an important attribute than discount. Like previous studies, eating and drinking establishment managers need to use strategies to get trust using appropriate prices, not discounts. Thirdly, domestic food service industry is centered on livelihood stores. Therefore, there are many cases where it can not afford to develop and develop food, and it is managed for survival (Park, 2006). In this context, it is necessary for restaurant owners to examine the quality of food, restaurant reputation, and employee service of the restaurant they are running, analyzing their strengths and weaknesses, and developing and supplementing them through internal analysis.

There is an academic significance in that I have studied

about the dining out of the ticket tourists Rail-ro and studying the property of restaurant choice during the trip of young people. And it has practical significance in providing the result of factors affecting the meal cost and customer satisfaction of one meal. However, as research progresses, it is necessary to find a limit and complement this limit. First of all, it can be seen that there is significance in collecting online questionnaires familiar to young people who tend to dislike offline questionnaires and using it for analysis, but it is impossible to standardize specimens, generalization. Secondly, when setting up the questionnaire, the portal site and Twitter fell from the Internet sources. In the case of a portal site, since it connects to a blog or other site through a portal site, it excludes it, but in some cases we provided eating out information at a portal site where there were respondents who responded because of others It is necessary to add items of the questionnaire as well. In future research, it is also necessary to add questionnaires on online talks and research. Thirdly, in the future research, it is considered necessary to add research on the questionnaire to the travel expense item and to investigate how much food expenses in the travel expenses are.

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