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## The effect of Servicescape on the Customer Orientation of Beauty Professionals

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### Keywords

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### Abstract

The purpose of this research study is to analyze the effect of servicescape on customer orientation of skin beauty professionals. To attain the purpose, this study conducted self-administered survey of skin beauty professionals who have been working in Seoul cities and Gyeonggi provinces. by handing out total 438 copies of questionnaire. But 400 copies except for 38 ones of those respondents deemed to be unfaithful responses were analyzed and researched. A total of 400 questionnaire responses were used for data analyses. According to the results of factor analysis, Factor analysis revealed five factors of servicescape-surrounding factors, functionality, aesthetics, safety, and convenience- and three factors of customer orientation of beauty professional-understanding customer needs, beauty professional needs to offer services and meeting customer needs of beauty professionals. The result of regression analysis revealed that as for understanding customer needs of skin beauty professionals, convenience and functionality, safety and aesthetics has significant effects. All five factors of servicescape, safety, aesthetics, functionality, surrounding factors and conveniences, have significant effects on meeting customer needs. Regarding beauty professional needs to offer services, safety, functionality and convenience factor were significant factors. The study is to provide preliminary data on information useful in developing the method for managing and improving servicescape.

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## I. Introduction

The beauty service industry has been specialized and subdivided, advanced and promoted very rapidly, over time, and is dependent on customers coming back to one salon over others to retain customer loyalty to improve and increase sales and the company bottom line (Jung, 2014). Helped by this trend, there have recently been occurring the crackdown on the beauty market saturation; worsening economic conditions; standardized beauty technology; and the extension of the choice scope of consumers caused by the birth of new types of beauty services, which makes it hard to even survive by depending on technology-directed management of the past – in other words, beauty salons have to be aware and act on their knowledge of what customers want and prefer to keep the customers that they currently have, and to develop a lasting rapport with any new customers in their industry (Lim, 2011). As the beauty service industry has been led to focus on a customer-centered market, unlike in the past, various service qualities are demanded from the beauty industry that are focused on meeting (and even exceeding) the expectation of the customers for providing service at all levels. Customers have higher needs as time goes by, and customers are correct to expect a service providing professional to meet those needs on a consistent basis, where the reward is the loyalty of the customer to continue frequenting the business again over time. To keep pace with the trend, a new era has come that requires beauty industry agencies to have heavier burdens where they must meet the needs of the customers, and make efforts to get more trust from customers by giving the customers what they require on a regular basis at their business (Song, 2008).

In the case of the service industry, numerous tangible clues are provided which can assist a business interested in becoming more customer-centric in its focus, to focus entirely on the needs of the customers at all stages. It is in the physical environment, that is, the servicescape which undertakes a major role in providing tangible clues to what makes the customer comfortable or unlikely to

stay in the environment of an organization intent on selling a product to the customer (Yuk & Lee, 2016). In this respect, the customer orientation can become an important vehicle for the corporation to use to boost the competitive market edge to gain a higher rank in the industry of choice, where the customers always leave pleased with the service and the servicescape environment (Chae, 2014). The ultimate objective of corporations is to accomplish the purpose of the organization by meeting the needs of the customer to provide a pleasant physical environment, one where it meets the needs of the customer on every level (Joo & Lee, 2011).

Servicescape has the effect on customer satisfaction and reliability, and on even the service professionals working in such an environment (Yoo, 2003). Beauty service professionals are directly related with production of beauty shops, and thus it is indispensable to heighten the quality of beauty services in service environment (Lee, 2010). As the roles of service professionals become important, there are a great deal of precedent studies on servicescape and its effects on targeting customers. Yet, there are a only few of these noted research based studies focusing on the service professionals themselves.

Against that backdrop, this study is going to investigate the effect of servicescape on the customer orientation of beauty professionals. Based on the research, management and improvement on servicescape for professionals would be facilitated, under the awareness of the importance of servicescape to the customers and how it can improve customer satisfaction. Furthermore, it is expected that there could be available preliminary data on information useful in presenting distinct service competitiveness for the future beauty industry and establishing effective marketing strategies of beauty professionals and management going forward.

## II. Theoretical Background

### 1. Servicescape

The term, 'servicescape' is a compound word of service, and scape, the suffix of the word landscape that

references the scenery or scene of a business. Therefore, the term that was originally mentioned by Bitner (1992) involves the meaning of a service environment where human beings created a space to buy or sell products or services to consumers and the public. Servicescape is often referred to as an environment especially related to facilities, or considered among a physical environment which was artificially made between service-creating corporations and consumers (Deung, 2015). Consumers consider tangible clues important when purchasing services, and use these factors as a bid to assess services, for the service industry has the characteristic of intangibility. Servicescape plays a central role in the provision of tangible clues (Jeong, 2008). Baker (1992) and serves to define servicescape as an environmental stimulus of service contact with the customer satisfaction in mind for the result. Kim and Han (2012) referred servicescape as the customer comfort with the physical surrounding. Lee, Wang and Kim (2002) defined the physical environment as a place where service providers provide services and goods for the customers. Also, Shin and Seonwoo (2015) classified servicescape into the physical appearances of professionals, diagnosis of advertisement, architectural patterns, interior design, fragrance, noise, convenience, indoor temperature, background music, color, light, and so on. This study considered servicescape as central to the embodiment of the physical environments of service corporations, and conducted a research, categorizing the related factors into surrounding factors, esthetics, functionality, safety and convenience for the comfort of the customers frequenting a business or organization in the sales position.

## 2. Customer Orientation

The prevailing discipline notes that customer orientation was generated based on a marketing principle to reflect customer needs from the viewpoints of customers, with the aim that corporations accomplish customer satisfaction and raise corporate images when they treat the customers the way that the customers expect to be treated in a professional organization (Kim, Lee & Han,

2010). Traditionally, customer orientation was researched in the area of selling and maintaining human resources, and a great deal of research has been conducted promoting the sustainable development of this theory in recent years (Joo, 2015). Also, seller-focused customer orientation is a behavior to sell that supports customers in a place where the general purchasing decision is made when sellers meet (or even exceed) the long-term customer needs and demands of their loyal customers to their brand or product (M. Kim, 2009). The aim of customer orientation is to offer high-quality value to customers, by showing attention to customers, creating value for customers, conducting regular assessments on customer satisfaction, providing services after supplying, understanding customer needs, meeting customer satisfaction as the corporate objective, and reflecting customer opinions (Ko, 2012). In order to heighten customer orientation of professionals, it needs to induce the necessary and voluntary behaviors of these professionals. In order to heighten their voluntary behavior, internal organizations must sponsor and support service workers proactively to encourage a customer-centric level of wanting to meet the needs of the customers on all levels (Lee & Park, 2010). In this regard, this study is to conduct a research study, with the main focus on understanding customer needs, beauty professional needs to offer services, and meeting customer needs, based on the dissertation of Baek (2015), considering customer orientation as a concept to meet the customer needs on all level of service.

## 3. The effect of servicescape on customer orientation

In a literature review, it was noted that Hwang (2009) administered an important research study regarding servicescape which targeted service level professionals. According to the research result, it was reported that servicescape has an effect on the customer's service orientation. The research outcome of Lee, Lee, and Park (2000) showed that out of the physical environmental characteristics, only the factor of the employee service

levels in Chinese food restaurants influence the overall service quality. According to the research of Lee, Ji and Bae (2012), it was indicated that the hospital servicescape targeting professionals has an important effect on the customer orientation. The precedent study revealed that servicescape is an important factor to have the direct or indirect influence on customers and professionals, and that the customer orientation that a professional pursues in physical service environments has relevance with aligning with the corporation's ultimate goals and objectives. A research that Baek (2015) conducted, targeting beauty service industry professionals revealed that the variable factors such as self-efficacy, work ethics, and job satisfaction exert an important effect on the customer orientation. Lee (2005), his research colleagues substantially clarified that the relations between an organization member's job satisfaction and customer orientation that was selected as a research subject in civil sectors, are found in public organizations, and that the factors such as a public servant's job satisfaction, work mission, reward, supervision, and colleagues have a significant effect on the relevant aspects of customer orientation. Likewise, The research findings of Yang and Kim (2015) revealed that the servicescape of an airplane cabin has a significant effect on the customer orientation of cabin crews. Given this fact of the importance of the physical environment, one of the factors to serve to heighten customer orientation, plays an important part for professionals who substantially encounter service environments the most. This provides a suggestion that conducting a research on the appropriate servicescape suitable for use in the service corporations, from the viewpoints of service level professionals is necessary and relevant research to review in this area.

Based on the research results stated above, it can be summarized that servicescape has a significant effect on the customer orientation, and physical environment could become a more important factor to skin beauty professionals.

### III. Research Methods

#### 1. Research Questions

In order to attain the research purpose, the research questions are presented as follows.

In the first place, What are sub-factors of servicescape and the customer orientation to verify the reliability and validity of the measuring tools?

In the second place, What are the effects of servicescape on the customer orientation of the skin beauty professionals?

#### 2. Research Subjects and Data-Collecting

During Feb. 12, 2018 ~ Mar. 23, 2018, the study conducted a survey of skin beauty professionals who have been working in the skin care centers in Seoul, Korea cities and the Gyeonggi provinces. The survey method which was used for this research and questionnaires were distributed through postal mail and by using the Internet for distribution by e-mail. Out of a total of 438 copies of questionnaire distributed, 400 copies except for 38 of those respondents deemed to be unfaithful responses, were analyzed and researched for this study.

#### 3. Measuring Tools

##### 1) Demographical Characteristics

In order to measure the customer demographical characteristics, this study drafted a total of 6 questions related to the beauty professionals regarding: age, highest educational level, monthly average income, position, total career, the number of year working in beauty shops currently. The demographical characteristics were constituted correctly and complementarily, according to the research purpose, relying on questionnaire questions utilized in the research of Seo (2012) and Lee, Ji & Bae(2013), with the use of a nominal scale.

## 2) Servicescape

Servicescape applied as an independent variable in this study can be defined as an objective and physical service environment, that can be controlled in any organization having interactions with customers and expectations of customers with services of the service provider (Kim, Seo, & Kim, 2010). In order to measure servicescape, a total of 26 questions in relation to the surrounding factors, esthetics, functionality, stability, convenience were constituted and reviewed. Servicescape was constituted correctly and complementarily according to the research purpose, relying on the questionnaire questions used for the research of Yun (2016), Choi and Yun (2011) based on the factors of servicescape which were conceptualized by Bitner (1992). In this study, a five point Likert scale was used to analyze the data.

## 3) Customer Orientation

Customer orientation was applied as a dependent variable in this study, and was defined as service orientation that skin beauty professionals practice in order to understand and meet customer values (Baek and Han, 2007).

In order to measure customer orientation, a total of 13 questions in relation to understanding customer needs, meeting customer needs and beauty professional needs to offer services were constituted and presented to the participants. The customer orientation was constituted correctly and complementarily according to the research purpose, relying on those research questions used in the research of Baek (2015) and Yun (2017). Additionally, a five point Likert scale was also used in the data analysis phase of this report.

## 4. Data Analysis

The statistical analysis of collected data was conducted with the use of the program of SPSS WIN 21.0, in the course of data coding and data cleaning. First, a frequency analysis was conducted in order to understand the general characteristics of those surveyed. Second, an exploratory factor analysis was conducted in order to verify the validity of those measuring instruments. In

order to verify reliability, the use of a Cronbach's  $\alpha$  coefficient was measured to reveal the data. Lastly, a multiple regression analysis was administered in order to identify the effect of servicescape on the customer orientation of beauty professionals.

## IV. Research Results

### 1. General Characteristics of the Research Subjects

The results of a frequency analysis conducted in order to investigate general characteristics of the surveyed are indicated at Table 1. According to the analytic outcomes, most of the participants surveyed are aged in their 20s— younger than 25 years old, and between 25 and 30 years old. As for the employment positions of those respondents, the staffs accounted for more than 50%, for age range was not higher as a whole. A job as a beauty professional is related to the highest educational level. With the beauty service industry is considered to be specialized, the highest educational level of the employed and related professionals in this career are distributed as graduates of two-year universities or four-year universities. It was shown that many respondents were employed in the beauty industry after graduation. For the number of total years working in the beauty industry, it was shown that people working more than 1 year and less than 3 years accounted for the highest rate. Concerning the number of years working in beauty shops now, it was indicated that people working less than 1 year accounted for the highest rate. Given this fact, it is anticipated that many respondents have been working in their first work place where they were employed at their first job or employment after graduation from high school. As lowest wage rises, it was found that respondents who receive more than KRW 1,500,000 and less than KRW 2,000,000 accounted for the highest rate.

### 2. Results of Factor Analyses

#### 1) Servicescape

The outcomes of the validity and reliability verification regarding servicescape are indicated at Table 2. According to a factor analysis of the data, the

EigenValue yielded a total of five factors in selecting only factors more than Factor 1 was named 'surrounding factors' collectively, for it includes questions in relation

**Table 1. General Characteristics of the Surveyed Customers**

	Section	Frequency (N)	Percent (%)
Age	Younger less than 25 years old	154	38.5
	Older than 25 years old and younger than 30 years old	143	35.8
	Older than 30 years old and younger than 35 years old	46	11.5
	Older than 35 years old	57	14.3
The highest attained educational levels	Graduates not advanced beyond high school	57	14.3
	Graduates of two-year university	194	48.5
	Graduates of four-year university	137	34.3
	Graduates of educational level beyond graduate school	12	3.0
Monthly average incomes	Less than KRW1,500,000	40	10.0
	More than KRW 1,500,000 and less than KRW 2 million	230	57.5
	More than KRW 2 million and less than KRW 2,500,000	70	17.5
	More than KRW 2,500,000	60	15.0
Positions held at the salon	Staff	238	59.5
	Managers	57	14.3
	Executive managers	53	13.3
	Higher than executive managers	52	13.0
The number of total years working	Less than 1 year	69	17.3
	More than 1 year, less than 3 years	137	34.3
	More than 3 years, less than 5 years	67	16.8
	More than 5 years, less than 7 years	48	12.0
	More than 7 years, less than 9 years	42	10.5
	More than 9 years	37	9.3
The number of years working in the shop currently	Less than 1 year	147	36.8
	More than 1 year, less than 3 years	143	35.8
	More than 3 years, less than 5 years	66	16.5
	More than 5 years	44	11.0
Total		400	100.0

Table 2. Validity and Reliability Verification of Servicescape

Factors	Questions	Components				
		Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
<b>Factor1</b> Surrounding factors	2. The indoor air in the shop is fresh.	.841	.143	.128	.061	.120
	1. The indoor temperature in the shop is moderate.	.741	.102	.068	.036	.263
	3. The indoor environment in the shop is quiet.	.734	.085	.146	.314	-.046
	6. The indoor area in the shop smells sweet.	.733	.158	.254	.138	.067
	5. The indoor humidity in the service space is moderate.	.691	.237	.071	-.063	.261
	4. The brightness in the service space is moderate.	.669	.227	.148	.142	.120
<b>Factor2</b> Functionality	9. The door structure is equipped functionally.	.137	.773	.213	.091	.155
	10. The service space is equipped functionally.	.321	.749	.221	.153	.154
	11. The location of the service space is equipped functionally.	.220	.748	.185	.197	.136
	8. The layout or arrangement of beds and wagons are equipped functionally.	.072	.667	.238	.284	.156
	7. The moving flow of work is operated functionally.	.285	.630	.098	.241	.240
<b>Factor3</b> Esthetics	14. The interior design has a great deal of beautiful factors.	.232	.150	.848	.139	.188
	15. The indoor is decorated beautifully.	.243	.199	.818	.190	.120
	13. The shop looks beautiful because the characteristics of the shop are reflected in the pleasing interior design.	.151	.219	.781	.256	.151
	12. The facility and physical appearance of the shop are beautiful.	.098	.239	.749	.170	.049
<b>Factor4</b> Safety	16. Feeling unsafe because hazard equipment or managing tools are not handled.	.029	.167	.091	.846	.158
	17. Being safe because there is no hazard equipment.	.064	.101	.152	.817	.211
	20. A variety of managing tools are placed in order.	.289	.202	.250	.627	.169
	18. The floor materials of the shop are safe.	.069	.225	.194	.508	.358
	19. Emergency fire exits are well-equipped and are safe.	.108	.251	.359	.487	.197
	21. Equipment to prevent fire cases is well-equipped.	.287	.246	.220	.484	.168
<b>Factor5</b> Convenience	23. Equipment is convenient to operate.	.103	.214	.056	.326	.802
	24. Equipment is well-equipped and is convenient.	.082	.280	.112	.291	.778
	25. Comfortable uniforms are allowed and working people feel comfort.	.330	.044	.142	.134	.632
	22. There is a rest space giving comfort (employee break room).	.251	.220	.234	.161	.608
Eigen values		4.037	3.325	3.288	3.247	2.706
Dispersion explanation (%)		16.148	13.301	13.152	12.987	10.824
Cumulative dispersion explanation (%)		16.148	29.449	42.600	55.587	66.411
Reliability		.877	.871	.903	.845	.807
KMO=.897, Bartlett's test $\chi^2=6419.637$ (df=300, p=.000)						

to indoor air, and temperature, humidity, and brightness, while Factor 2 was named 'functionality' collectively, whereby it includes questions in relation to the functional layout, arrangement and movements of the service space. Factor 3 was defined as 'esthetics' collectively for it involves questions in relation to the indoor atmosphere or design elements, while Factor 4 was defined as 'safety' collectively where it involves questions in relation to the equipment or tools that were utilized for the maintenance of the safety of the service environments. Factor 5 was referred as 'convenience' and it includes questions in relation to the availability of the equipment for maintenance, uniforms, or rest space. The cumulative dispersion explanation power of a total of five factors accounted for 66.411%. As each sub-factor, 'surrounding factors' accounted for 16.148. The 'Functionality,' and 'esthetics,' 'safety' and 'convenience' reached 13.301, and 13.152%, 12.987 and 10.824%, respectively. The capacity values of the five factors were more than .40, which proves validity of the composition concept which was verified. All measurement inter-item realities were considered satisfactory (Cronbach' alpha > .80) and were averaged to single scores for further analyses.

#### 2) Customer Orientation

The outcomes of the validity and reliability verification about customer orientation are indicated at Table 3. According to a factor analysis of the data, the Eigen Value yielded a total of three factors in selecting relevant factors. As a result, the only factors more than Factor 1 was named 'understanding customer needs' collectively, for it includes questions in relation to whether professionals understand about the customer needs, while Factor 2 was named 'beauty professional needs to offer services' collectively for it includes questions in relation to literally the ability of professional needs in relation to offering customers services. Factor 3 was defined as 'meeting customer needs' collectively, for it involves questions in relation to meeting customer needs. The cumulative dispersion explanation power resulted in a total of three factors accounted for 69.160%. The 'Understanding customer needs' accounted for 25.349%.

Upon review, the 'Needs of offering services' and 'meeting customer needs' reached 24.995% and 18.816%, respectively in this case. The capacity values of the three factors were more than .40, which proves that the validity of the composition concept was verified. The significant reliabilities were satisfactory in this case, (Cronbach' alpha > .80) and were averaged to single scores for further analyses.

### 3. Results of Regression Analyses.

#### 1) The effect of Servicescape on understanding Customer Needs of Beauty Professionals

A multiple regression analysis was conducted, using average scores of factors, in order to investigate the effect of servicescape on understanding customer needs of beauty professionals. The results are indicated at Table 4. According to the analytic results,  $R^2$  having the explanatory power of regression equation accounted for 34.6%. An F-test showed that regression equation proved significant 41.685 ( $p < .001$ ). For independent variable types, it was found that as sub-factors of servicescape, convenience ( $\beta = .283$ ,  $p < .001$ ), and functionality ( $\beta = .142$ ,  $p < .05$ ), stability ( $\beta = .133$ ,  $p < .05$ ), and esthetics ( $\beta = .127$ ,  $p < .05$ ) have the statistically significant and positive effect on meeting customer needs of beauty professionals.

Taking this into account, convenience and functionality, stability and esthetics as sub-factors of servicescape become the important factors in understanding customer needs of beauty professionals.

#### 2) The effect of Servicescape on Meeting Customer Needs of the Beauty Professionals

A multiple regression analysis was conducted, using the average scores of factors, in order to investigate the effect of servicescape on meeting customer needs of beauty professionals. The results are indicated at Table 5. According to the analytic results, with  $R^2$  having the explanatory power of regression equation accounted for 41.0%. An F-test showed that regression equation proved significant 54.744 ( $p < .001$ ). For independent



Table 3. Validity and Reliability Verification of the Customer Orientation

Factors	Questions	Components		
		Factor 1	Factor 2	Factor 3
<b>Factor1</b> Understanding customer needs	4. There is a case where customers I had undertaken revisited our shop (example: one-time customers)	.811	.117	.075
	3. I have confidence to offer the best services to customers, all the time.	.800	.290	.154
	2. I am kind to customers.	.773	.206	.285
	5. I exactly understand customer needs in advance.	.739	.255	.148
	1. I have true concern for the customers.	.683	.225	.378
<b>Factor2</b> Beauty professional needs to offer services	13. After offering services that customers would want, I find the meaning of my life.	.231	.832	.101
	10. When customers have some problems, I make efforts to solve them.	.269	.746	.236
	12. I consider as to how services that I offer would be evaluated by customers.	.157	.736	.269
	9. I make exact replies to questions that the customers ask.	.190	.692	.318
	11. I make efforts to maintain good relations with the customers.	.234	.691	.282
<b>Factor3</b> Meeting customer needs	8. I make efforts to provide information that the customers want.	.190	.248	.817
	7. I make efforts to understand the customer needs in advance.	.241	.322	.805
	6. I faithfully keep promises with the customers.	.229	.288	.732
Eigen values		3.295	3.249	2.446
Dispersion explanation (%)		25.349	24.995	18.816
Cumulative dispersion explanation (%)		25.349	50.344	69.160
Reliability		.877	.866	.839
KMO=.910, Bartlett's test $\chi^2=2913.345$ (df=78, p=.000)				

variable types, it was found that as sub-factors of servicescape, stability ( $\beta=.231$ ,  $p<.001$ ), esthetics ( $\beta=.203$ ,  $p<.001$ ), functionality ( $\beta=.141$ ,  $p<.05$ ), surrounding factors ( $\beta=.125$ ,  $p<.05$ ) and convenience ( $\beta=.108$ ,  $p<.05$ ) have the statistically significant and positive effect on meeting customer needs of beauty professionals.

Taking these components into account, stability, esthetics, functionality, surrounding factors, and convenience as sub-factors of servicescape, these elements become the important factors in meeting customer needs of beauty professionals.

**Table 4. The Effect of Servicescape on Understanding the Customer Needs of the Beauty Professionals**

Independent Variables \ Dependent Variables	Non-standardized Coefficient		Standardized Coefficient	t-Value	p
	B	S,E	$\beta$		
(Constant number)	1.773	.166		10.657	.000
Surrounding factors	.032	.040	.040	.802	.423
Functionality	.124	.050	.142	2.479*	.014
Esthetics	.089	.037	.127	2.403*	.017
Stability	.120	.053	.133	2.284*	.023
Convenience	.227	.044	.283	5.108***	.000

$R^2=.346$ , Adj.  $R^2=.338$ , F-value=41.685\*\*\*,  $p=.000$

\* $p<.05$ , \*\*\* $p<.001$ **Table 5. The Effect of Servicescape on Meeting the Customer Needs of the Beauty Professionals**

Independent Variables \ Dependent Variables	Non-Standardized Coefficient		Standardized Coefficient	t-Value	p
	B	S,E	$\beta$		
(Constant Number)	1.862	.146		12.778	.000
Surrounding factors	.092	.035	.125	2.605*	.010
Functionality	.113	.044	.141	2.582*	.010
Esthetics	.131	.032	.203	4.025***	.000
Stability	.193	.046	.231	4.181***	.000
Convenience	.080	.039	.108	2.058*	.040

$R^2=.410$ , Adj.  $R^2=.402$ , F-value=54.744\*\*\*,  $p=.000$

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

3) The effect of Servicescape on the Beauty Professional Needs to Offer Services

A multiple regression analysis was conducted, using average scores of factors, in order to investigate the effect of servicescape on the beauty professional needs to offer services which would be most appreciated by the customers. The results are indicated at Table 6. According to the analytic results,  $R^2$  is noted as having the explanatory power of a regression equation and accounted for 24.6%. An F-test showed that the

regression equation proved significant 25.746( $p<.001$ ). For independent variable types, it was found that as sub-factors, stability ( $\beta=.200$ ,  $p<.01$ ), functionality ( $\beta=.193$ ,  $p<.01$ ) and convenience ( $\beta=.137$ ,  $p<.05$ ) have the statistically significant and positive effect on the beauty professional needs to offer services to the customers.

Taking stability and functionality, as well as convenience into account, as sub-factors of servicescape these elements become the important factors for the beauty professional needs to offer services to the customers.

**Table 6. The Effect of Servicescape on the Beauty Professional Needs to Offer Services to Customers**

Independent Variables	Dependent Variables	Non-standardized Coefficient		Standardized Coefficient	t-Value	p
		B	S,E	$\beta$		
	(Constant number)	2.484	.164		15.142	.000
	Surrounding factors	-.021	.040	-.028	-.522	.602
	Functionality	.155	.049	.193	3.138**	.002
	Esthetics	.057	.037	.089	1.554	.121
	Stability	.166	.052	.200	3.205**	.001
	Convenience	.101	.044	.137	2.304*	.022

R<sup>2</sup>=.246, Adj. R<sup>2</sup>=.237, F-value=25.746\*\*\*, p=.000

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

## V. Conclusions

This study analyzed the effect of factors of servicescape on the customer orientation of beauty professionals who have been working now, as a part of a bid to research regarding the important factors to perceive and enhance the importance of using servicescape. To do it, this study conducted a survey (during Feb. 12, 2018 ~ Mar. 23, 2018) of skin beauty professionals who have been working in Seoul, Korea cities and in the Gyeonggi provinces from over than 1 month to over 10 years. A total of 400 samples (except for 38 copies of those respondents deemed to be unfaithful responses) were utilized for a final analysis. The research results of the study are summarized as follows.

First, regarding the effect of servicescape on understanding the customer needs of beauty professionals, it was found that as sub-factors of servicescape, higher convenience and functionality, stability, and esthetics have the effect on understanding customer needs as sub-factors of customer orientation. On the other hand, J. Jang, (2013) held that in a space for automobiles displayed for sale, it is necessary in order to make customers visiting an automobile display hall (auto dealership) to view the vehicles, have access to sit in vehicles and get necessary information regarding options

of vehicles for sale, and that the PR (public relation) or marketing effect of selling vehicles also serves as an important factor to increasing the enjoyment and high quality experience for the customers who may be interested in buying a vehicle from that auto dealer. According to that study, the surrounding factors such as a better physical environment and interesting product display environment will also serve to heighten customer loyalty, whereas that determines greatly a higher customer orientation to the product for sale as a result of this careful preparation on the seller's part. This study considers that surrounding factors such as air, temperature, noise, humidity, etc., which makes it difficult to find, and do not visibly have a significant effect on understanding and perceiving the customer's needs as perceived by the beauty professionals.

Second, regarding the effect of servicescape on meeting customer needs of the beauty professionals, it was identified that the higher levels of stability, esthetics, functionality, surrounding factors, and convenience have the effect on meeting customer needs as sub-factors of customer orientation. According to the research of R. Jang, (2013), it was identified that customers choosing mid-low price of buffet restaurants were influenced by the factor of convenience, professionalism and optimum elements such as low price for the food offered at the

buffet. The crew viewpoints-focused research of S. Kim, (2009) partially corresponds to this study, since it revealed that the more comfortable an in-flight environment is for aviation based customers, the higher customer orientation the professionals have and exhibit towards the customers. This might mean that when professionals substantially meet customer needs, all the factors of servicescape have the important effects attached, and actually meet the needs of the customers on all relevant levels.

Lastly, regarding the effect of servicescape on the beauty professional need to offer services, it was confirmed that the higher stability, functionality and convenience as sub-factors of servicescape have the effect on the need to offer services as one of the critical sub-factors of the customer's orientation. A review of the research of Jung (2013) held that when customers visiting a banquet hall in a special hotel space where services are offered, the customers will feel comfort in regards to their perception of the indoor environment, neatness and convenient facilities, which will result in a higher level of customer satisfaction as a result. According to the researcher, professionals voluntarily offer services when an environment to provide kind and attentive customer services is created, and this serves as an important factor to heighten service orientation for the customer. Based on the research results, it can be considered that the professional's service environment substantially caters to offer customer services rather than only providing an esthetic environment or design. Taking this element into consideration, the surrounding factors and esthetics might not exert the effect on such needs of the customer in all cases.

Based on the research results of the study, stated above, it can be concluded that the physical environment, that is, where servicescape is used with customers having higher incomes and culture levels visit a beauty salon, is the result reflecting the needs of a service environment among skin beauty professionals to understand customer needs and demands – and to consistently meet and exceed those customer demands for quality service. Skin beauty professionals have higher

satisfaction when they are able to use servicescape, where the beauty professionals are able to maintain keeping stability of high quality service, as well as continued offering of a functionally useful environment. The developments lead skin beauty professionals to better understand and manage customer needs, with an active attitude, and form trust, meet customer needs and provide satisfactory services, which brings about the consequence of better customer orientation for each customer who comes to a beauty salon for service.

Based on the findings stated above, it is necessary to recognize the importance of the use of beauty-shop servicescape for the continued and further growth of the beauty industry; assist in the improvement of the skincare worker's job satisfaction and organizational commitment to increase a spirit and high level of cooperation among themselves; and to pursue the diverse efforts to enhance the worker's customer orientation to provide top-quality service based on relationships formed by sincere customer care, customer engagement and trust for an improved customer experience.

In this regard, this study is meant to provide preliminary data on the identification of information useful in developing the method for managing and improving servicescape that assumes the importance of a controllable service physical environment, and useful in understanding the effect of beauty professionals on customer orientation, based on the importance of servicescape, presenting a level of distinct service competitiveness for the future beauty industry, and establishing the use of effective marketing strategies of beauty professionals and management.

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