피부샵 종사자의 라포르가 고객과의 신뢰성과 고객만족에 미치는 영향
– 20·30대 여성을 중심으로–

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The Effect of Laporte on Customer Reliability and Customer Satisfaction of Skincare Shop Workers
–Focus on Women in Twenties and Thirties–

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Abstract : It is considered that a skincare shop is one of important places for skincare and beauty care. Due to increasing daily stress and environmental pollution recently, healthy skin is getting important and more people are visiting skincare shops. This study investigated the effects of laporte of skincare shop workers on customer reliability and satisfaction with a focus on women in twenties and thirties, and those of reliability on customer satisfaction, aiming at providing basic information for active management of skincare shops. For the purposes, this study used a questionnaire to collect the data and using SPSS 25.0. conducted a frequency test, an exploratory factor analysis, a descriptive statistical analysis, a correlation analysis and a reliability test to analyze the data collected.
As a result of the study, it was discovered that laporte of skincare shop workers had a significant effect on customer reliability and satisfaction and reliability had a significant effect on customer satisfaction. It suggested that relationship between skincare shop workers and customers is very important for skincare shop management.

Keywords : *skincare shop, customer, laporte, reliability, customer satisfaction*

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1. Introduction

As beauty service in current society needs high customer participation and connection and have great effect on formation of laporte in human relations, more active service management system is required[1]. Good relations between customers and service workers is an important factor that plays a positive role in competitive power of business[2].

Laporte means the relations made through interactions between two people. It enforces bonds between individuals, is a factor through which emotionally strong bonds are ascertained between service providers and customers, and plays a significant role in service assessment. It makes customers feel comfortable and cordial out of doubt, maintains interaction with customers through high satisfaction and contributes to positive results to customer satisfaction and loyalty[3]. It has been considered that the quality of relations as a concept to asses the relations with customers along with laporte is an important condition to be prepared for continuing relations with customers and successful relation marketing to gain maximum profit[4].

Laporte has been considered as an important factor that has effects on job and living satisfaction by improving personal relations between service providers and customers. Positive feeling means emotional bonds such as laporte as pleasant interaction and personal bonds between service givers and customers in service industry.
In the beginning of trade where reliability is not formed between workers and customers, to decrease risk relating to trade and maintain favorable relations, the concept of laporte is getting important[5].

Existing studies on laporte in beauty industry(Lee, Ju-Yang, 2023[6]; Jeong, Hyang-Ok, 2021[7]; Park, Bong-Nyeo, 2022[8]; and Park Hye-Jin, 2019[9]) were intended to investigate relations among relational continuance intention, customer attitude and loyalty, relational quality, long-term transaction orientation, communication style, non-linguistic communication in hair care industry. In skin care industry, research on laporte is relatively recently done. Lee, Soo-Hyon(2023) reported that laporte forming attitude in skincare workers had effects on relational quality and customers citizen's behaviors[10], and Kim, Hye-Jeong(2022) suggested that communication skill and laporte formation of skincare workers had effects on customer satisfaction and relational continuance[11]. Park, Yeong-Joo (2023) reported that larporte between customers and esthetician had effects on relational service quality and long-term relational orientation. In respect to formation of relations with customers, the concept of laporte is getting important to maintain favorable transactional relations[12]. There were few studies on whether laporte of skincare shop workers has effects on customer reliability and satisfaction in deciding to visit skin care shops.

Therefore, this study aimed to investigate the effects of laporte in skincare shop workers on customer reliability and satisfaction targeting customers who visited skincare shops and provide basic data for active management of skincare shops by demonstrating the effects of reliability on customer satisfaction.

2. Theoretical Background

2.1 Laporte

Laporte is a term to explain bonds, friendly feeling, and comfortableness formed through personal interaction. That is, it means good relations formed between two parties and is defined as a relation forming reliability[13][14]. It also means understanding other persons' feeling or thoughts and communicating with them friendly ad harmoniously. For it, diverse methods such as following other persons' physical behaviors, continuously looking at

them or following their breathing speed can be used. Feeling or information can be shared based on familiarity formed through facial expressions, positive response, sympathetic attitude[15]. As a definition of laporte in service area, Dell(1991) reported that "it is a good feeling perceived by customers in relations between workers and customers, and a concept including comfortableness and the perceived degree of chemistry formed through interaction"[16]. Gremler&Gwinner(2000) defined it as "personal bonds formed through pleasant interaction between service givers and customers", and suggested that it is a very important factor in the context of personal relations between customers and workers to form and maintain relations in competitive society and is not affected by frequency or periods of contact between them. That is, it means that service attitude of workers is important in the moment of interaction with customers[17]. Domestic studies defined laporte as follows: In a study on laporte formation between tour guides and tourists, Jo, Seong-Gyu(2020) defined social laporte as "pleasant relations or bonds formed through interaction and the degree perceived by customers"[18]. A study by Ji, Seong-Gu·Yang, Beom-Sun·Kim, Sun-Ho(2010) defined it as "happy relations formed through interaction between service givers and customers", and suggested that as mental reliability is formed through laporte between service givers and customers, the quality of relations would increase[19].

2.1.1. Elements of Laporte Formation

(1) Personal Bonds

Personal bonds mean common feeling as binding connected between two people. It means the degree of binding between customers and service givers, bonds between customers and service givers, and similarity beyond familiarity or being common[20]. Duck(1994) introduced a term of mental similarity to explain the bonds which are based on common things such as attitude, tendency and sense of value. The similarity can be helpful in efficient communication and mutual understanding. If two parties found similarity in a theme, it makes sure that they have the same viewpoint of the world. Therefore, it is understood that personal bonds are made based on similarity and common experiences between two people[21][22].

(2) Pleasant Relations

Pleasant relations are formed through interaction with other persons contacted, and are shown through mutual positive feeling and evaluation[23][24]. Gremler&Gwinner(2000) suggested that elements to measure pleasant interaction are pleasure, warmth, relation, harmony, humor and comfort. It means emotional pleasure felt through interaction beyond one-directional satisfaction. pleasant relations is a different concept from evaluation of results, in which interaction and emotional bonds in personal relations are considered as important. Pleasant relations are formed based on positive feeling and mutual understanding and are enhanced through mutual interaction and emotional binding[25][26].

2.2. Reliability

Reliability has a meaning of trusting and depending in dictionary. It is difficult to form reliability, but it is easy to collapse it. Once reliability is formed, efforts to maintain it are important. Although reliability's meaning is very abstract, it can be generally understood as an attitude to positively judge others' behaviors or attitude and to believe them[27]. Also, Shea(1984) explained it as a characteristic found in persons who were reliable, a ultimately intangible thing, power to support people's behaviors, and an abstract and ideal goal beyond the range people can understand [28][29]. Jo, Bong-Jin(2008), Existing studies by Gang, Myeong-Soo, Song, Chang-Seik, and Sin, Jong-Chil(2006) suggested that reliability

has positive effects on customers' trust and satisfaction in diverse subjects including service givers, workers and shops[30][31].

2.3. Customer Satisfaction

Customer satisfaction ws derived from satis and facere in Latin, meaning customers' response to achievement. It also means that customers' expectation was fulfilled and is an emotional response occurring in the process of purchasing services, comparing, evaluating and selecting them. Customer satisfaction is roughly categorized into process-oriented and outcome-oriented. In respect to the former, American Marketing Association(AMA) defined as that it occurs when customers' needs or expectations are fulfilled or exceeded. However, in respect to the latter, Westbrook and Reilly (1983) defined it as emotional response relating to specific products or services customers purchased for satisfaction, shopping or purchasing behaviors or experiences caused by the behaviors[32]. Oliver(1997) defined it as customers' response to satisfaction and an assessment whether products or services they purchased were pleasantly provided. It means that after customers use products or services, they make a judgment of whether they meet their expectation or needs[33][34]. Customer satisfaction as a central concept in marketing activity can explain phenomena such as change of attitude after purchase, repurchase intention and positive spread. It can be obtained from a result of tour experience and customers' judgment of image on all of the tour experience[35]. Seo, Myong-Sun(2012) reported that the higher customer satisfaction, the higher purchasing intention, and emphasized that it is an important factor to decide positive results of business. To increase customer satisfaction, enterprises should improve quality of products or services, customer response and marketing strategies and so forth. When they are improved, customers' satisfaction in products or services would get higher and a possibility that repurchase or recommendation

intention would increase would be higher[36]. Im, Young-In(2013) defined it as fulfillment of needs obtained through consumption of products or services. She emphasized that it is important to measure satisfaction in products or services through customers' subjective evaluation and improve them to increase satisfaction. For higher customer satisfaction, customers' needs should be exactly identified and products or services to meet them should be provided[37].

3. Results and discussion

3.1. General Characteristics of The Subjects

To investigate the general characteristics of the subjects, this study conducted a frequency test and the results are presented as in ⟨Table 1⟩. As a result, the followings were presented: There were 236(59.7%) in twenties and 159 (40.3%) in thirties. As for education background, 77(19.5%) were high-school graduates graduated from high schools, 43 (10.9%) were attending colleges or college graduates, 242(61.3%) were attending universities or university graduates, and 33 (8.4%) were studying at graduate schools or were graduates. As for job, 164(41.5%) were students, 77(19.5%) were company workers, 45(11.4%) were professionals, 38(9.6%) were public servants or school employees, 34(8.6%) were housewives, and 21(5.3%) owned their own business. In respect to monthly income, 142(35.9%) earned less than 1,000,000 kw, 58(14.7%) earned less than 1,000,000 to 2,00,000 kw, 130(32.9%) earned less than 2,000,000 to 3,000,000 kw, and 65(16.5%) earned above 3,000,000 kw. In respect to how they knew skincare shops, 191(48.4%) responded that they knew them through SNS, 115(29.1%) responded that they were introduced by friends, 38(9.6%) knew the shops because they were located nearby, and 29(7.3%) responded that they knew them through events.

Table 1. The General Characteristics of the Subjects

Code		Frequency(N)	Percentage(%)
Age	20s	236	59.7
	30s	159	40.3
Education	High school graduated	77	19.5
	College going/graduated	43	10.9
	University going/graduated	242	61.3
	Graduate school going/graduated	33	8.4
Job	Students	164	41.5
	Housewives	34	8.6
	Professionals	45	11.4
	Company workers	77	19.5
	Running own business	21	5.3
	Public servants and school employees	38	9.6
	Others	16	4.1
Monthly income	Below 1,000,000	142	35.9
	Below 1,000,000-2,000,000	58	14.7
	Below 2,000,000-3,000,000	130	32.9
	Above 3,000,000	65	16.5
Route to know skincare shops	Friend introduction	115	29.1
	SNS	191	48.4
	Located nearby	38	9.6
	Events	29	7.3
	Others	22	5.6
Total		395	100.0

3.2. The Validity and Reliability Test

3.2.1. The Validity and Reliability Test of Laporte

The results of the validity and reliability test of laporte are presented as in ⟨Table 2⟩. As a result of the test for factor analysis, it was discovered that KMO was 0.927 significant and Bartlett's test of sphericity test was 4300.407 (df=55, p=0.000) significant. A total of two factors were extracted through the factor analysis and a total of cumulative dispersion explanatory power of the factors was 79.661%. As it was discovered that the factor loading of each factor was above 0.40, their validity was analyzed to be fulfilled. The two factors extracted were titled 'pleasant relations' (42.094%) and 'personal bonds'(37.567%). Finally, as a result of analyzing reliability, it was discovered that the reliability of the 'pleasant relations' was 0.945 and that of the 'personal bonds' was 0.940, which indicated there was no problem.

Table 2. The Validity and Reliability Test of Laporte

Questions	Factor 1 Pleasant relations	Factor 2 Personal bonds
9. When I talked to skincare workers, the atmosphere was friendly.	.875	.273
11. I thought that the relations with skincare workers are comfortable.	.834	.318
8. It seemed that I and skincare workers understood each other very well.	.829	.349
7. I felt warm when I got services from skincare workers.	.827	.360
10. I thought skincare workers were very humorous.	.813	.268
6. I felt pleasant when I got services from skincare workers.	.778	.364
5. I did not feel a sense of distance from skincare workers.	.325	.862
2. I thought that when I revisited skincare shops, I would like to get services from the same workers.	.295	.848
1. I felt a sense of bond with skincare workers.	.300	.830
3. I hope that the skincare workers in charge would go well in the future.	.306	.827
4. I have good relations with skincare workers	.395	.817
Eigenvalue	4.630	4.132
Dispersion explanation(%)	42.094	37.567
Cumulative explanation(%)	42.094	79.661
Reliability	.945	.940
KMO=.927, Bartlett's test x^2 =4300.407 (df=55, p=.000)		

3.2.2. The Validity and Reliability Test of Reliability

The results of the validity and reliability test of reliability are presented as in ⟨Table 3⟩. As a result of the test for factor analysis, it was discovered that KMO was 0.943 significant and Bartlett's test of sphericity test was 3920.467 (df=36, p=0.000) significant. A total of 1 factor was extracted through the factor analysis and a total of cumulative dispersion explanatory power of the factor was 77.489%. As it was discovered that the factor loading of each factor was above 0.40, its validity was analyzed to be fulfilled and the factor extracted was titled as 'reliability'(77.489%). Finally, as a result of analyzing reliability, it was discovered that the reliability was 0.963, which indicated there was no problem.

3.2.3. The Validity and Reliability Test of Customer Satisfaction

The results of the validity and reliability test of customer satisfaction are presented as in ⟨Table 4⟩. As a result of the test for factor analysis, it was discovered that KMO was 0.941 significant and Bartlett's test of sphericity test was 4689.097(df=36, p=0.000) significant. A total of 1 factor was extracted through the factor analysis and a total of cumulative dispersion explanatory power of the factor was 74.221%. As it was discovered that the factor loading of each factor was above 0.40, its validity was analyzed to be fulfilled and the factor extracted was titled as 'customer satisfaction'(77.489%). Finally, as a result of analyzing reliability, it was discovered that the customer satisfaction was 0.963, which indicated there was no problem.

Table 3. The Validity and Reliability Test of Reliability

Questions	Factor 1
	Reliability
5. The skincare shops were generally reliable.	.919
6. The skincare workers were reliable to me.	.911
7. The skincare workers were honest and sincere.	.907
9. The skincare workers recommended reliable products or services to me.	.899
4. I think the skincare shops I visited are honest.	.889
3. The skincare shops were listening to customers' interest as well as their profit.	.887
8. The skincare workers were open and favorable to my opinion or suggestions.	.879
2. The skincare shops kept their promise they made to customers.	.827
1. The information skincare shops provided was reliable.	.799
Eigenvalue	6.974
Dispersion explanation(%)	77.489
Cumulative explanation(%)	77.489
Reliability	.963
KMO=.943, Bartlett's test x^2 =3920.467 (df=36, p=.000)	

Table 4. The Validity and Reliability Test of Customer Satisfaction

Questions	Factor 1
	Customer satisfaction
7. I am satisfied with the services presented by the skincare shop.	.909
6. I was happy with the services presented by the skincare shop.	.907
9. I am satisfied with the deciding to visit the skincare shop.	.889
2. The services the skincare shop presented to me were good.	.879
10. I am going to say that the skincare shop is good.	.876
8. I am satisfied with the service attitude presented by the skincare worker.	.871
3. I think it is wise that I selected to visit the skincare shop.	.868
4. I think that the services decided through the skincare worker and the outcome were satisfactory.	.865
1. The service experiences presented by the skincare shop made me happy.	.851
5. I was impressed with the services presented by the skincare worker.	.818
11. I will visit the skincare shop though prices of the skincare shop go up.	.729
Eigenvalue	8.164
Dispersion explanation(%)	74.221
Cumulative explanation(%)	74.221
Reliability	.963
KMO=.941, Bartlett's test x^2 =4689.097 (df=55, p=.000)	

Table 5. The Descriptive Statistics and Correlations Test

| Code | M±SD | Laporte | | Reliability | Customer satisfaction |
		Personal bonds	Pleasant relations		
Personal bonds	3.87±.725	1			
Pleasant relations	3.93±.705	.674***	1		
Reliability	4.07±.665	.617***	.685***	1	
Customer satisfaction	4.09±.658	.651***	.698***	.822***	1

***p<.001

3.3. The Descriptive Statistics and Correlations Test

The results of analyzing the descriptive statistics and correlations are presented as in ⟨table 5⟩. As results of the descriptive statistics test, it was discovered that as sub-factors of laporte, the mean score of 'pleasant relations' was 3.93, that of 'personal bonds' was 3.87, that of reliability was 4.07, and that of customer satisfaction was 4.09.

The results of the correlation test are presented as follows: Personal bonds(r=.617, p<.001) and pleasant relations(r=.685, p<.001) had statistically significant positive(+) correlations with reliability; Personal bonds (r=.651, p<.001) and pleasant relations(r=.698, p<.001) had statistically significant positive(+) correlations with customer satisfaction. Reliability(r=.822, p<.001) had statistically significant positive (+) correlations with customer satisfaction.

3.4. Test of Hypotheses

3.4.1. Test of the Hypothesis 1

To test the effects laporte of skincare workers had on reliability, this study conducted a multi-regression analysis and the results are presented as in ⟨Table 6⟩. As collinear statistics, tolerance limits was above 0.10 and variance inflation factor(VIF) was below 10, which indicated that there was no problem of multicollinearity.

As a result, it was discovered that the F-statistics of the regression model was 206.975(p<.001) and the explanatory power of the regression equation was 51.4%. As independent variables, pleasant relations(β =.494, p<.001) and personal bonds (β=.284, p<.001) had statistically significant positive(+) effects on reliability. That is, the higher pleasant relations and personal bonds in skincare workers, the higher reliability with customers. The results were matched with those of the studies by Gwon, Se-Jeong and Choi, Ae-Gyeong(2014)[41], and Lee, Ji-Young (2014)[42]. It indicated that laporte is an important factor that had effects on reliability. Therefore, enterprises or institutes should consider formation of laporte and positive communication style as important to build and enhance reliability with customers, through which customer satisfaction would be higher.

3.4.2. Test of the Hypothesis 2

To test the effects laporte of skincare workers had on customer satisfaction, this study conducted a multi-regression analysis and the results are presented as in ⟨Table 7⟩. As collinear statistics, tolerance limits was above 0.10 and variance inflation factor(VIF) was below 10, which indicated that there was no problem of multicollinearity.

Table 6. The Effects Laporte of Skincare Shop Workers Had on Reliability

Code	Non-standardization coefficient		Standardization coefficient	t	p	Collinearity statistics	
	B	S.E.	β			Tolerance limits	VIF
(Constant)	1.227	.142		8.642	.000		
Personal bonds	.261	.044	.284	5.964[***]	.000	.546	1.832
Pleasant relations	.466	.045	.494	10.354[***]	.000	.546	1.832
R^2 =.514, Adj. R^2 =.511, F=206.975[***], p=.000							

[***]p<.001

Table 7. The Effects Laporte of Skincare Shop Workers Had on Customer Satisfaction

Code	Non-standardization coefficient		Standardization coefficient	t	p	Collinearity statistics	
	B	S.E.	β			Tolerance limit	VIF
(Constant)	1.187	.136		8.754	.000		
Personal bonds	.301	.042	.332	7.211[***]	.000	.546	1.832
Pleasant relations	.442	.043	.474	10.301[***]	.000	.546	1.832
R^2 =.547, Adj. R^2 =.544, F=236.481[***], p=.000							

[***]p<.001

As a result, it was discovered that the F-statistics of the regression model was 236.481(p<.001) and the explanatory power of the regression equation was 54.7%. As independent variables, pleasant relations(β =.474, p<.001) and personal bonds (β =.332, p<.001) had statistically significant positive(+) effects on customer satisfaction. That is, the higher pleasant relations and personal bonds in skincare workers, the higher customer satisfaction.

A similar result was found in a study by Park, Ji-Hong(2012). According to his study, laporte between tourist hotel workers and customers had a significant effect of the quality of the relations. In particular, as two of laporte variables, pleasant relations and personal bonds had significant effects on the quality of the relations. The results indicated that to form and maintain consistent relations with customers, it is important to form laporte[43].

3.4.3. Test of the Hypothesis 3

To test the effects reliability had on customer satisfaction, this study conducted a simple regression analysis and the results are presented as in ⟨Table 8⟩. As a result, it was discovered that the F-statistics of the regression model was 236.481(p<.001) and the explanatory power of the regression equation was 67.6%. As independent variables, reliability(β =.822, p<.001) had statistically significant positive(+) effects on customer satisfaction. That is, the higher reliability, the higher customer satisfaction.

Table 8. The Effects Reliability Had on Customer Satisfaction

Code	Non-standardization coefficient		Standardization coefficient	t	p
	B	S.E.	β		
(Constant)	.784	.117		6.695	.000
Reliability	.813	.028	.822	28.625[***]	.000
R^2 =.676, Adj. R^2 =.675, F=236.481[***], p=.000					

[***]p〈.001

Studies by Park, Jeong-Soon(2013)[44] and Lee, Gwang-Sik(2017)[45] reported that reliability had a positive effect on customer satisfaction. To sum up the results above, reliability played an important role in customer satisfaction. Customers preferred reliable enterprises or services, and the higher reliability, the higher satisfaction in products or services. Customers who were satisfied with them can lead to growth of the enterprises through repurchase or recommendation. Therefore, enterprises should be further reliable to gain reliability and satisfaction from customers. Customer satisfaction based on reliability can lead enterprises to long-term success and growth.

4. Conclusion

This study aimed to investigate the effects laporte of skincare shop workers had on reliability with customers and customer satisfaction, targeting women in twenties and thirties who visited skincare shops, and test the effects of reliability on customer satisfaction in order to provide basic data for effective marketing strategies of skincare shops. Therefore, this study used a questionnaire to collect data and the data were analyzed with the use of SPSS 25.0. Then, a frequency test, an exploratory factor analysis, a descriptive statistics analysis, a correlation analysis and a reliability test were conducted.

The results are presented as follows: First, to test the effects laporte of skincare shop workers had on reliability, this study conducted a multiple regression test and it was discovered that pleasant relations and personal bonds had effects on reliability. Of the laporte of skincare shop workers, as pleasant relations and personal bonds were higher, reliability with customers was also higher.

Second, to test the effects of laporte of skincare shop workers on customer satisfaction, this study conducted a multiple regression test and it was discovered that pleasant relations and personal bonds have effects on customer satisfaction. In the laporte presented by skincare shop workers, as pleasant relations and personal bonds were higher, customer satisfaction was higher.

Third, to test the effect reliability had on customer satisfaction, this study conducted a simple regression analysis and it was discovered that reliability had effects on customer satisfaction, The higher reliability, they higher customer satisfaction.

The results above has meaning in that it provided basic data for active management of skincare shops and suggested that it is very important to build relations between workers and customers in management of skincare shops. However, there is a limit in that the subjects of the study were confined to women in twenties and thirties. Therefore, further research should include subjects in wider range of ages and based on the diverse results,

skincare shops can achieve long-term success and growth in their management.

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