

The Effects of Kiosk Service Quality on Value, Satisfaction, and Reuse Intention

... Abstract ...

In this study, the effects of various variables related to kiosk quality on service value, service satisfaction, and intention to use were investigated. We also want to study how it relates to the variables associated with the kiosk. A total of 375 respondents were included, excluding incorrect respondents. From the 20s, age and income level were classified, and conclusions were drawn on a Likert 5-point scale using a Google questionnaire.

As a result, it was found that interesting and rapidity among variables related to kiosk quality did not significantly affect service value. Second, among the variables related to kiosk quality, it was found that interesting, economic, and convenience did not significantly affect service satisfaction. Third, service value was adopted as it was found to have a significant effect on service satisfaction at the 1% significance level. In addition, the relationship between service value and reuse intention was analyzed. The results were also found to have a significant effect. Finally, as a result of studying the relationship between service satisfaction and use reuse intention, it was analyzed and adopted as having a significant effect.

Key Words : Kiosk, Service Quality, Service Vale, Reuse Intention

I. Introduction

Due to technological advances and the prolonged COVID-19 outbreak, consumers are minimizing contact with their employees. So this study increasingly prefer marketing methods that provide hypertrophy. There are various methods such as kiosks, unmanned counters, and phone order packaging systems for untact processing.

Kiosks are one of the technology-based self-service types that are technically replacing human services(Meuter et al., 2000). It is an information delivery system that anyone can easily receive useful information. Kiosks provide convenience in decision-making and service methods in non-face-to-face service situations. This is because it is the preferred service method in that it can expand interactions with customers(Roy et al., 2018). Untact is a new word combining 'Un', meaning negation, and 'Contact', meaning contact. It is a coined word coined by COVID-19 to refer to new consumption trends such as contactless purchases.

Rapidly advancing technologies are fundamentally changing the delivery process and diversity of traditional human-to-human services. The introduction of newspapers is different from the existing newspapers, and there are many types of self-service that you have to do yourself. And generations have changed, and we are

gradually moving away from the era when everything was face to face. However, the importance of quality service to businesses is well-received. There is also a growing interest in service excellence(Wirtz et al., 2018).

Labor costs also increased over time. In particular, it is difficult for the MZ generation to demand long-term work. Because the cultures are so different. In this situation, the kiosk role can displace manpower and reduce labor costs in the long run. And existing employees are more efficient as they focus on their work. Businesses appreciate the benefits of these kiosks. It is also a great advantage to provide services in line with the reality that emotional labor is getting worse.

Replacing traditional "high-touch and low-tech" service contacts with "high-tech and low-touch" interfaces(Wang et al., 2013) can make ordering more convenient for customers. Now the kiosk continues to evolve to reach other areas and make the quality a bit more useful as well.

However, unlike the various advantages of kiosks, the socially disadvantaged are not satisfied with the introduction of kiosks. These changes cause alienation for the socially disadvantaged, such as the physically disabled and the elderly, who have difficulties in operating kiosks. So the reality is that you need kiosk quality for different tiers.

In this paper, excluding the unique

design of the kiosk, we intend to examine the actual use of the kiosk through a study on the overall satisfaction of consumers with the kiosk and the quality of the kiosk.

II. Theoretical Background and Hypothesis

1. Kiosk Service Quality

Self-service technology(SST) is a service provided by a customer at a point of service using a technology facility without direct contact with front-line staff(Fan et al., 2020; Meuter et al., 2000). TBSS(Technology-Based Self-Service) has been used in combination with self-service technology in previous studies(Suh et al., 2012).

Technology-based self-service kiosks mean that consumers interact directly with information devices and create their own services at technology-based service touchpoints(Kim et al., 2020). Measuring service quality has historically focused on face-to-face service, a supplier-customer relationship. Current technology-based self-service quality measures address the relationship between people and technology, requiring a separate quality metric(Dabholkar, 1994).

Parasuraman et al.(1988) developed SERVQUAL, which distinguishes service quality into tangible, reliable, responsive, reliable, and empathetic. Brady &

Cronin(2001) presented it as interaction quality, outcome quality, and physical environment quality. Considine & Cormican(2016) suggested service quality in 7 categories: Function, Enjoyment, Security/Privacy, Warranty, Design, Convenience, and Customization in a study on whether SST technology was introduced.

It also provides new ways for businesses to cut costs and engage customers with TBSS. This can provide a competitive advantage and is being developed using various TBSS tools such as kiosks, mobile services and voice response systems (Kim et al., 2020). Kiosks provide a variety of visual and auditory information to an unspecified number of people who need services. It can also be used for various purposes depending on the installation location.

It is expanding into various fields such as restaurants, bus terminals, unmanned hotels, theaters, and religious watchdogs. As kiosk services increase, objective indicators of service quality are required. Service can be measured by the customer's subjective satisfaction with the service provided. That is, it is measured as a subjective indicator.

As for these subjective indicators, the higher the satisfaction with the service provided, the higher the service quality evaluation. Otherwise there will be dissatisfaction and no repurchase. Looking

at the components of service quality, promptness and accuracy, it is immediate service to customer needs. It is defined as the ability to support customers, serve them promptly and confidently and accurately deliver promised services(Moon et al., 2014).

Lee and Kim(2017) found that empathy had a significant effect on enjoyment as a result of analysis of dessert cafe service quality, customer emotion, and behavioral intention. Therefore, perceived service quality, evaluated according to customer expectations rather than absolute standards of service quality, is important and must ensure a satisfactory service experience(Ahmad et al., 2020).

In this study, six service quality factors such as interesting, economic, rapidity, convenience, security, and accuracy were measured through a kiosk.

2. Service Value

The definition of service value means the degree to which consumer behavior is perceived in the right direction, and the difference between what consumers consume and what they earn(Noh et al., 2016). Increasing service value is one of the most important factors for corporate growth. Companies that are being pushed back by competitive advantage must come up with ways to increase service value.

In the past, we provided a

provider-centric service, but now we provide services from the consumer's point of view. Increasing service value and customer satisfaction through service provision can have a positive impact on potential customers. The selection of products for similar purposes depends on the service. Businesses should strive to provide customers with as many services as possible and be chosen. In the case of services, the possibility of future development is indifferent. Therefore, the possibility to respond to customers is large and not difficult. Therefore, companies should seriously think about increasing service value.

The more the customer pays for the service and its benefits, the higher the value of the service. In this regard, Park and Kwon(2021) verified the relationship between satisfaction and revisit intention in the relationship between beauty salon users' service value perception, service satisfaction, and revisit intention. As a result, it has a great impact on the intention to revisit, and the process consumers experience while using the service is considered satisfactory through evaluation. As a result, it was found that in the service industry, satisfaction of consumers' needs increases satisfaction, which in turn increases the intention to repurchase.

In addition, information from a customer's positive aspects can influence a

potential customer's purchase intentions. Ji & In(2020) revealed that satisfaction would be high if the service expected before the visit was higher than expected. Based on these results, customers expect to receive the same or better service than what they paid for. It implies that when a customer receives adequate service, repeat purchases increase and the value of the service increases.

It has been proven in many fields that high service quality also affects service value. In the study of Yong-Tae Kim et al.,(2019), the medical field is also striving to provide essential services for management and improvement. To this end, the strategy has been focused on the physical environment, such as facility expansion, installation of convenience facilities, and introduction of advanced equipment. These strategies have largely become a high-level component of healthcare institutions and are no longer rated as attractive and differentiated quality due to their high cost and inefficiency(Paik et al., 2014).

Therefore, some previous studies describe service quality as a major factor in shaping service value. Therefore, in this study, we hypothesized that kiosk service quality factors could affect service value and established the following hypotheses.

H1a: Interesting has a positive effect impact on consumer value.

H1b: Economic has a positive effect on consumer value.

H1c: Rapidity has a positive effect on consumer value.

H1d: Convenience has a positive effect on consumer value.

H1e: Security has a positive effect on consumer value.

H1f: Accuracy has a positive effect on consumer value.

3. Service Satisfaction

Satisfaction is the process of evaluation and results obtained from consumption experiences, post-use evaluations versus pre-use expectations for the quality level of a product or service(Bae et al., 2022) Customer satisfaction refers to the process of evaluating the cognitive difference between product expectations before purchasing a product and product characteristics after consumers receive the product(Bao et al., 2018). Businesses must strive to provide satisfactory service to their customers. Businesses should recognize that service satisfaction drives customers' repurchase intention, and that regular customers are stronger than new customers.

Dai et al.(2015) defined that 'service satisfaction can only be satisfied when customers receive benefits only as expected in advance.' According to Syafarudin(2021), Companies with high

customer satisfaction claim that they outperform their competitors in terms of loyalty. Customer service satisfaction has been shown to affect not only product quality, but also customer loyalty.

Customer loyalty affects service satisfaction, and repeat purchases, repeat visits, and reuse generate stable revenue for the company. So from a marketing point of view, we treat it as an important issue. Retaining existing customers is a little easier than attracting them to grow your company, so you should strive to improve service satisfaction.

A study by Kim et al.(2021) surveyed whether O2O service quality affects customer service satisfaction and loyalty among consumers who have experience using O2O platform services. As a result, it was found that, among O2O service quality, online quality(information, system, service) and offline quality(product, perceived price) had a significant positive effect on service satisfaction. Also, service satisfaction was found to have a significant positive(+) effect on loyalty.

Looking at previous studies on service quality and service satisfaction, service quality has a positive effect on customer satisfaction(Xue et al., 2021). Customer satisfaction with service quality also has a positive effect on behavioral intentions(Jona, 2010).

Therefore, previous studies have shown that high service quality has a positive

effect on customer satisfaction and loyalty, suggesting that there is a close positive correlation with each other. Thus, this study established the following hypotheses based on previous studies.

H2a: Interesting has a positive effect on consumer satisfaction.

H2b: Economic has a positive effect on consumer satisfaction.

H2c: Rapidity has a positive effect on consumer satisfaction.

H2d: Convenience has a positive effect on consumer satisfaction.

H2e: Security has a positive effect on consumer satisfaction.

H2f: Accuracy has a positive effect on consumer satisfaction.

The consumption value that has the greatest influence in the process of consumer choice behavior in the market is a variable that directly affects consumer purchasing behavior(Kang, 2018). The customer is rewarded by the subjective expectation level obtained in the process of consuming the product, and most of the satisfaction with the consumption value is positive. Thus, this study established the following hypothesis based on previous studies.

H3: Service satisfaction will have a positive effect on service value.

4. Reuse Intention

Intention extends through the same concept as the subjective probability that an individual is likely to engage in a particular behavior. Purchasing intention is the probability that a consumer will soon want a specific buying action(Liu et al., 2022). It also means planning and executing what you will do in the future, and the probability that it will come true(Go et al., 2019). Different researchers have slightly different definitions of intent, but they all have one thing in common. It was the act of trying to do something.

The intention to revisit can also be seen as the intention of consumers to repurchase in the near future. Momentary intentions lead to actions. From the company's point of view, customers' willingness to visit again leads to regular customers and becomes a sustainable source of income. If such a willingness to revisit increases, the company's performance will be greatly affected, and the importance of securing regular customers will be understood.

Looking at previous studies on revisit intention, Sin and An(2022) studied the relationship between the value, attachment, and revisit intention of customers who use small and medium hospitals. As a result, willpower attachment was found to be significant in relation to quality value, emotional value, social value, and reuse

intention. It was found that attachment to medical technology was also significantly related to quality value, price value, and reuse intention.

Mansour and Ariffin(2017) suggest that customer behavioral intent refers to the likelihood of customer behavior, such as purchase intention. In addition, customer behavioral intentions in Korean dessert cafes predicted the future behavioral decisions and behaviors of visitors relatively accurately. It is therefore used to evaluate a customer's potential revisit intention.”

Customer behavioral intention is an individual's will and belief that a consumer's attitude will appear in future behavior, and includes reuse intention, recommendation intention, additional cost intention, re-visit intention, positive word-of-mouth, and recommendation intention(kim, 2019).

Several existing studies(Zhang et al., 2018; Park et al., 2022;) have shown that consumers' perceived values have a positive effect on behavioral intentions. suggest that it has a significant impact. Based on these prior studies, it is possible to hypothesize that values influence intention, and the following hypotheses can be established.

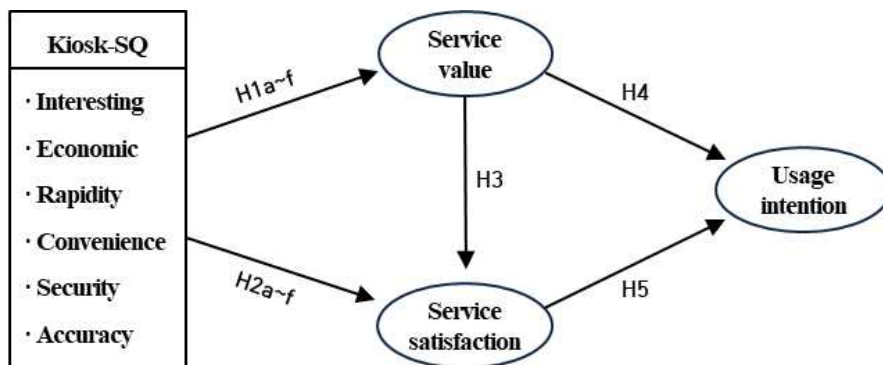
H4: Service value has a positive effect on reuse intention

When consumers are satisfied, they lead to purchase intention. Actual consumers actually make purchases when their intentions increase, which is suggested as an important variable in related studies. In order for these purchase intentions to lead to behavioral intentions, it is necessary to provide high-quality products and services that satisfy customers.

Companies also need to take customer intent seriously and look at the situation from a long-term perspective. Most of the preceding studies(Lee, 2011; Han, 2020; Kim et al., 2021;) analyzed that consumer satisfaction had a significant effect on intention to use or purchase. The following hypotheses were made. The model of this study is shown in <Figure 1>.

H5: Service satisfaction has a fair and significant impact(+) on usage intentions.

III. Research method



<Figure 1> Research model

1. Data Collection

The survey for this study was conducted from June 3, 2022 to June 12, 2022. Regardless of the region, the population was divided into age groups over 20 years old and participated in the web survey through Google Survey. To increase the survey respondents' concentration on the survey, questions were set so that the number of questions would not be exceeded when there was no answer. A total of 459 people participated in the survey. A total of 294 copies were selected as valid samples and used as data for this study.

2. Measurement

The questionnaire, the measurement tool of this study, was classified according to the aspect of the kiosk that the individual preferred according to the general characteristics of the survey participants. It

was divided into interesting, economic, rapidity, convenience, security, and accuracy. It consists of items to measure the relationship between service value, service satisfaction, and intention to use. Looking at the meaning of each question, it showed interest in design and audiovisual information that can be felt while using the kiosk.

We defined it as the cost-effectiveness of using a kiosk and its agility, a measure of whether payments and purchases can be made quickly. In addition, the degree of convenience felt while using the kiosk and personal beliefs about the safety of personal information expressed using a credit card were classified. In addition, the accuracy of measuring how accurately the order information was processed was classified into six categories.

This study analyzed how these six variables were related to service value, service satisfaction, and intention to use. Based on the research of Kim & Qu (2014), etc., questionnaire items were constructed and each was defined as follows.

Value indicates the degree of usefulness or importance of something. Service value can be described as the usefulness or importance of the service provided(Chen et al., 2021). It can also be defined as a state of mind felt compared to the cost paid to provide a service.

Service satisfaction is a result of the

evaluation process and consumption experience. It consists of items that measure the positive emotions that can be felt while using the kiosk(Bae et al., 2022) in the pre-use expectation for the quality level of the product or service and the post-use evaluation. To measure the satisfaction classification of kiosks, we reconstructed the survey questions based on studies by Kim Min-kyung (2019), Parasuraman & Colby(2015), etc.,

Reuse intention is the subjective probability that an individual will engage in a particular behavior. This extends through the same concept. Buying intent is the height of the probability that a consumer will immediately want a specific buying action(Liu et al., 2022). It consists of three items to measure future kiosk reuse intent. Each item is on a 5-point Likert scale, with 1 being 'not at all' to 5 being 'strongly agree'.

3. Research Methods

The specific analysis method of this study was analyzed using SPSS. In this study, frequency analysis, factor analysis, and correlation analysis were performed to analyze the reliability and validity of specific items to analyze the characteristics of the sample. Simple regression analysis and multiple regression analysis were performed for hypothesis testing. In addition, a post-Scheffe analysis was

performed.

IV. empirical analysis

1. Descriptive Statistics

A total of 459 questionnaires were collected for this study, and 375 questionnaires were used in the final analysis, excluding the dishonest questionnaire. <Table 1> shows the results of frequency analysis to confirm the demographic characteristics of the sample. The gender distribution was appropriate with 186 males(49.6%) and 189 females(50.4%). 119 people(31.7%) in their 30s had the highest level, and 116 people(30.9%) in their 40s showed a similar level. It was followed by 75 people in their 20s(20.0%) and 65 people in their 50s or older (17.3%).

2. Reliability and feasibility analysis

To measure kiosk service quality, six factors were established: attention,

affordability, speed, convenience, security, and accuracy. Cronbach coefficient and factor analysis were performed to confirm the reliability and validity of the measurement items, and the results are shown in <Table 2>.

For the factor extraction method for each variable, the Varimax rotation method using principal component analysis and Kaiser regularization was applied. As a result of verifying the question reliability of each factor, Cronbach's α value exceeded 0.7. It can be said that the reliability of each measurement item has been secured.

Correlation analysis was performed to confirm the standard validity of each factor. As a result, as shown in <Table 3>, the correlation between all variables was found to be significant at the 1% level. These results indicate that each variable is not the same variable.

3. Hypothesis Testing

3.1. Testing results of H1a-f

<Table 1> Sample characteristics

Div.	Item	Fre.	Ratio		Item	Fre.	Ratio
Gender	male	186	49.6	Income (1000 won, 1 year)	Less than 2000	61	16.3
	female	189	50.4		2000~4000	80	21.3
Age	20's	75	20.0		4001~6000	97	25.9
	30's	119	31.7		6001~8000	94	25.1
	40's	116	30.9		8001 over	43	11.5
	over 50	65	17.3		Total number of respondents(N)	375	100%

<Table 2> Reliability analysis and factor analysis

Var.	Item	Mean	Factor loading	Reliability
Int	The screen design is attractive.	3.347	0.875	.743
	Audiovisual information catches the eye.	3.427	0.735	
Eco	The selling price of kiosk products is low.	3.579	0.748	.741
	With kiosks, the cost performance is good.	3.627	0.710	
Rap	Kiosk payments are fast.	3.781	0.647	.877
	Kiosks reduce waiting times.	3.816	0.757	
	Available faster than general stores.	3.835	0.719	
Con	Kiosk ordering process is convenient.	3.813	0.734	.782
	Learning to use the kiosk is easy.	3.832	0.601	
Sec	Kiosk user information is safely managed.	3.832	0.727	.758
	The security of the kiosk payment system is excellent.	3.885	0.755	
Acc	The kiosk will process your order information accurately.	3.925	0.641	.750
	The kiosk payment amount is correct.	3.896	0.802	
Sva	Kiosks provide standardized services.	3.907	0.765	.810
	There are many advantages to using a kiosk.	3.973	0.805	
	Kiosks provide beneficial value.	3.901	0.815	
Ssa	Using a kiosk is a wise decision.	3.888	0.779	.810
	The use of kiosks meets my expectations.	3.888	0.808	
	Overall, I am satisfied with the use of kiosks.	3.864	0.804	
Rei	They are willing to use kiosks in the future.	3.909	0.771	.712
	After that, the kiosks are likely to be used.	3.896	0.822	
	I'm interested in using Kiosk.	3.507	0.481	

Notes: Int=interesting, Eco=economic, Rap=rapidity, Con=convenience, Sec=security, Acc=accuracy, Sva=service value, Ssa=service satisfaction, Rei=reuse intention

<Table 3> Correlation analysis

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1) Int	1								
(2) Eco	.574	1							
(3) Rap	.576	.714	1						
(4) Con	.521	.643	.749	1					
(5) Sec	.496	.632	.715	.705	1				
(6) Acc	.521	.581	.688	.679	.681	1			
(7) Sva	.478	.618	.680	.700	.673	.744	1		
(8) Ssa	.479	.603	.694	.658	.704	.720	.801	1	
(9) Rei	.482	.568	.664	.621	.662	.665	.697	.752	1

**Correlation is significant at the 0.01 level.

Multiple regression analysis was performed to determine the effect of kiosk service quality on service value. The results are shown in Table 4. First, multicollinearity that may occur between independent variables in the process of multiple regression analysis should be identified. For this purpose, the variance coefficient of expansion(VIF) values were determined. As a result, VIF is below the reference value of 10, so there is no problem of multicollinearity between independent variables.

As a result of regression analysis of the relationship between kiosk service quality and service value, the coefficient of determination R^2 of the estimated regression model was 0.651. The F value for regression model validation was 114.58($p=0.000$), which was statistically significant at the 1% significance level, confirming that there was no problem in

regression analysis.

Among the variables related to kiosk quality, interest and promptness did not have a significant effect on service value, and hypotheses H1a and H1c were rejected.

In other words, interest and agility in using the kiosk do not affect the value of the service, only the remaining variables affect the value of the service of the kiosk. It was also found to have the highest association with precision among the kiosk quality variables. In other words, the higher the accuracy, the greater the impact on the value of the kiosk service. The economy was confirmed to have a positive significant($t=2.657$, $p=0.008$) effect on the service value with a normalization coefficient of 0.126, and hypothesis H1b was adopted. This is the part that indirectly shows that economic feasibility is included in the broad service

<Table 4> Results of hypotheses test

division		Service Value (F=114.58**, $R^2=0.651$)			Service Satisfaction (F=106.02**, $R^2=0.633$)			Intention to Use (F=269.03**, $R^2=0.591$)		
		B	β	t	B	β	t	B	β	t
Kiosk -SQ	Int	-.019	-.020	-.503	-.005	-.005	-.130	-	-	-
	Eco	.122	.126	2.657**	.078	.080	1.639	-	-	-
	Rap	.076	.081	1.431	.167	.175	3.017**	-	-	-
	Con	.192	.209	4.032**	.070	.076	1.421	-	-	-
	Sec	.118	.129	2.579**	.232	.251	4.909**	-	-	-
	Acc	.363	.396	8.325**	.308	.333	6.836**	-	-	-
Sva		-	-	-	.808	.801	25.805**	.269	.264	4.771**
Ssa		-	-	-	(F=665.91, $R^2=0.641$)			.546	.541	9.782**

* $p<0.05$, ** $p<0.01$

concept that consumers think.

Convenience was analyzed to have a positive and significant($t=4.032$, $p=0.000$) effect on service value with a normalization coefficient of 0.209. Security and accuracy were found to have a significant impact, defined by regularization factors of 0.129 and 0.396, respectively.

Overall, it was found that the service value has a high probability of affecting all four variables except for interest and promptness. Consumers gave higher scores when consuming, when purchasing a little cheaper and more conveniently. Therefore, if the payment system is accurate and secure, the service value will be high.

3.2. Testing results of H2a–f

Also, as a result of regression analysis of the relationship between kiosk quality and service satisfaction, the R^2 value of the estimated regression model was 0.633. The result was statistically significant at the 1% significance level with an F value of 106.02 ($p=0.000$) in the regression model test. Among the variables related to kiosk quality, interest, economic feasibility, and convenience did not have a significant effect on service satisfaction, and hypotheses H2a, H2b, and H2d were rejected.

Interest in using the kiosk, economic feasibility, and convenience did not affect service satisfaction. In other words, only

the remaining variables affect kiosk service satisfaction. It was also found to have the highest accuracy and highest association($t=6.836$, $p=0.000$) among the kiosk quality variables. In other words, it can be seen that the higher the accuracy, the greater the effect on kiosk service satisfaction.

This confirms accuracy as the variable that has the greatest influence on the outcome for the quality aspect of the kiosk and the value of the service. Rapidity was found to have a positively significant($t=3.017$, $p=0.003$) effect on service satisfaction with a standardized coefficient of 0.175, and hypothesis H2c was accepted. This is an essential requirement for service satisfaction in Korean society, as consumers value promptness in service satisfaction.

Security was analyzed to have a positive and significant($t=4.909$, $p=0.000$) effect on service satisfaction with a standardized coefficient of 0.251. Overall, among the six kiosk eccentricities, the service satisfaction perceived by consumers was found to be high in terms of rapidity, security, and accuracy, excluding interesting, economic, and convenience.

3.2. Testing results of H3, H4, H5

Regression analysis was performed to find out the relationship between service value, service satisfaction, and intention to

use. First, to capture multicollinearity between variables, the tolerance limits and variable expansion factor(VIF) values were investigated. Tolerance was greater than 0.1, VIF value was less than 10, and it was used for analysis after confirming that there was no problem between independent variables. The results are shown in Table 4.

First, the relative effect of service satisfaction on the service value related to kiosk use was examined. As a result of regression analysis of the relationship between service value and service satisfaction, the coefficient of determination R^2 of the estimated regression model was 0.641. The F value for verification of the regression model was 665.91, which showed a statistically significant result at the significance level of 0.05, confirming that there was no problem in the regression analysis. In addition, the standardization coefficient 0.801($t=25.805$, $p=0.000$) was found to have a significant effect on the 1% significance level, so hypothesis H3 was adopted.

This means that higher service value has a positive effect on service satisfaction. Similar to many previous papers, we found a significant influence relationship between service value and service satisfaction.

Next, to reveal Hypothesis 4, the relative influence on service value and intention to use related to kiosk quality was investigated. As a result of analyzing

the relationship between service value and intention to use, a standardization coefficient of 0.264($t=4.771$, $p=0.000$) was confirmed, and hypothesis H4 was also adopted. In other words, when consumers think that the service has a high value, they are more likely to use the service, which can lead to potential regular customers.

Finally, hypothesis H5, assuming the relationship between service satisfaction and intention to use, was analyzed to have a significant effect by defining the standardization coefficient of 0.541($t=9.782$, $p= .000$). Therefore, hypothesis H5 was accepted.

As a result of the analysis, both service value and service satisfaction showed a positive relationship with intention to use. This means that service value and service satisfaction have a positive effect on intention to use, and the higher the service value and service satisfaction, the higher the intention to use.

V. Conclusion

This study examines the degree of relevance to various changes in kiosk quality for people in their 20s and older. In addition, the relationship between service value, service satisfaction, intention to use, and related variables were investigated. In order to achieve research purpose, the kiosk quality variables consist

of a total of six such as interesting, economic, rapidity, convenience, security, and accuracy. Also, the effect of eccentricity on service value and service quality and the effect of service value and service quality on intention to use were studied.

The conclusions drawn from the main results of this study are as follows. First, it was found that interest and promptness among variables related to kiosk quality did not significantly affect service value. Therefore, hypotheses H1a and H1c were rejected. In other words, the interesting and rapidity of using the kiosk is independent of the value of the service.

Second, interesting, economic, and convenience among the variables related to kiosk quality did not have a significant effect on service satisfaction, so hypotheses H2a, H2b, and H2d were rejected. When using the kiosk, interesting, economic, and convenience do not affect service satisfaction. It can be seen that only the remaining variables affect kiosk service satisfaction.

Third, hypothesis H3 with a standardized estimate of 0.801 was adopted as it was found to have a significant effect at the 1% significance level. This means that a higher service value has a positive effect on service satisfaction. Therefore, it was confirmed that there is a significant influence relationship between service value and service satisfaction.

Fourth, the relationship between service value and reuse intention was analyzed. As a result, hypothesis H4 was also accepted. It indicates that they are willing to use the service and can lead to potential regular customers.

Finally, hypothesis H5, assuming the relationship between service satisfaction and reuse intention, was analyzed to have a significant effect. This study is significant in that it correlates the relationship between service value, service satisfaction, and intention to use, which have been studied in many studies, with kiosk quality. In addition, research on the quality of kiosks is essential in a situation where the expansion of unmanned stores and service areas is active.

There are different types of kiosks and each store has one kiosk. This also adds to the difficulty for older consumers to use. In this regard, the issue of the elderly at the national level feels a little closer. Based on this, smart education for the elderly should be expanded. It also suggests the need to build a more user-friendly system in relation to the quality of the kiosk.

For generalizing the results of this study, the age of the sample should be directly consistent with the study. Further studies will be needed to investigate age-related kiosk change. In addition, throughout the study, further studies are needed to see if there are more varied

changes in kiosk quality other than those used in this study.

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