Research on Antecedent Variables and Consequence Effects of Service Contact

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Abstract: The study found that the academic research on the antecedent variables of service contact mainly focuses on three aspects: customer factor, employee factor and enterprise factor. The consequence effect of service contact is mainly reflected in four aspects, and its specific content is customer's trust, satisfaction, loyalty and behavioral intention. The research on the antecedent variables and consequence effects of service contact is helpful to explore the deep relationship between service contact and other variables, and has good theoretical and practical significance for related researches on service management.

1. Antecedent Variables of Service Contact

The academic research on the antecedent variables of service contact mainly focuses on three aspects: customer factor, employee factor and enterprise factor.

1.1. Customer Factors

Pugh (2001), Mattila and Enz (2002) and Lin and Mattila (2010) reviewed the literature related to service contact and showed that emotions and emotions in customers' personal factors will affect their perceived service contact quality. Lin and Mattila (2010) conducted a study on affordable casual restaurants with family customers, and found that the pleasure and excitement of customer emotions have a positive impact on customer service contact satisfaction. Mattila and Enz (2002) verified through a study of 200 high-star hotel customers that pre-service emotions and in-service emotions have a significant impact on service contact evaluation and overall enterprise evaluation. Pugh's (2001) study found that the positive emotions in the customer's heart have a significant impact on the perceived service contact quality. Xin Xiangyang and Wang Xi (2018) found that demographic characteristics such as gender, age, educational background, occupation, behavior habits, and values and beliefs affect the quality of service contact. Liu Haoqiang (2014) [1] and Li Zhilan (2015) [2] verified that customer interaction affects service contact.

1.2. Employee Factors

Sorting out the related research on service contact, it is found that the age, appearance, emotion, work ability, social ability, self-efficacy, job satisfaction and job adaptability among the employee factors are the main factors that affect the customer's perceived service contact quality. Wägar and Lindqvist (2010) researched customers in five industries including clothing, home appliance

technical services, banks, dentists and hairdressers and found that the age matching of both parties in service contact interaction has a certain impact on service contact quality: older customers tend to When choosing an older server, younger customers tend to choose a younger server. Luoh and Tsaur (2009) researched 480 subjects in the virtual restaurant service situation based on the experimental method, and verified that the appearance of service personnel in service contact affects the quality of service contact. Pugh (2001) conducted a study of 337 customers and 220 employees in 39 branches of regional banks in the southern United States, and verified that the personal emotions of employees in the service industry will unknowingly affect customers' personal emotions during service contact interactions, which will further lead to Customer perceived service quality is affected. Van Prooijen, Van den Bos and Wilke (2002) based on a survey of 413 customers and 59 employees in furniture service companies, and found that the work ability and social skills of employees in service companies have a positive impact on the quality of customer service contact. Hartline and Ferrell (1996) studied 236 managers, 743 employees and 1351 customers in 279 hotels. It is verified that employees' personal self-efficacy, employees' satisfaction with the job itself, and employees' adaptability to work content and environment have a positive impact on the quality of customer service contact. Wang Ji and Li Qian (2016) believe that employees' job skills for customer service will affect the quality of telephone service contact. Söderlund and Rosengren (2010) pointed out that when the customer interacts with the service staff in the process of consumption, the employee's emotional behavior will unconsciously affect the customer's mood, including the service staff's tone, facial expressions, gestures, etc. All of them may become the source of customer's cognition, and finally leave an impression in the customer's mind, which will further affect the quality of service contact and customer satisfaction. Some scholars also proposed that in the service industry, the interaction between people is an indispensable element of comprehensive evaluation of service marketing (Crosby, Evans, & Cowles, 1990; Czepiel, 1990; Surprenant & Solomon, 1987). In the B2B service environment, Paulin, Ferguson and Payaud (2000) argue that service personnel contacts play a more important role than technological contacts from a sociological and interpersonal perspective. Even in the high-tech service industry, when providing more complex services to customers, the role of service personnel in the process of service delivery is more critical than that of indifferent technology (Mattsson, 2000). Choi, Liu and Mattila (2019) researched that language communication skills and methods affect customers' evaluation of service contact.

1.3. Enterprise Factors

Relevant studies have shown that organizational empowerment, employee behavior evaluation, and corporate organizational quality commitment among corporate factors all have a certain impact on the quality of service contact that customers experience and perceive. Hartline and Ferrell (1996) believed that organizational empowerment, employee behavior evaluation and organizational quality commitment would affect service contact quality through employee self-efficacy, employee job adaptability and job satisfaction. Song Xueyan, Guan Dandan, Zhang Xiangqing, Yang Jiaxuan, and Wang Mengyuan (2018) verified that the four elements of knowledge service virtual environment, knowledge service process, knowledge content quality and knowledge service emotional experience will directly affect the Internet platform-based e-government portal website. Demonstrated quality of knowledge service contacts. Wang Ji and Li Qian (2016) believe that technical system support will affect the quality of telephone service contact. Xin Xiangyang and Wang Xi (2018) believe that the physical environment of an enterprise will affect the quality of service contact. De Keyser, Köcher, Alkire, Verbeeck and Kandanpully (2019)[3] argue that artificial intelligence, robotics, XR and blockchain technology will affect front-line service contacts.

Keating, McColl-Kennedy and Solnet (2018) pointed out that technology affects service contact.

2. Consequence Effects of Service Contact

The consequence effect of service contact is mainly reflected in four aspects, and its specific content is customer's trust, satisfaction, loyalty and behavioral intention.

2.1. Customer Trust

Under the exploration and research of many domestic and foreign scholars, the link that service contact directly affects customer trust has been verified by most of them. In the research process, Geigenmüller and Greschuchna (2011) further verified that the interaction of service contact has a great impact on service employees and corporate reputation of customers' experience of their value perception. De Ruyter and Wetzels (2000) found that the critical moment of service contact interaction has a positive impact on customer trust. Zeithaml, Bitner, Faranda and Hubbert (1997) believe that the service experience generated by customers after experiencing service contact is the result perception of the interaction between service companies and their related Internet technology platforms, service operating procedures, service personnel and customers. Therefore, it can be considered that service contact is a process of communication and interaction between the two parties, and service experience is actually a service result that can be felt by customers, in fact, it is the overall evaluation of the perceived service quality by customers. Heinrich and Schwabe (2018) believe that optimizing the technical design of service contacts can improve the effectiveness and practicability of bank consulting services, and enhance the quality and experience of customer consulting services [4].

2.2. Customer Satisfaction

The study found that service contact will have a certain impact on customer satisfaction. Singh Gaur, Xu, Quazi and Nandi (2011), Wägar and Lindqvist (2010) and Makarem, Mudambi and Podoshen (2009) respectively verified the contact between clinic patients, home affordable restaurants, and school student services, and believed that it had a positive impact on clinic patients, affordable prices The satisfaction of restaurant customers and school students has a significant positive effect. Jayawardhena, Souchon, Farrell and Glanville (2007) and De Ruyter and Wetzels (2000) found that in private security services and telephone services, personal security and telephone service contact will significantly affect customer satisfaction. A good service contact can make customers have a pleasant experience value, and on the contrary, it can also make customers have a negative evaluation of the service. The higher the quality of service customers feel in the service contact, the better the experience value, the higher their satisfaction with the overall service, the higher the probability of repurchasing and the willingness to recommend to others. (Guo Shuai, Yin Chengyue, Su Jinglei, 2017). Ang, Liou and Wei (2018) believe that the interaction of cross-cultural service contacts will affect the service quality and satisfaction perceived by customers. Sichtmann and Micevski (2018) [5] are the first to specifically predict and similarity attract paradigms and emphasize that immigrant backgrounds are unique.

2.3. Customer Loyalty

Service contact affects customer loyalty, which is a view that has been verified by most academic studies. Singh Gaur, Xu, Quazi and Nandi (2011) surveyed 320 patients in a Mumbai clinic and found that service contact affects patient loyalty through customer satisfaction.

Jayawardhena, Souchon, Farrell and Glanville (2007) conducted a study of 329 customers of private security service agencies and verified that service contact affects customer loyalty by affecting satisfaction. The interaction between customers and service personnel is traditionally considered to be a decisive factor in customer satisfaction and customer loyalty to a firm (Oliver, Rust, & Varki, 1997; Winsted, 2000; Liljander & Mattsson, 2010; O'Loughlin & Szmigin, 2010). Bitner, Brown and Meuter (2000) found that service contact affects customer satisfaction, loyalty, purchase intention, word-of-mouth communication, etc.; therefore, there is development for each interaction moment of service contact between a service organization and a customer Opportunities and Challenges Threats. Mariani, Borghi and Kazakov (2019) found that online hotel customer reviews in service contact affect online customer satisfaction. Sharma, Tam and Wu (2018) argue that cross-cultural service contact can have an impact on the management of customer expectations. Araujo (2018) found that, compared with online chatbots, service contact language style and skills in a physical environment can affect customer attitudes, satisfaction, and emotional connections.

2.4. Behavioral Intentions

In the process of researching service contact, many scholars have repeatedly verified that it will directly affect customer consumption behavior intention. Makarem, Mudambi and Podoshen (2009) conducted a survey of 253 students from three universities in the United States and verified that service contact positively affects their satisfaction, which in turn affects word of mouth, repurchase and recommendation willingness. In the process of researching service contact, Keng, Huang, Zheng and Hsu (2007) surveyed 267 customers in Taiwan shopping malls, and believed that the interaction of service contact would affect the perception of customer experience value and thus affect the willingness of customers to purchase goods. De Ruyter and Wetzels (2000) conducted a study of 147 telephone users in the Netherlands, showing that service contact affects customers' willingness to repeat use by affecting satisfaction. Bitner, Booms and Tetreault (1990) combined the three elements of customer satisfaction, service relationship marketing mix and attribution theory to construct a service quality evaluation model based on service contact. Bresin (2019)[6] found that service contact will bring about the identification of customers' regional culture and identity characteristics. Han, Shim, Lee and Kim (2019) pointed out that value dimension and overall image will affect service contact, and service contact will affect customer repurchase intention. Gupta, Dash and Mishra (2019) researched that green service contact affects customer trust and repurchase intention.

To sum up, the antecedent variables of existing research on service contact are mainly concentrated in three aspects: customer factor, employee factor and enterprise factor; the consequential effect of service contact is mainly reflected in four aspects: customer trust, customer satisfaction, customer loyalty and behavioral intention. In this regard, the representative results of some service contact antecedent variables and consequence effects are shown in Table 1.

Table 1: Antecedent and consequential effects of service contact

Category	Dimension	Content	Source
Antecedent variables	Customer factors	Customer sentiment Customer emotion Personal characteristics	Lin & Mattila (2010).Mattila and Enz (2002) Pugh (2001). Zhao Xiaoyu, Cao Zhongpeng and Zhang Hao (2012) Xin Xiangyang and Wang Xi (2018). Liu Haoqiang (2014) Li Zhilan (2015); Jiang Ting (2014); Jiang Ting and Zhang Feng (2013)

Category	Dimension	Content	Source
		Customer interaction	
	Employee factor	Employee age Employee appearance Ability to work Social skills Self-efficacy Job Satisfaction Job suitability Personal emotions	Wägar and Lindqvist (2010) Luoh and Tsaur (2009) Pugh (2001) . Söderlund and Rosengren (2010) Van Prooijen, Van den Bos and Wilke (2002) Hartline and Ferrell (1996) Wang Ji and Li Qian (2016); Hu Junchen and Yang Linfeng (2012) Yin Cheng Yue and Wang Ying (2014) Li Liangzhi and Ouyang Yegen (2013) Choi ea al(2019)
	Business factors	Organizational authorization Organizational evaluation Quality promise Information technology Physical environment	Hartline and Ferrell (1996) Song Xueyan, Guan Dandan, Zhang Xiangqing, Yang Jiaxuan and Wang Mengyuan (2018) Wang Ji and Li Qian (2016); Xin Xiangyang and Wang Xi (2018) Li Jun and Li Zhihong (2014); Li Lei and Jian Zhaoquan (2013) Keating et al(2018) Han et al (2019);Keyser et al(2019)
Consequence effect	Customer trust		Geigenmüller and Greschuchna (2011) De Ruyter and Wetzels (2000a);Heinrich et al(2018) Singh Gaur, Xu, Quazi, and Nandi (2011) Wägar and Lindqvist (2010);Lin and Mattila (2010)
	Customer satisfaction		Makarem, Mudambi and Podoshen (2009) Jayawardhena, Souchon, Farrell, and Glanville(2007) Van Prooijen, Van den Bos and Wilke (2002) De Ruyter and Wetzels (2000b) Bitner, Brown and Meuter (2000) Guo Shuai, Yin Chengyue and Su Jinglei (2017);Tyson et al(2018) Sichtmann et al(2018);Mariani et al(2019)
	Behavioral intention		Makarem, Mudambi and Podoshen (2009)； Keng, Huang, Zheng and Hsu (2007)；De Ruyter and Wetzels (2000);Wu

Category	Dimension	Content	Source
		Customer loyalty	Wengui&Huang Shuqin(2014)；Bresin(2019);Han et al(2019);Gupta et al(2019) Bitner, Brown and Meuter (2000) ;Zheng Xicong(2016); Singh Gaur, Xu, Quazi and Nandi (2011) Liljander and Mattsson（2010）;O'Loughlin and Szmigin（2010）;Sharma(2018);Araujo(2018)

3. Conclusions

Customer factor, employee factor and enterprise factor are main three aspects on antecedent variables of service contact.The consequence effect of service contact is mainly reflected in four aspects: customer's trust, satisfaction, loyalty and behavioral intention.The research on the antecedent variables and consequence effects of service contact has both good theoretical and practical significance for related researches on service management.

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