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서빙 로봇에 대한 고객의 경험 가치가 태도 및 레스토랑 재방문 의도에 미치는 영향

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The Impact of Customer Experience Value of Serving Robots on Attitudes and Restaurant Revisit Intentions

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Abstract

This study examines the impact of customer experience value on attitudes and revisit intentions in restaurants that utilise serving robots. The research focuses on key factors such as performance expectancy, effort expectancy, social influence, perceived risk, and hedonic motivation. Data collected from 280 participants who had experienced serving robots revealed that hedonic motivation exerted the strongest positive effect, followed by social influence, performance expectancy, and effort expectancy. Additionally, perceived risk was found to have a negative impact. Moreover, positive attitudes significantly influenced revisit intentions, suggesting that enhancing customer experiences through serving robots can promote repeat visits.

Keywords: Serving robots, Customer experience value, Customer attitude, Revisit intention, Restaurants

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