A Study on the Effect of Service Quality on Satisfaction and Corporate Image in Enterprise Exhibition Hall

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Abstract. This study is to suggest the ways to find out the important matters necessary for the establishment and operation of the corporate exhibition hall and to secure the competitiveness of companies through the transition to the positive recognition of the corporate image by conducting in-depth research on the relationship between the corporate exhibition hall and the corporate image. In order to meet the purpose of the study, the theoretical basis of the corporate exhibition hall, service quality, satisfaction, and the corporate image was pursued through domestic and overseas literature and previous studies. Based on this, research models and research hypotheses were set up and verified through empirical research. The suitability of the questionnaire for empirical analysis was confirmed based on previous studies, and 500 questionnaires were distributed to the audience who visited the company-specialized exhibition halls located in large cities in Korea. Of these, 413 copies were used as data for the final analysis. The collected questionnaire data were subjected to empirical analysis for hypothesis verification using SPSS. And the mediating effect of satisfaction was verified by using Soble-Test. Based on the results of the empirical statistical analysis, the study set the direction of the research of the follow-up studies along with the practical meaning of the research results. As a result of hypothesis verification, service quality (professionality and convenience) of corporate exhibition hall had a significant positive effect on corporate image. In addition, the service quality (professionality and convenience) of the corporate exhibition hall had a significant positive effect on satisfaction. Satisfaction had a significant positive effect on corporate image, and satisfaction had a partial mediating effect on the relationship between service quality (professionality and convenience) of the exhibition hall and corporate image. Through the empirical analysis results of this study, it was found that the satisfaction of professionality and convenience of the visitors to the corporate exhibition hall led to a positive corporate image in the future. Therefore, this study suggests that while corporate products and corporate promotion are very important when operating or opening corporate exhibition halls, corporate image can be

raised through the improvement of service quality of corporate exhibition halls. In future studies, it is necessary to analyze objective and diverse aspects based on quantitative grounds like the number of revisits. In addition, it is necessary to study more subdivided service qualities of the corporate exhibition hall, considering the environmental factors of the company and the level of visitors.

Keywords: Corporate Exhibition Hall, Service Quality, Satisfaction, Corporate Image, Mediating Effect

1. Introduction

Recently, the nature and field of enterprises have become segmented and specialized due to the diversification of social structure and the development of high-tech industries. Each company has made it a top priority to secure general consumers as potential customers of their own company a top priority in corporate management strategy by developing various corporate marketing activities and enhancing the image of the company. As part of corporate social responsibility and social public interest activities, these companies are trying to increase visitors' chance of education, raise their culture leadership, and improve their consumer rights through corporates' social participation such as redistribution of corporate profits and social return to the general public and consumers. In addition, they are also establishing and operating various corporate exhibition halls such as corporate museums, history museums, science museums, public relations halls, and other halls for various fields.

The establishment and operation of the corporate exhibition hall may seem to be at a considerable distance from the purpose of seeking economic profits of the company. However, it can be seen that it plays a very necessary role for the long-term profit of the company and the survival of the company. In other words, the corporate exhibition hall is a mature expression of the value from corporate management strategy and can be regarded as a social return of corporate profits. The importance of the function and role of the specialized exhibition space for corporates is gradually increasing, but the research on the right definition and current status of the specialized exhibition hall is insufficient to date. Especially, since the visitors who visit the corporate exhibition hall have the potential to become the future customer of the company, the viewpoint of the corporate exhibition hall from the customer's point of view is linked to the corporate image. Therefore, there is little doubt that the quality of service felt in the exhibition of corporate exhibition hall is a very important requirement.

Therefore, this study aims to conduct denser research on the relationship between corporate exhibition halls and corporate image. To this end, the following research purposes are presented in order to suggest a plan for enhancing the corporate image by combining the service quality felt by visitors to the enterprise exhibition hall and linking the satisfaction of visitors.

First, the service quality of the corporate exhibition hall is classified as the main factor of the corporate image enhancement, and it is intended to confirm whether each

factor has a significant effect on satisfaction and corporate image. In addition, this study is intended to contribute to positive recognition and enhancement of corporate image in the future by focusing on the importance of satisfaction of visitors who visited the corporate exhibition hall.

Second, the purpose of this study is to examine the difference in the effect of the service quality of the corporate exhibition hall on satisfaction and corporate image, to present important matters necessary for establishing and operating the corporate exhibition hall, and to suggest a plan to secure corporate competitiveness through the conversion of visitors to a positive perception of corporate image.

In order to meet the research purpose, this study examines the theoretical basis of the corporate exhibition hall, service quality, satisfaction, and corporate image through domestic and overseas literature and previous studies, set up a research model and research hypotheses based on this, and verifies them through empirical research. As for the empirical study, this study confirmed the suitability of the questionnaire through previous studies, and then asked the visitors who visited corporate exhibition halls in the metropolitan area to write the questionnaires directly from the sample area for 31 days from October 1, 2021, to October 31, 2021. A total of 500 questionnaires were distributed and 438 questionnaires were collected. Of the collected questionnaires, 413 questionnaires were used as the final analysis data, excluding 25 questionnaires that were unfaithful. The collected questionnaire data were subjected to empirical analysis for hypothesis verification using SPSS. And the mediating effect of satisfaction was verified by using Soble-Test. Based on the results of the empirical analysis, the study summarizes the research direction of follow-up studies along with the practical meaning of the research results.

2. Theoretical Background

2.1. Exhibition and Corporate Exhibition Hall

'Exhibition' is a mediating act that creates a new communication system between visitors and exhibitors to induce sharing of meaning. The exhibition is a communication method that delivers information, thoughts, and emotions related to human history and physical evidence of the surrounding environment to the public through three-dimensional visual media.[1] Generally, exhibition means 'collecting and arranging exhibits and interpretation media that form a unified unit in one exhibition hall. The exhibition uses all the elements needed to disclose exhibits and information for public benefit to refer comprehensively. Therefore, the exhibition is not only a technique to organize, arrange, and deploy the media to be shown in the space but also an act to inform the other party of the medium. It acts to convey the powerful image to the depth of the human mind through the composition and production of everything located in the space.[2]

In this regard, the exhibition can be said to be a communication means, and it is not only a functional aspect of simply notifying as a means of information

transmission, but also a transmission of perception that directs the public to make a special choice about various possibilities in a more active sense, and a modulated form of invitation with total tuning into senders' acts.[3] Therefore, exhibition means the act of presenting the concept or message according to a certain intention, and creating the applicable means for mutual exchange between the object and the audience. Also, visual communication is achieved by visualizing meanings and effects in the object to deliver content or theme as formal elements (forms, colors, patterns, etc.), and the effect of the exhibition is generated according to the degree of understanding or feeling that the general public accepts it.

Space is a concept of common sense by direct experience, which refers to an empty place spreading in three directions of up-and-down, back-and-forth, and left-and-right. The concept of space can be recognized differently according to the characteristics of learning.[4] From a philosophical perspective, space as one of the academic characteristics is a basic form that forms a physical system along with time. It is considered that the existence of objects is a three-dimensional continuation, infinitely divided, and endlessly expanded.

'Corporate exhibition hall' is a term generally included in the sphere of corporate museum installed and operated by a company in terms of the operating entity. According to the classification prescribed by the Museum Act, corporate museums belong to science museums, industrial technology museums, history museums, or folk museums, and are specialized museums dealing with detailed collections. Hyung Jeong-suk(2002) said that corporate museums are mostly specialized museums, which are specialized facilities that own specific fields of materials.[5]

Although there is no clear definition of the corporate exhibition hall, this study defines corporate exhibition hall as a three-dimensional exhibition space for delivering visual information that is installed and operated in a specific place in order to provide a positive evaluation of companies through corporate image enhancement from consumers and to provide educational, cultural or academic information to the general public.

2.2. Satisfaction

As the era of changes in the management environment has arrived, many people have become interested in customer satisfaction at the time when customers choose products. The performance index of the corporate exhibition hall also has a great influence on visitors' satisfaction. Visitors refer to those who watch corporate exhibitions, and they are generally those who can influence the actual and potential purchase intention. 'Visitors' satisfaction' is a concept that gives a total evaluation of the corporate exhibition hall. Satisfaction is defined not only as an act of consumption in which a product and service characteristics or a product and service itself are associated with achievement but also as a judgment on the consumption level associated with the achievement in which satisfaction is provided to consumers. And

it can be said that the degree of visitors' subjective judgment and evaluation.

As for the definitions of satisfaction in previous studies, Parasuraman et al.(1985) stated that satisfaction is a state where repurchase of goods and services is carried out and customer's trust is continued as a result of meeting customers' desires and expectations.[6] Engel et al.(1995) said that the alternative selected for satisfaction was consistent with the belief in its literal meaning in a dictionary.[7] And Swan & Oliver(1989) defined satisfaction was defined as the degree of favoritism toward the subjective evaluation of results and experiences for the use and purchase of services or products, and satisfaction was defined as reflecting positive emotions and dissatisfaction as reflecting negative emotions.[8] Lee Yu-jae(2000) defined satisfaction as a comprehensive psychological state which was created by combining the emotions that consumers had in advance with the cognitive state of consumers who felt that they were properly or inappropriately compensated for the price that consumers paid as a result of the consumption experience.[9]

When the definitions of satisfaction by previous studies are put together, satisfaction is an emotional response obtained from customers' experience of purchasing products or services and a subjective evaluation of how much customers' desires were satisfied with the products or services. Therefore, this study defines satisfaction as an emotion that occurs when the perceived performance through the experience of the corporate exhibition hall is higher than the expectation before the visit.

2.3. Corporate Image

Images are people's total impressions, ideas, and beliefs toward an object. The corporate image is based on a company rather than products or services, which means a comprehensive impression inherent in a consumer's mind, not just some aspects of a company. The corporate image is created by the interaction of factors such as brand image and product image which bear the resultant influence on the corporate image through various marketing.[10]

Winters(1986) divided the factors that form corporate image into corporate behavior factors, social behavior factors, corporate contribution factors, etc.[11] The corporate behavior factor is to form a corporate image through providing good service like setting the appropriate price, production of high-end products. The social behavior factor is to form a positive social image through an interest in factor protection, contribution to public interests, and payment of proper tax. And the contribution factor is defined as material support such as investment in culture and arts, health, education, and donation to social welfare programs. Dowling(1986) stated that corporate image presupposes business organizations as the object of an image and it does not have only one image but has various images. [12]

Choi Yun-hee(1992) said that corporate image is to form mosaics by gathering all impressions created by product packaging, corporate and product advertisement,

direct and indirect experience, logo, letter, uniform, and corporate communication.[13] Ahn Bo-sup and Kwon Geun-hye(2005) argued that corporate image is not a direct determinant in consumers' purchase decisions, but it acts as a factor in purchasing decisions by playing the role of pre-selling.[14] In other words, a clear and powerful corporate image increases consumer confidence in the corporate's products and forms a preference to purchase the corporate's products.

3. Research Design

3.1. Research Model and Research Hypothesis

This study set out with the premise that the service quality of corporate exhibition halls has a very deep impact on visitors. Therefore, in order to draw up a plan for the activation of corporate exhibition halls and the promotion of corporate image, this study empirically analyzes the relationship between satisfaction and corporate image in line with the service quality of corporate- exhibition halls.

The research model was presented as shown in Fig. 1 based on the previous research presented in the theoretical background.
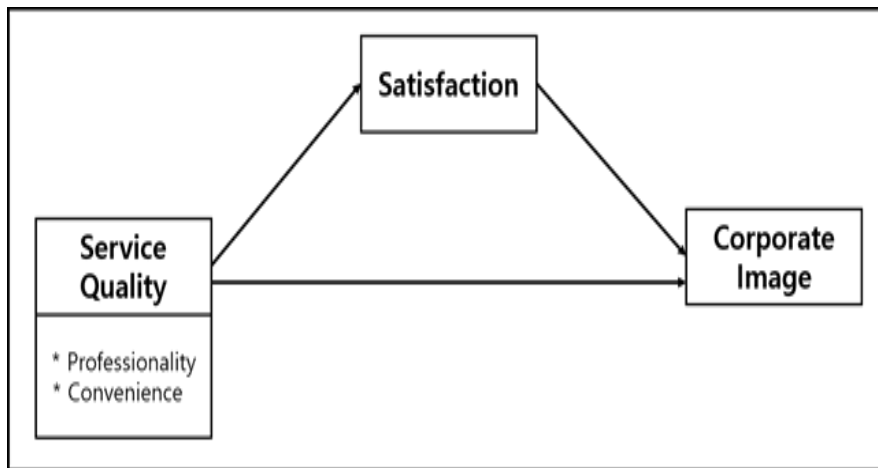

Fig. 1: Research Model

This study established the following hypotheses based on the proposed research model and the results of previous studies. As for the effect of service quality on corporate image, Grönroos (1984) argues that service quality can have a positive effect on a corporate image because it is considered that corporate image is shaped by functional quality, which is a method of delivering technical quality and service obtained from the service experience.[15] Zeithamal et al.,(1996) argued that customers' intention to reuse a facility, which is the determinant of customer churn, is closely related to the service quality, which can strengthen the relationship between the facility and the customer, strengthen the relationship between the facility and the

customer, and enhance the good image of the customer.[16] Reichheld & Sasser (1990) also reported that excellent service quality increases profitability in line with customer retention rate as a result of the effect of service quality on satisfaction.[17] Nelson et al.(1992) said that excellent service quality prevents the attrition of existing customers and induces new customers.[18]

As for the effect of satisfaction on corporate image, Dutton & Dukerich(1991) said that when customers' satisfaction is higher than competitors, the brand image of the company is improved due to the word-of-mouth effect as well as the subsequent competitive advantage effect.[19] Milfelner & Korda(2011) stated that, as a result of studying the correlation between satisfaction and hotel image, there is a relevant relationship between those two elements, and the hotel image played a very important role due to the competitiveness of the hotel.[20]

Based on the results of previous studies, this study set the following hypotheses 1, 2, 3, and 4 as follows.

Hypothesis 1. The service quality factor of corporate exhibition halls will have a significant impact on the corporate image.

Hypothesis 2. The service quality factor of corporate exhibition halls will have a significant effect on satisfaction.

Hypothesis 3. Satisfaction will have a significant effect on corporate image.

Hypothesis 4. Satisfaction in the relationship between the service quality factor and the corporate image of the exhibition hall will show a mediating effect.

3.2. The Operational Definition of Variable and Investigation Design and Analytical Method

This study used two variables of professionality and convenience that are considered to meet the purpose of this study among the variables used in the previous studies on service quality of corporate exhibition hall as an independent variable. The measurement items consist of 10 items: 5 items for professionality - rapid response, explanation of exhibits, understanding of exhibits, explanation of the use of exhibition halls, and management of exhibits -, and 5 items for convenience-convenience of exhibition direction, the convenience of the exhibition hall, convenience of the line of foot, convenience of viewing time, the convenience of rest areas. The measurement was measured using a five-point scale.

The measurement items on satisfaction, which is a parameter, were modified and supplemented according to the purpose of this study. The measurement items were 5 items such as professionalism satisfaction, atmosphere satisfaction, exhibition space satisfaction, convenience facility satisfaction, and visit satisfaction. All of them were measured using a 5-point scale.

The items of the measurement on corporate image, which is a dependent variable of this study, were modified and supplemented according to the purpose of this study. The measurement items were 4 items of service quality image, viewing satisfaction effort, support for culture and arts, and global competitiveness. All of them were

measured using a 5-point scale. To achieve the purpose of this study, the subjects of this study were the visitors who visited the corporate exhibition hall in the metropolitan areas of Korea. The survey was conducted for 30 days from October 1, 2021, to October 31, 2021. A total of 500 questionnaires were distributed and 438 questionnaires were collected. Of the collected questionnaires, 25 questionnaires were excluded from the unfaithful responses, and 413 valid samples were used as the data for the final analysis. SPSS statistical program was used for statistical processing of this study, and the significance level was verified based on 1%, 5%, and 10%. The specific analysis method is as follows. First, a frequency analysis was performed to understand the general characteristics of the subjects of this study. Second, Reliability Analysis and Exploratory Factor Analysis were performed to determine reliability and validity. For exploratory factor analysis, Verimax rotation method was used, and for reliability analysis, Chonbach's α coefficient was measured. Third, correlation analysis between variables was performed to diagnose multicollinearity problems, and multiple regression analysis for hypothesis verification and Soble-Test for mediating effect verification were performed based on refined measurement items.

4. Empirical Analysis

4.1. Demographic Characteristics
In the analysis of demographic characteristics of the sample, males were 180(43.5%) and females were 233(56.5%). Females were higher than males. The age group was 36 people in their 20s (8.7%), 107 people in their 30s (25.8%), 135 people in their 40s (32.7%), 87 people in their 50s (21.2%), and 48 people in their 60s or older (11.6%). In the case of academic background, 19 were less than high school graduation (4.5%), 36 high school graduates (8.6%), 117 from two-year colleges(28.3%), 207 from four-year colleges(50.3%), and 34 from graduate schools(8.3%). Four-year college graduation was the highest. As for marital status, 76 were unmarried(18.3%) and 337 were married (81.7%). Married persons were more than unmarried persons. In case of occupation, 79 were office workers (19.1%), 15 students (3.7%), 14 civil servants (3.3%), 102 self-employed workers (24.7%), 54 professionals (13.0%), 126 housewives (30.6%), and 23 others (5.6%).

Table. 1: Demographic Characteristic

Category	Division	Frequency	Ratio(%)
gender	male	180	43.5%
	female	233	56.5%
	sub total	413	100.0%
age group	twenties	36	8.7%
	thirties	107	25.8%
	fourties	135	32.7%
	fifties	87	21.2%
	over 60	48	11.6%
	sub total	413	100.0%
locality	under high school graduation	19	4.5%
	high school graduate	36	8.6%
	two-year college graduate	117	28.3%
	four-year college graduate	207	50.3%
	Over graduate school	34	8.3%
	sub total	413	100.0%
marital status	married	76	18.3%
	unmarried	337	81.7%
	sub total	413	100.0%
occupation	office worker	79	19.1%
	student	15	3.7%
	public official	14	3.3%
	self-employed	102	24.7%
	profession	54	13.0%
	housewife	126	30.6%
	others	23	5.6%
	sub total	413	100.0%

4.2. Validity and Reliability Analysis

As a result of exploratory factor analysis, KMO measurement was .857, which is close to 1, so this tool can be seen to be suitable for factor analysis. Bartlett's unit matrix verification statistics also appeared to be 1789.719, which proved that it was not statistically unit matrix at the significance level of .001 and it was suitable for factor analysis. The result of calculating Cronbach's α coefficient to verify the reliability of the measurement tool of location characteristics composed through factor analysis follows as [Table 2]. Convenience was .879, professionalism .917, satisfaction .891, and corporate image .964. All of them were all over .5. Therefore, it can be said that the internal consistency of the questionnaires is secured.

Table. 2: The Result of Exploratory Factor Analysis

Items	Component				Extract	Cronbach 's α
	Convenience	Professionality	Satisfaction	Corpora te image		
Convenience 9	.874				.756	
Convenience 8	.761				.723	
Convenience 7	753				.712	.879
Convenience 10	681				.760	
Convenience 6	.672				.764	
Professionality 5		.837			.380	
Professionality 4		.717			.617	
Professionality 3		.753			.689	.917
Professionality 1		.562			.685	
Satisfaction 2			.834		.536	
Satisfaction 1			.762		.684	
Satisfaction 4			.665		.660	.891
Satisfaction 3			.674		.312	
Corporate image 3				.734	.669	
Corporate image 1				.754	.693	.964
Corporate image 2				.694	.636	
Corporate image 4				.739	.603	
Eigen value (total)	4.628	2.039	1.457	1.239		
Distribution(%)	27.222	11.994	8.568	7.289		
Accumulated Distribution(%)	27.222	39.216	47.785	55.073		
Notes: 1. KMO(Kaiser-Meyer-Olkin) =.857 2. Bartlett = 1789.719, Degrees of Freedom = 136, Significance probability = .000						

4.3. Correlation Analysis

The results in Table 3 were derived in order to examine the correlation among the variables in the study. The results of correlation analysis show that the variables used in this study are not problematic in the multiple collinearities raised in multiple regression analysis. Therefore, the suitability of the data can be seen as secured. Therefore, the model used in this study is considered to be suitable for the later hypothesis test because reliability and validity are secured.

Table. 3: The Result of Correlation Analysis

Division	1	2	3	4
1. Professionality	1			
2. Convenience	.468**	1		
3. Satisfaction	.438**	.375**	1	
4. Corporate image	.447**	.337**	.387**	1

***, **, * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

4.4. Hypothesis Verification

4.4.1. The Relationship between Service Quality and Corporate Image of Corporate Exhibition Hall

The multiple regression analysis was conducted to test Hypothesis 1 that service quality of corporate exhibition hall has a significant effect on corporate image, and the analysis results are as follows.

Table. 4: The results of multiple regression analysis on service quality and corporate image

Model	nonstandardization coefficient(B)	standard error (SE)	t	collinearity statistics	
				Tolerance limit	VIF
professionality	.676	.052	10.644***	.598	1.847
convenience	.437	.054	6.697***	.598	1.847
R²(adj-R²)=.577(.574), F=222.479***					

*** , ** , * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

The F value of the multiple regression analysis of Hypothesis 1 was 222.479, which was statistically significant at the significance level p<.01. The VIF of all independent variables put into the model was less than the standard value of 10, indicating that there was no problem in the multiple collinearities between independent variables.

The multiple regression analysis to find out the effects of sub-variables of service quality on corporate image showed that professionality(t=10.644, p<.01) and convenience(t=6.679, p<.01) were all significant, and <Hypothesis 1> was adopted. And all of the sub-variables of service quality had a positive effect on corporate image. As a result of this empirical analysis, it can be seen that workers for corporate exhibition halls take note that the professionality of the exhibition and the convenience facilities of the exhibition hall have a direct impact on enhanced corporate image.

Therefore, in order to improve the corporate image, companies that operate corporate exhibition halls should make efforts for more improved service professionality by making sure to educate workers and improving convenience facilities.

4.4.2. The Relationship between Service Quality and Satisfaction of Corporate Exhibition Hall for Corporates

In order to test Hypothesis 2 that the service quality factor of the exhibition hall has a significant effect on satisfaction, multiple regression analysis was conducted and the analysis results are as follows.

Table. 5: Multiple regression analysis of service quality and satisfaction

Model	Non standardization coefficient (B)	Standard Error (SE)	Standardization coefficient (β)	t	Collinearity statistic	
					Tolerance limit	VIF
professionality	.529	.050	.514	12.487***	.576	1.737
convenience	.345	.052	.323	7.887***	.576	1.737
R²(adj-R²)=.585(.583), F=207.051***						

*** , ** , * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

The F value of the multiple regression analysis of Hypothesis 2 was 207.551, which was statistically significant at the significance level p<.001, and the VIF of all the independent variables put into the model was less than the standard value of 10, indicating that there was no problem with the multiple collinearities among independent variables. The multiple regression analysis to find out the effect of sub-variables of service quality on satisfaction showed that professionality(t=12.487, p<.01) and convenience(t=7.887, p<.01) were all significant. So, Hypothesis 2 was adopted. And all the sub-variables of service quality had a positive effect on satisfaction.

As a result of this empirical analysis, it can be seen that the exhibition hall workers and convenience facilities in the exhibition hall have a direct impaction on visitors' satisfaction. Therefore, companies that operate a corporate exhibition hall will need continuous efforts to improve the professionality and convenience of exhibition services in order to raise visitors' satisfaction.

4.4.3. Relationship between Satisfaction and Corporate Image

The regression analysis was conducted to test <Hypothesis 3> that satisfaction has a significant effect on corporate image, and the analysis result follows as [Table 6].

Table. 6: The Result of Regression Analysis

Model	Nonstandardization coefficient (B)	Standard error (SE)	Standardization coefficient (β)	t	Collinearity statistic	
					Tolerance limit	VIF
Satisfaction	1.352	.037	.834	33.354***	.673	1.983
R²(adj-R²)=.651(.639), F=637.783***						

*** , ** , * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

The F value of regression analysis of Hypothesis 3 was 637.783, which was statistically significant at the significance level p<.001), and the VIF of all independent variables put into the model was less than the standard value of 10, indicating that there was no problem with the multiple collinearities among

independent variables. The effect of satisfaction on the corporate image(t=31.315, p<.01) was significant, and Hypothesis 3 was adopted, and satisfaction had a positive effect on corporate image.

As a result of this empirical analysis, it can be seen that visitors' satisfaction is a factor that positively affects the enhancement of the corporate image. Therefore, companies that operate a corporate exhibition hall should make efforts to continuously develop services and improve the exhibition environment to satisfy the visitors.

4.5. Hypothesis Verification

In order to test the mediating effect of satisfaction, the parameters presented in this study were analyzed according to the procedure and standard of Baron et al.(1986). [21]

4.5.1. The Mediating Effect of Satisfaction in the Relationship between the Professionality of Service Quality and Corporate Image

The results of verifying the mediating effect of satisfaction in the relationship between professionalism and corporate image, which are sub-variables of service quality of corporate exhibition halls, are as follows.

The first step of analysis significantly predicted that professionality as an independent variable leads to satisfaction as a mediator variable (=.732, p<.01), and in the second step, professionality as an independent variable significantly predicted the corporate image as a dependent variable. (=.718, p<.01).

Table. 7: The Mediating Effects of Satisfaction in the Relationship between Professionality and Corporate Image

Stage	Independent variable		Dependent variable	B	SE	β	t
stage 1 (Independence->mediation)	Professionality	→	Satisfaction	.762	.039	.732	17.985***
	F=375.766*** R2(adj-R2)=.534(.533)						
stage 2 Independence->subordination	Professionality	→	Corporate image	.942	.053	.718	19.153***
	F=333.367*** R2(adj-R2)=.518(.517)						
stage 3 Independence, mediation -> subordination	Professionality	→	corporate image	.334	.053	.276	5.857**
	Satisfaction	→	corporate image	.810	.051	.654	13.799***
	F=398.897*** R2(adj-R2)=.723(.722)						

***, **, * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

In the third stage verification, satisfaction as a mediator variable had a significant effect on corporate image as a dependent variable (=.654, p<.01). In addition, the influence of independent variables on dependent variables was significant in the third stage, and the value in the third stage decreased compared to the second stage (2 step

=.718 > 3 step =.276).

In order to find out whether the difference in such influence is significant, the result of testing by the method that Sobel(1982) proposed showed that the difference was significant at p<.01 level, and the partial mediating effect of customer satisfaction was verified (z=12.324, p<.01)

4.5.2. The Mediating Effect of Satisfaction on the Relationship between Convenience of Service Quality and Corporate Image

The results of verifying the mediating effect of satisfaction in the relationship between professionalism and corporate image, which are sub-variables of service quality of corporate exhibition halls, are as shown in Table 9.
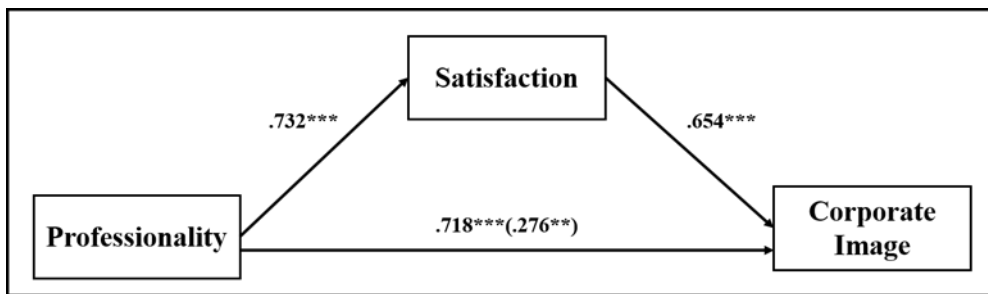

Fig. 2: The Mediating Effect Model of 'Professionality → Satisfaction → Corporate Image'

Table. 8: The Soble -test Verification Results of 'Professionality → Satisfaction → Corporate Image'

Path	b	z	p
Professionality → Satisfaction → Corporate Image	-.089	12.324	.000

As a result of analysis, in the first step, convenience as an independent variable predicted significantly satisfaction as a mediating variable (=.629, p<.01), and in the second step, convenience as an independent variable predicted significantly corporate image as a dependent variable (=.615, p<.01). In the third stage verification, satisfaction as a mediator variable had a significant effect on corporate image as a dependent variable (=.739, p<.01). In addition, the influence of independent variables on dependent variables was significant in the third stage, and the value in the third stage decreased compared to the second stage (2 step = .615 > 3 step = .168).

Table. 9: The Mediating Effects of Satisfaction on the Relationship between Convenience and Corporate Image

Stage	Independent variable		Dependent Variable	B	SE	β	t
stage 1 (Independence->mediation)	Convenience	→	Satisfaction	.702	.045	.629	15.531***
	F=234.735*** R2(adj-R2)=.415(.413)						
stage 2 Independence->subordination	convenience	→	Corporate image	.853	.057	.615	15.358***
	F=221.292*** R2(adj-R2)=.401(.400)						
stage 3 Independence, mediation -> subordination	Convenience	→	Corporate image	.243	.053	.168	4.375**
	Satisfaction	→	Corporate image	.925	.059	.739	19.586***
	F=375.895*** R2(adj-R2)=.712(.711)						

***, **, * stands for 'statistically significant' at 1%, 5%, and 10%, respectively

Fig. 3: The Mediating Effect Model of 'Convenience → Satisfaction → Corporate Image'

In order to find out whether the difference in such influence is significant, the test results were verified by Sobel(1982)'s proposed method. The difference was significant at the p<.01 level, and the partial mediating effect of satisfaction was verified (z=12.057, p<.01).

Table. 10: The Result of Soble -test Verification of 'Convenience → Satisfaction → Corporate Image

Path	b	z	p
Convenience →→ Satisfaction → Corporate Image	-.298	12.057	.000

As a result of verifying the mediating effect of satisfaction of Hypothesis 4, satisfaction was verified to have a partial mediating effect in the relationship between service quality and corporate image. Therefore, Hypothesis 4 was adopted.

As a result of analyzing the mediating effect of satisfaction, the service quality and corporate image of the corporate exhibition hall also show a direct influence

relationship. Also, through the satisfaction of the audience, it can be seen that the direction for enhancing the corporate image is presented. Therefore, companies that operate corporate exhibition halls should be concerned about improving the service quality of corporate exhibition halls and recognize the importance of viewing satisfaction. And various measures should be prepared for visitors' satisfaction.

5. Conclusion

This study empirically analyzes the effects of service quality of corporate exhibition halls for corporates on satisfaction and corporate image based on the results derived from previous studies targeting the exhibition halls. So, this study examined the mediating effect of service quality (professionality and convenience) and satisfaction as a parameter on a corporate image as a dependent variable.

As a result of hypothesis testing in this study, professionalism and convenience of service quality had a significant positive (+) effect on corporate image and satisfaction. And satisfaction had a significant positive (+) effect on corporate image, and satisfaction was found to have a mediating effect in the relationship between service quality and corporate image. Therefore, Hypothesis 1, Hypothesis 2, Hypothesis 3, and Hypothesis 4 presented in this study were all accepted.

Through the empirical analysis results of this study, it was found that visitors' satisfaction with the service quality of professionality and convenience led to a positive corporate image in the future. To enhance the corporate image, companies that operate corporate exhibition halls will need to make continuous efforts to improve the service quality of corporate exhibition halls and to improve the professionality of exhibition services and facilities to increase the satisfaction of visitors who visit exhibition halls. In addition, it is necessary to pay attention to the improvement of service quality of corporate exhibition halls for corporates and to recognize the importance of viewing satisfaction. And various measures should be prepared for the satisfaction of the visitors.

Therefore, this study suggests that while corporate products and corporate promotion are very important when operating or opening corporate exhibition halls, a corporate image can be raised through the improvement of service quality of corporate exhibition halls.

Based on the limitations of the process of this study, a follow-up study should be needed.

In this study, the service quality, satisfaction, and corporate image of the corporate exhibition hall were constructed and measured by qualitative evaluation through a questionnaire. In future studies, it is necessary to analyze objective and diverse aspects based on quantitative grounds using the number of revisits. In addition, it is necessary to study more subdivided service qualities of the corporate exhibition hall, considering the environmental factors of the company and the level of visitors.

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