

Title	中国系飲食業に対するサービス品質評価が消費者のブランド認識に与える影響 —海底撈の日中比較:レビューとアンケートによる分析
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Citation	
Issue Date	2026-03
Type	Thesis or Dissertation
Text version	author
URL	https://hdl.handle.net/10119/20399
Rights	
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Abstract

This study examines the relationship between service quality evaluation and brand equity in Chinese restaurant enterprises operating in Japan, using Haidilao as a case study. While previous research has often focused on isolated brand equity components or examined service quality and branding separately, comprehensive empirical studies integrating multidimensional service quality (DINESERV) and brand equity across diverse evaluative layers remain limited.

To address this gap, this research applies the DINESERV model across five dimensions and integrates these with brand equity components, including brand awareness, brand image, brand loyalty, and perceived value. The study adopts a standardization-versus-adaptation perspective to examine cross-market consistency and variations between Japan and China.

A mixed-method approach is employed. First, a review database analysis is conducted using 100 Google Maps reviews from Japan and China to capture spontaneous customer reactions. Second, a questionnaire survey is administered to 30 respondents who have visited Haidilao in both countries to measure structural cognitive evaluations regarding service expectations, experiences, brand equity, and behavioral intentions.

The results reveal a two-layered evaluation structure. The review analysis shows significant differences in specific dimensions (reliability and responsiveness) and brand awareness, reflecting salient market-specific perceptions. Conversely, the survey results indicate no statistically significant differences (ns) in overall service quality, brand equity, or behavioral intentions.

This study positively interprets these non-significant results as evidence of successful service standardization at the structural cognitive level. The findings demonstrate that while surface-level expressions of evaluation vary by market, Haidilao maintains a homogeneous brand evaluation mechanism across borders. This research contributes to the international branding literature by illustrating how standardized core systems can coexist with localized operational nuances, providing a new framework for interpreting statistical consistency as a strategic achievement.