# A Study on the Relationship between Nonverbal Communication, Perceived Expertise, Service Quality, and Trust: Focusing on Cosmetic Stores in Korea

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**Abstract :** This study aims to analyze the relationship between nonverbal communication, perceived expertise, service quality, and trust. The study was conducted with clients using cosmetic stores in the Daegu area of Korea. Based on the prior study, the measurement questions are correctly amended and organized in this study. The exploration factor analysis was performed using SPSS 22 for the configured measurement questions. And PLS 2.0 was used to perform a confirmatory factor analysis and path analysis. As a result of the analysis, nonverbal communication has been categorized as physical appearance, kinesics, vocal behavior and proxemics. It has been shown that all of the factors in nonverbal communication have a (+) significant effect on perceived expertise. The degree of impact has been analyzed to influence the perceived expertise in the order in which physical appearance, vocal behavior, kinesics and proxemics. The perceived expertise was analyzed to have a (+) significant effect on the service quality. It has been shown that the service quality has a (+) significant effect on trust.