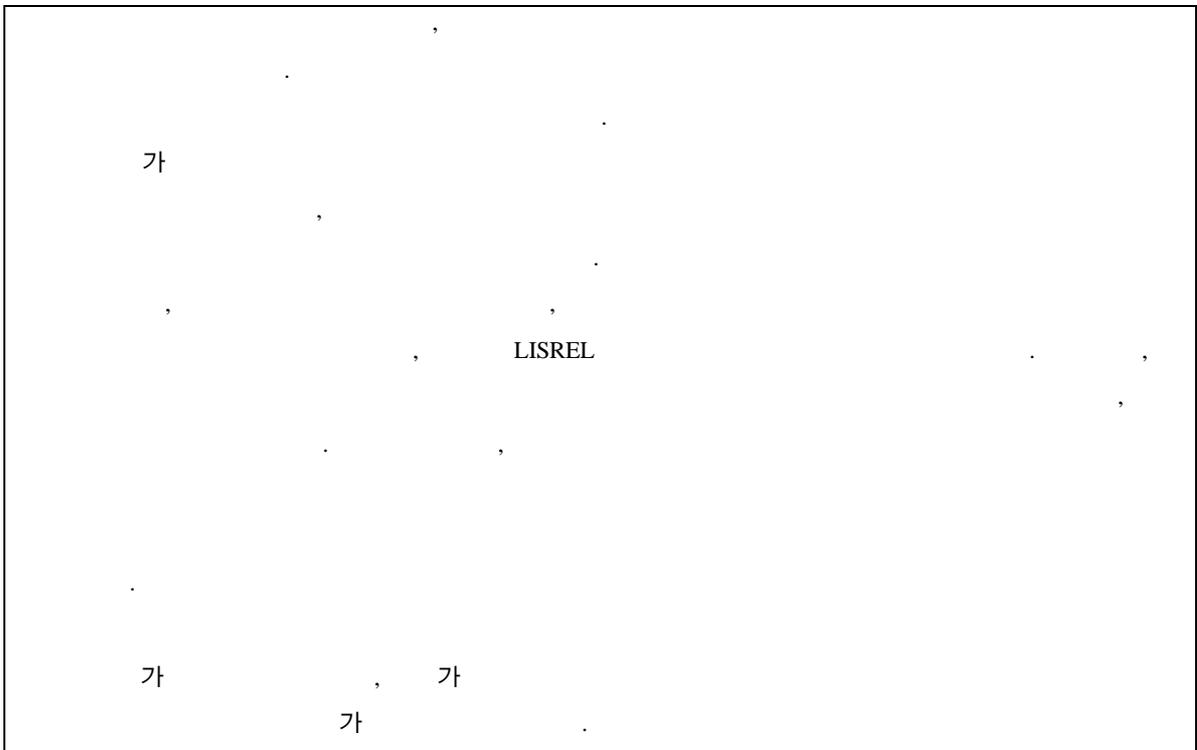


(  
[chshin@hanara.kmaritime.ac.kr](mailto:chshin@hanara.kmaritime.ac.kr) )

( )

( )



1.

가 . 25%  
 1996 1 1

가

1980 20%  
 1996 19.1% 가 90 가

가

50%

가 가

---

<sup>1)</sup> (95 12 ), (95 8 )

가 . , (口

傳) , .

90

(green marketing), 가

가

가

가

가

(Service Quality) SERVQUAL <sup>2</sup>

가

가

---

<sup>2</sup>) Parasuraman, Zeithaml and Berry (1985)가  
 (responsiveness), (assurance) (empathy) 5가  
 (Parasuraman, Zeithaml and Berry 1988) 가

10가 ( , , , , , , , , , , )  
 (tangibility), (reliability),  
 SERVQUAL

2.

가

2-1.

가

, 가 , , ,

6가 (Schiffman, Dash and Dillon 1977; Hirschman, Greenberg and Robertson 1978; James, Durand and Dreves 1976; Swinyard 1977; Louviere and Johnson 1990; Steenkamp and Wedel 1991; Zimmer and Golden 1988). Yoo, Park and MacInnis(1995)

가 가

가

, , (1997)  
(hedonic) (utilitarian)

가

6가

2-2.

가

(Drumwright 1994; Kirkpatrick 1990; Mason 1993).

Mason(1993)

( )

. Ajay and Anil(1997)

( )

Thomas(1997)

가

가

2-3.

가

(Parasuraman, Zeithaml and Berry 1985).

Parasuraman, Zeithaml and Berry(1988)

(would) 가

가 (should) ,

SERVQUAL

(responsiveness), (assurance) (tangibility), (reliability), (empathy) 5가 .

SERVQUAL

, , (1996) 가 SERVQUAL

가

SERVQUAL

3. 가

(1996)

SERVQUAL

가

가

가 , ,  
 (responsiveness), SERVQUAL (tangibles), (reliability),  
 (assurance), (empathy) 가 ,  
 가

가 1-1:

가 1-2:

(1996)

3

가

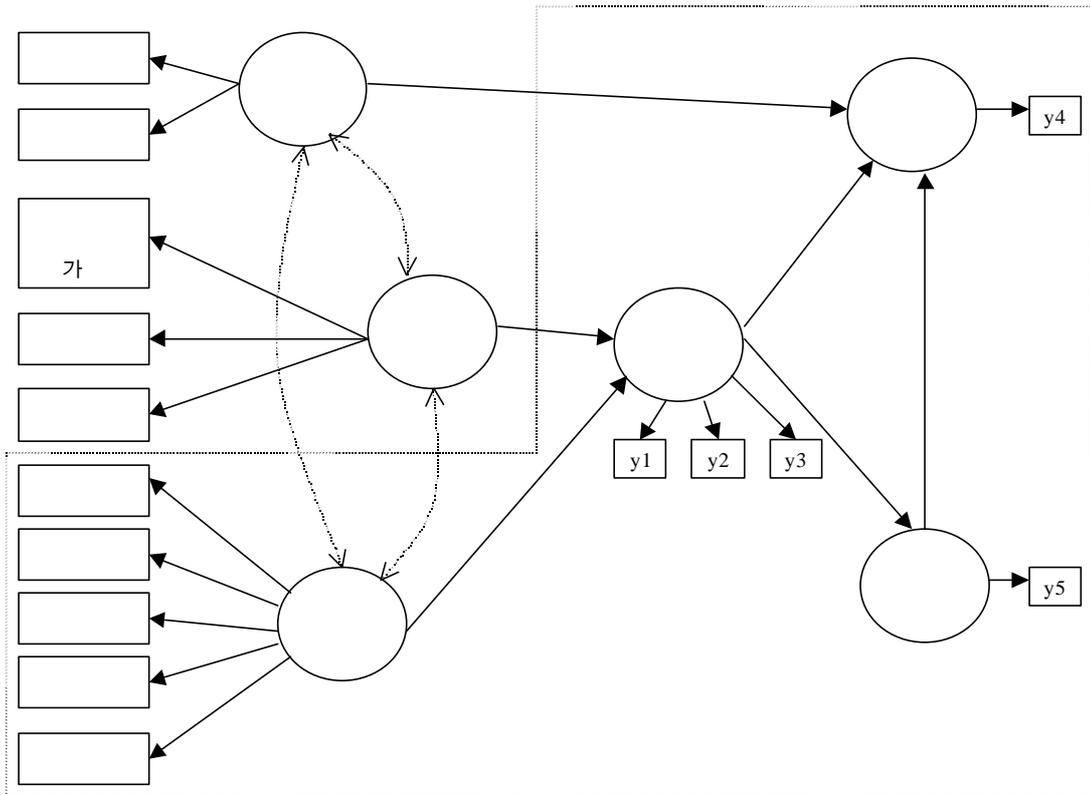
가 2-1:

가 2-2:

가 2-3:

<sup>3</sup>) Oliver(1980)

(Bearden & Teel 1983; Labarbera and Mazursky 1983).



(   : , (1996))

< -1 >

가 , (1996)  
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4.

가 .

4-1.

, 가 ,

(Yoo, Park

and MacInnis 1995), 가

가 , ,

가 14가

가 SERVQUAL

5가

22

가

. , Parasuraman, Zeithaml and Berry(1988)

(tangibility),

(reliability),

(responsiveness),

(assurance)

(empathy) 5가

22

가

가

38

4-2.

가

가

가

, , .  
 , ,  
 , ,  
 , 가 7  
 , 가 38 가  
 .  
 ,  
 .  
 215  
 192 가  
 [ -1] .

[ -1]

		( )	(%)
		60	31.3
		132	68.8
	20	99	51.6
	30	62	32.3
	40	22	11.5
	50	9	4.7
		192	100

5.

5-1.

가 , , 14 .

[ -2]

가 , , 3

Cronbach's alpha

Nunnally(1978)가

0.7

[ -2]

가	가	0.74
		0.77
		0.63

[ -3]

Tangibles ( )	Q1, Q2, Q3, Q4	0.77
Reliability ( )	Q5, Q6, Q7, Q8, Q9	0.82
Responsiveness ( )	Q10, Q11, Q12, Q13	0.83
Assurance ( )	Q14, Q15, Q16, Q17	0.82
Empathy ( )	Q18, Q19, Q20, Q21, Q22	0.90

\* Q SERVQUAL

SERVQUAL 22 .

(tangibles), (reliability), (responsiveness),

(assurance), (empathy) 57가

[ -3]

0.7

(confirmatory factor analysis) LISREL 8 (Joreskog and Sorbom 1993) GFI = 0.778, NFI = 0.752  
RMR = 0.08

100 가

0.30 (Hair et al. 1995)

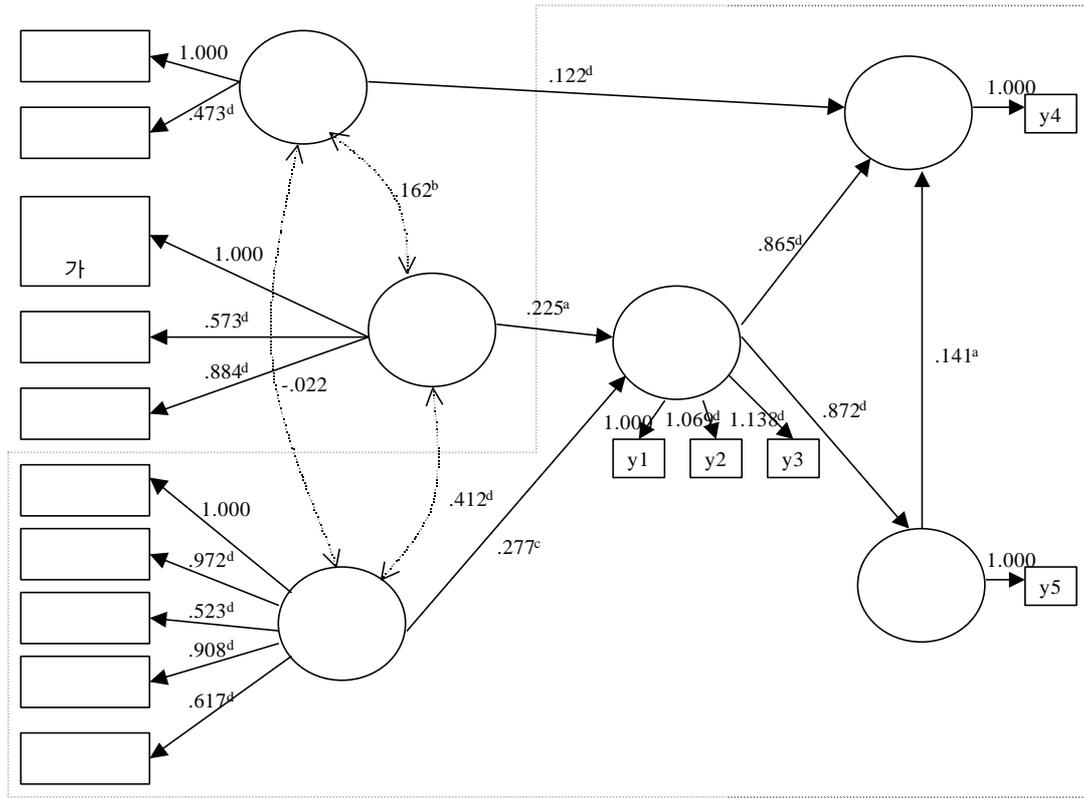
[ -4] LISREL

		LISREL (ML)	T	
$\lambda_{x 11}$	가	1.000	-	.771
$\lambda_{x 21}$		.573	7.217 <sup>d</sup>	.442
$\lambda_{x 31}$		.884	7.503 <sup>d</sup>	.682
$\lambda_{x 42}$		1.000	-	1.000
$\lambda_{x 52}$		.473	7.412 <sup>d</sup>	.473
$\lambda_{x 63}$		1.000	-	.719
$\lambda_{x 73}$		.972	7.404 <sup>d</sup>	.699
$\lambda_{x 83}$		.523	3.711 <sup>d</sup>	.376
$\lambda_{x 93}$		.908	8.009 <sup>d</sup>	.653
$\lambda_{x 103}$		.617	4.541 <sup>d</sup>	.443
$\lambda_{y11}$		1.000	-	.635
$\lambda_{y 21}$		1.069	5.316 <sup>d</sup>	.679
$\lambda_{y 31}$		1.138	7.742 <sup>d</sup>	.722
$\lambda_{y 42}$		1.000	-	1.000
$\lambda_{y 53}$		1.000	-	1.000
$\beta_{21}$		.865	5.351 <sup>d</sup>	.544
$\beta_{31}$		.872	6.101 <sup>d</sup>	.553
$\beta_{23}$		.141	1.824 <sup>a</sup>	.141
$\gamma_{11}$		.225	1.749 <sup>a</sup>	.273
$\gamma_{13}$		.277	2.705 <sup>c</sup>	.431
$\gamma_{22}$		.122	2.707 <sup>c</sup>	.121

\* a: p<.1 b: p<.05 c: p<.01 d: p<.001

5-2. 가

가 (Covariance structure modeling), LISREL 8 (Joreskog and Sorbom 1993)



\* a:p<.1 b:p<.05 c:p<.01 d:p<.001

[ -2]

가  
 $\chi^2 = 252.555$  (df.=84), p=0.0 p가 0.05

가 가  
 가 가  
 가 가  
 가 가

( 1996)

, (GFI) 0.86, (AGFI) 0.80

0.9

RMSR 0.078

[ -4]

[ -2]

가 1-1

( $\gamma_{11} = .224,$

$p < .1$ )

( $\gamma_{13} = .380, p < .01$ )

가

. 가 1-2

가

,

( $\gamma_{22} = .122, p < .001$ )

가 2

가

. 가 2-1

가

가

,

( $\beta_{21} = .865, p < .001$ )

. 가 2-2

가

( $\beta_{31} = .871, p < .001$ )

가

가

. 가 2-3

가

( $\beta_{23} = .142, p < .1$ )

6.

가

가

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, (1996), “ , ” 1996  
 , pp. 1-57.

, (1997), “ ,  
 , ” 12 2 , pp. 1-27.

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