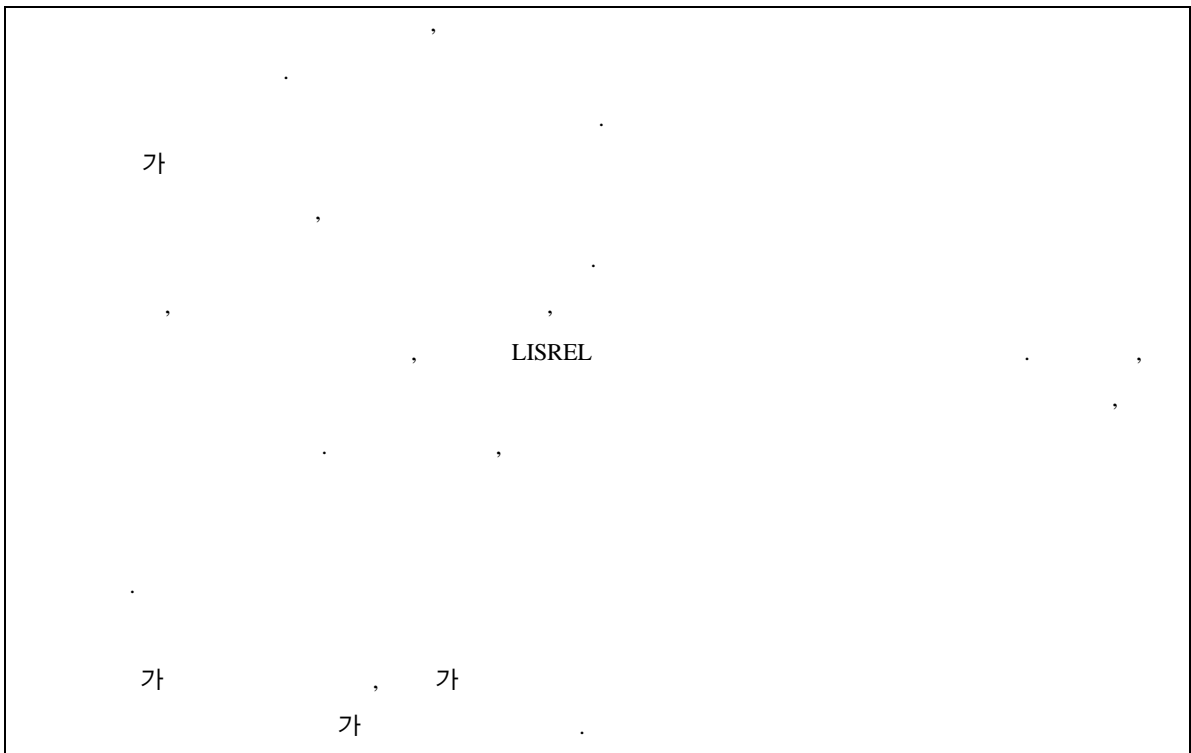


(
chshin@hanara.kmaritime.ac.kr)

()

()



1.

가 . 25%
 1996 1 1

가

1980 20%
 1996 19.1% 가 90 가

가

50%

가 가

¹⁾ (95 12), (95 8)

가 . , (口
傳) , .

(green marketing), 가 90

가 , , 가

(Service Quality) SERVQUAL² 가 가

가 가

²) 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

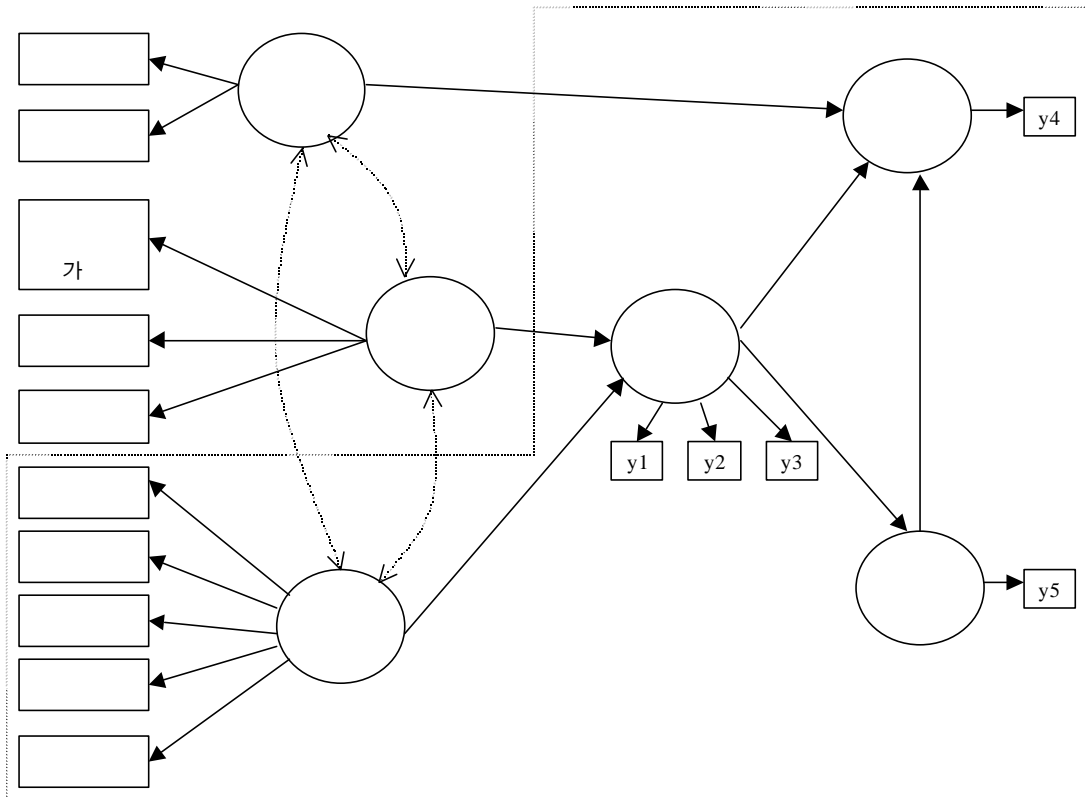
가 2-1:

가 2-2:

가 2-3:

³) Oliver(1980)

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



(: , (1996))

< -1 >

가 , (1996)
 , < -1 > .

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
 .
 ,
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 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) 5가

[-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)

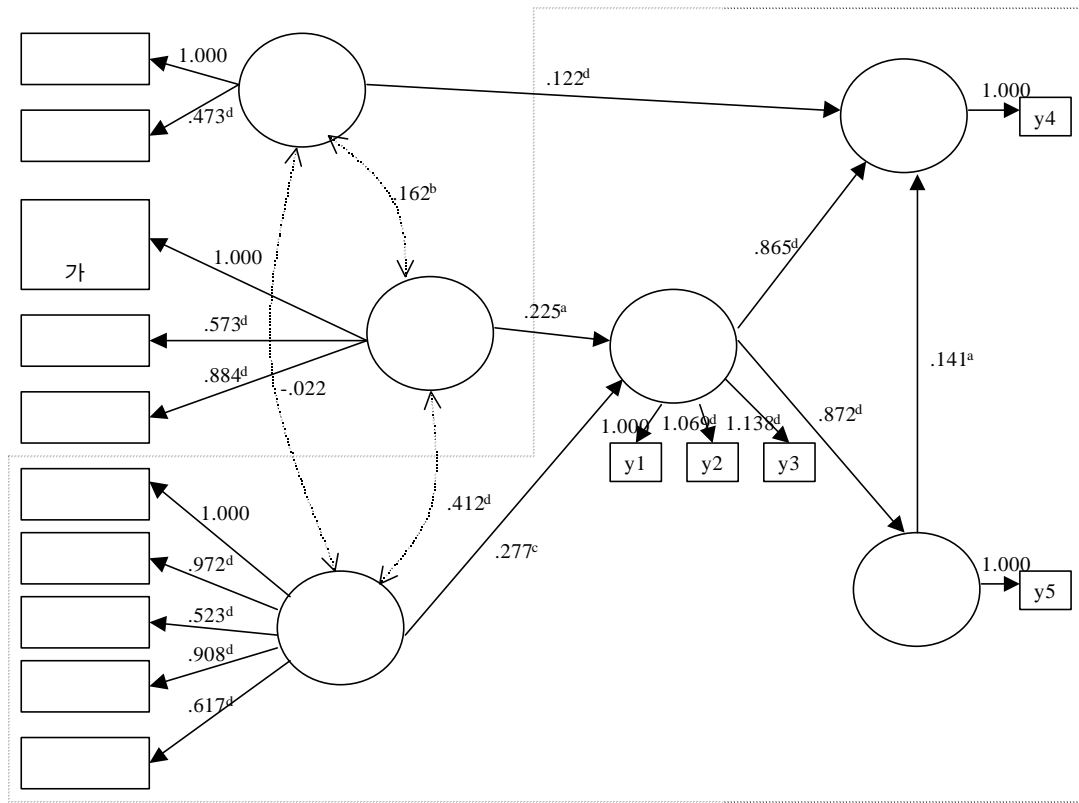
[-4] LISREL

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

(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

가

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, (1996), “ , ” 1996
 , pp. 1-57.

, (1997), “ ,
 ;” , 12 2 , pp. 1-27.

(1996), *LISREL* , .

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