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	가가
가	
	,
가	.
가	,

: 99.11 : 00.1

¹† 1999

*

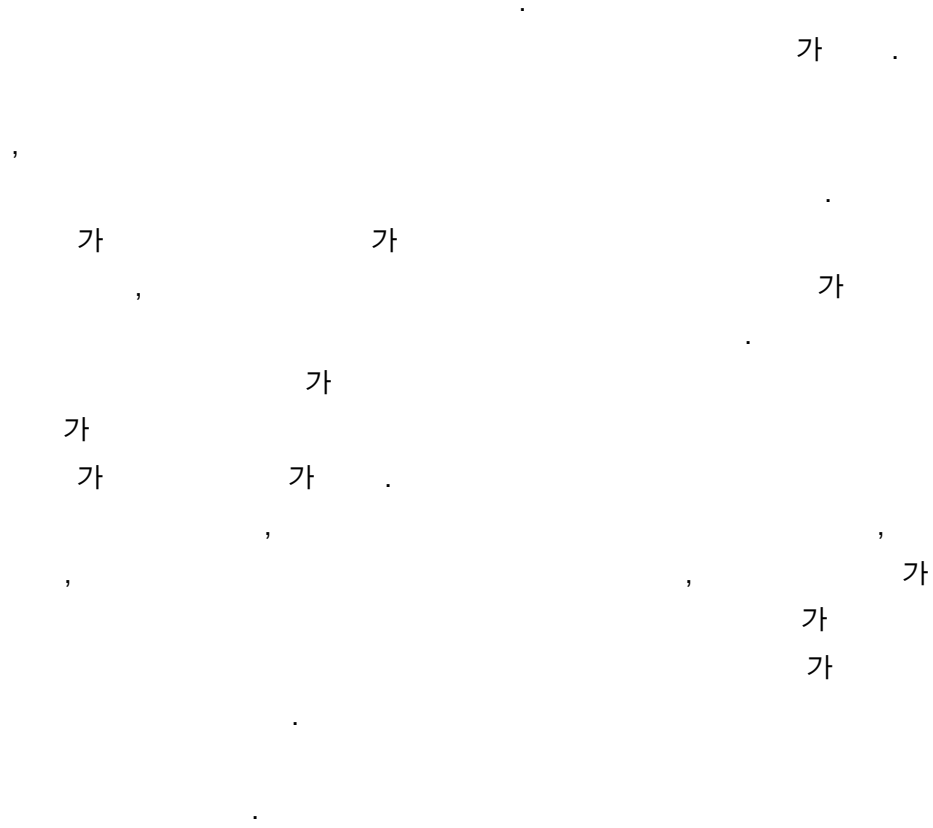
1999.9

1.

가 .
 , () ,
 , () (activity control)
 ,
 (Merchant 1985). 가
 (Anderson and Oliver 1987).
 가
 (Jaworski and Kohli 1991).
 ,
 (Anderson and Oliver 1987, Cravens et al. 1993, Anderson 1994, Jaworski
 et al. 1993, Lusch and Jaworski 1991)
 . Ramaswami (1996)
 ,
 가 가 가 ,
 (가,) 가
 가
 가
 ,
 가
 (trust)

Garbarino

Jonhson(1999)



2. 가

2.1

(salesforce control system) " (monitoring), (directing), 가 (evaluating), (compensating) " (Anderson and Oliver 1987, p.76).

Challagalla Shervani(1996) (capability Control), (activity control) (output control) 가

(Bush et al. 1990). 가

, 가가

(Churchill et al. 1985).

가

가

(Wotruba and Simpson, 1992).

Ames Archer(1988)

-0.03

Meece et al.(1988) 0.13

가

가

가

가

가

Merchant(1985)

(activity

control)

(capability control)

(skill)

(ability)

(Lawler 1990).

가

(supervisory

control)

가

(behavior control)

(output control)

(Anderson and Oliver 1987,

Cravens et al. 1993). , Oliver Anderson(1994)

가

Jaworski et al.(1993)

Oliver Anderson (1994)

가

, Jaworski et al.(1993)

가

(end-performance)

, Lusch Jaworski(1991)

가

, 가 ,

가 .

가가 .

2.2

Anderson Oliver(1987) " 가 , Agarwal and Ramaswami (1993)

." . (reinforcement) 가?

Oliver Anderson(1994) 가

가

가
가 ,

가 ,

. Bandura(1977)

가 ,

(O'Reilly and

Weitz 1980).

가 가 , 가 가

가 가?

가
(social attraction)

가
(task attraction)

가

2.3 가

2.3.1

가?

가 가 , 가 가 가 가 , 가 가 ,

(Porter, Lawler and Hackman 1975)

McGregor (1960)

가 , 가

(Vroom 1964).

(Silber 1985),

가
Weitz et al.(1986)

가

(Ramaswami 1996).

가

가

2.4 가

가

(dysfunctional behaviors)

(Jaworski 1988,

Jaworski and MacInnis 1989, Merchant 1985).

Ramaswami (1996) 가

, 가

가

가

가

가

가

Ramaswami (1996)가

가

가

가

(

)

가

(가,

)

가

(consideration), 가

가

(Porter, Lawler and Hackman 1975)

가

가

가

가

가 가

(Fiske and Taylor 1991). Hammer(1990)

attraction) 가 가 (task 가

가 가

H1 :

H2 : 가

2.5

가 Ramaswami (1996)

가

가

(trust)가

가 가

가?

Moorman et al.(1992)

가

가

(reliable),
(integrity)

Garbarino Johnson(1999)

(Jaworski and Kohli 1991).

(House and Dessler 1974).

(Moormn, Zaltman, and Deshpande 1992 ;

Morgan and Hunt 1994)

, Podsakoff, Moorman Fetter(1990)

" (faith)"

(trust)

(integrity) (reliability)

. Ramaswami (1996)

가

. Bass(1985)

(pride)

(Bennis and Nanus 1985).

H3 :

2.6

가

가

(Porter, Lawler and Hackman 1975)

가

가

가

가 가

가

가

가?

가

가

(Hunt and Morgan 1994)

(McGregor 1960)

가 가
가

가

H4 :

가 .

H5 : 가

가 .

3.

3.1

3.1.1 가

가 3
가

,
,

4

가

5

가 가 ,

4

5

5

5

3

3.1.2

Podsakoff et al . (1990)

Jaworski MacInis(1989)

3.2

가
 210 (80 , 130)가
 가

3.3

3.3.1

< 1>
 Cronbach's
 0.595 가,
 0.74

< 1>

가(1)	x ₁		0.748
	x ₂		
	x ₃		
(2)	x ₄		0.865
	x ₅		
	x ₆		
(1)	y ₁		0.877
	y ₂		
	y ₃	가	
(2)	y ₄		0.595
	y ₅		
	y ₆	가	

3.3.2

< 2> ()

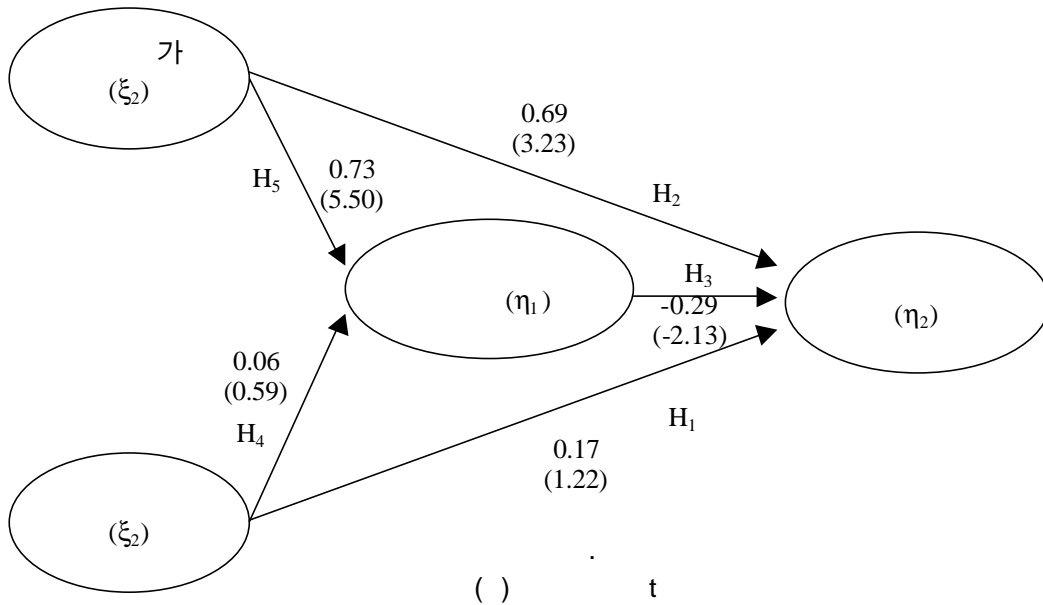
	가			
x ₅	.872	.147	.204	.033
x ₄	.858	.069	.181	-.228
x ₆	.811	.220	.168	.070
y ₂	.119	.880	.247	-.057
y ₃	.050	.863	.254	-.060
y ₁	.308	.816	.177	-.070
x ₁	.131	.231	.767	-.070
x ₃	.180	.291	.762	.038
x ₂	.231	.149	.738	.097
y ₅	-.194	-.083	-.080	.812
y ₄	.207	-.026	-.077	.721
y ₆	-.101	-.037	.219	.654

factor analysis) < 2> (confirmatory validity)
 가 0.65 (convergent validity)
 , < 2> (discriminant validity)
 0.308

3.4 가

가 (lisrel)
 < 1> 가 < 1> GFI= 0.92,
 AGFI = 0.87, RMR = 0.08

< 1 >



$\chi^2(48) = 118.71$ ($p = .000$), $GFI = 0.92$, $AGFI = 0.87$, $RMR = 0.08$

3.4.1

가

가 1 2 . 가 , < 1 > 가 3 , 가 가 가 가 가 가 가 가

3.4.2

가

< 1 > 가 4 , 가 5 . 가 가 가

가

가

가

가

가

가

가 가 가
(task attraction)
가

가
(social attraction)

5.

5.1

가

가

(Anderson and Oliver 1987, Cravens et al. 1993, Anderson 1994, Jaworski

et al. 1993, Lusch and Jaworski 1991)

가

가

가

가

가

..

, ,

Ramaswami (1996)

,

가

(trust)

,

,

가

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