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마케팅 의사결정지원 시스템의 채택의도 형성과 사용자 만족에 관한 연구

Heung Soo Park

Dong Hoon Kim

Seong Ho Kang

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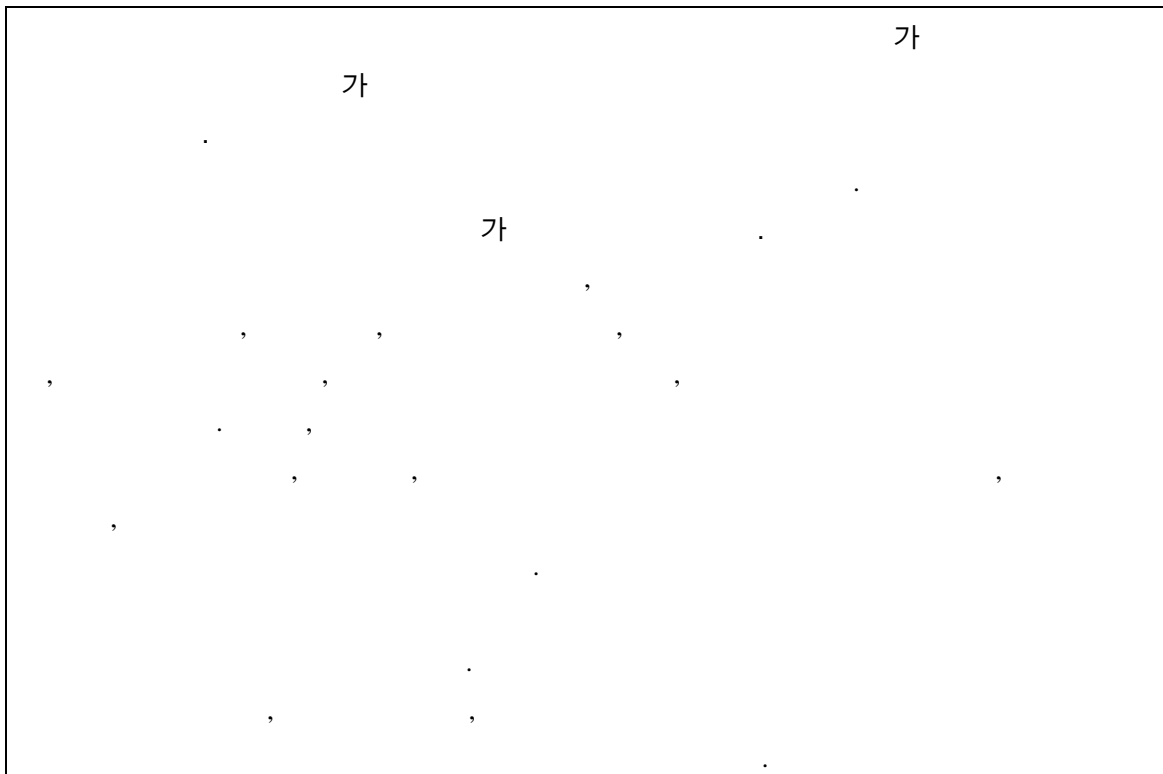
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Study on How to Form Adoptive Intention of MDSS and User Satisfaction

Heung-soo Park
Dong-hoon Kim
Seong-ho Kang



1.

가

가

(MDSS, Marketing Decision Support System) . MDSS

,

46%

MDSS 2% (

, 1997.4) 32% 37%

(Highby & Farah, 1991). MDSS

MDSS MDSS MDSS MDSS

MDSS

MDSS 가 MDSS

MDSS

가

가

,

,

,

,

(Alavi &

Joachimsthaler, 1992).

MDSS

MDSS

가

가

MDSS MDSS ,

2.

MDSS 4가 . MDSS가

가 MDSS

(Chakravarthy 1979, McIntyre 1982, Morrity & Swartz, 1989)

datawarehouse

data

mining

MDSS

MDSS

(Keen & Morton 1978, Greco, Hogue & Jack, 1990),

MDSS

MDSS

가

MDSS

가

Alavi & Joachimathaler(1992)

(task factors),

(organizational factors),

(external factors)

Alavi & Joachimathaler

Jung

4가

4가

가

가

가

가

가

Delone(1983)

(fixed

factors),

(semi-fixed factors),

가

(controllable factors)

Delone

,
, 가 ,
, ,

Delone

가
가

가

Raymond(1985) 464

20

가

Montazemi(1988)

가 ,

가

가

가

가
(interface)가

가

가

가

Zinkhan, Joachimsthaler, Thomas and Kinner(1987)

3가
가
"
"(Bonoma &
Johnston)
가
"

< 1> Zinkhan, Joachimsthaler, Thomas and Kinner

	Sign / 가
→ MDSS	(+)
→ MDSS	(+)
→ MDSS	(+)
→ MDSS	(+)
→ MDSS	(+)
DSS → MDSS	(+)
→ MDSS	(+)
MDSS →	(+)

MDSS

가

3. 가

3-1.

가

LISREL

LISREL

Cronbach's Alpha SPSSWIN8.0

< 2>

< 2>

/				
	X1 X2		, , ,	.7664
	X3 X4 X5 X6	Incentive	MDSS ,	.7732
	X7 X8 X9 X10 X11 X12 X13		1 , ,	.7249
	X14 X15 X16			.7190
	Y1 Y2 Y3 Y4 Y5		MDSS , MDSS MDSS MDSS	.8067
	Y6 Y7			.8384
	Y8 Y9 Y10 Y11		DSS	.7791
	Y12 Y13			

3-2. 가

(Eierman, Niederman & Adams).

Kwon & Zmud(1987)

가

Ewusi-Mensah(1981)

Mohan & Holstein(1994)

concept

가

가

가

가

<가 1>

(+)

가

가

Swanson(1994)

가

가

가

Zaltman(1973)

가

Sanders, Courtney(1985)

DSS

가

가

MDSS

Liang(1986)

incentive가

가

가

<가 2>

(+)

, Incentive

가

가

가

MDSS

가

가

가

가

가

Wierenga, Peter & Ophuis(1997)

MDSS

가

가

<가 3> MDSS (+) .
 가 , ,
 Staff , 가
 , , 가 MDSS 가 .
 .
 Fuerst & Chenoy(1982) 가 .
 MDSS .
 Vasarhelyi(1977) MDSS ,
 MDSS 가 . Alavi, Joachimsthaler(1992)
 DSS 가
 Raymond(1985) DSS
 가 . Sprague & Olson(1979) 가
 가 .

<가 4> (+) 가
 , , 가 가
 , 가 가
 . Alavi & Henderson(1981) Sprague & Olson(1979), Houdeshel & Watson(1987)
 (Eierman,
 Niederman & Adams, 1995).
 Wierenga, Peter & Ophuis(1997) 가
 가 ,
 가 ,
 가 가

<가 5> (+) 가
가

Eierman, Niederman & Adams(1995)

Sprange & Olson(1979)

가 , Alavi, Joachimsthaler(1992)

가

<가 6> (+)
가 가

<가 7> (+)

<가 8> (+)

Alavi & Joachimsthaler(1992)

Zinkhan, Joachimsthaler &

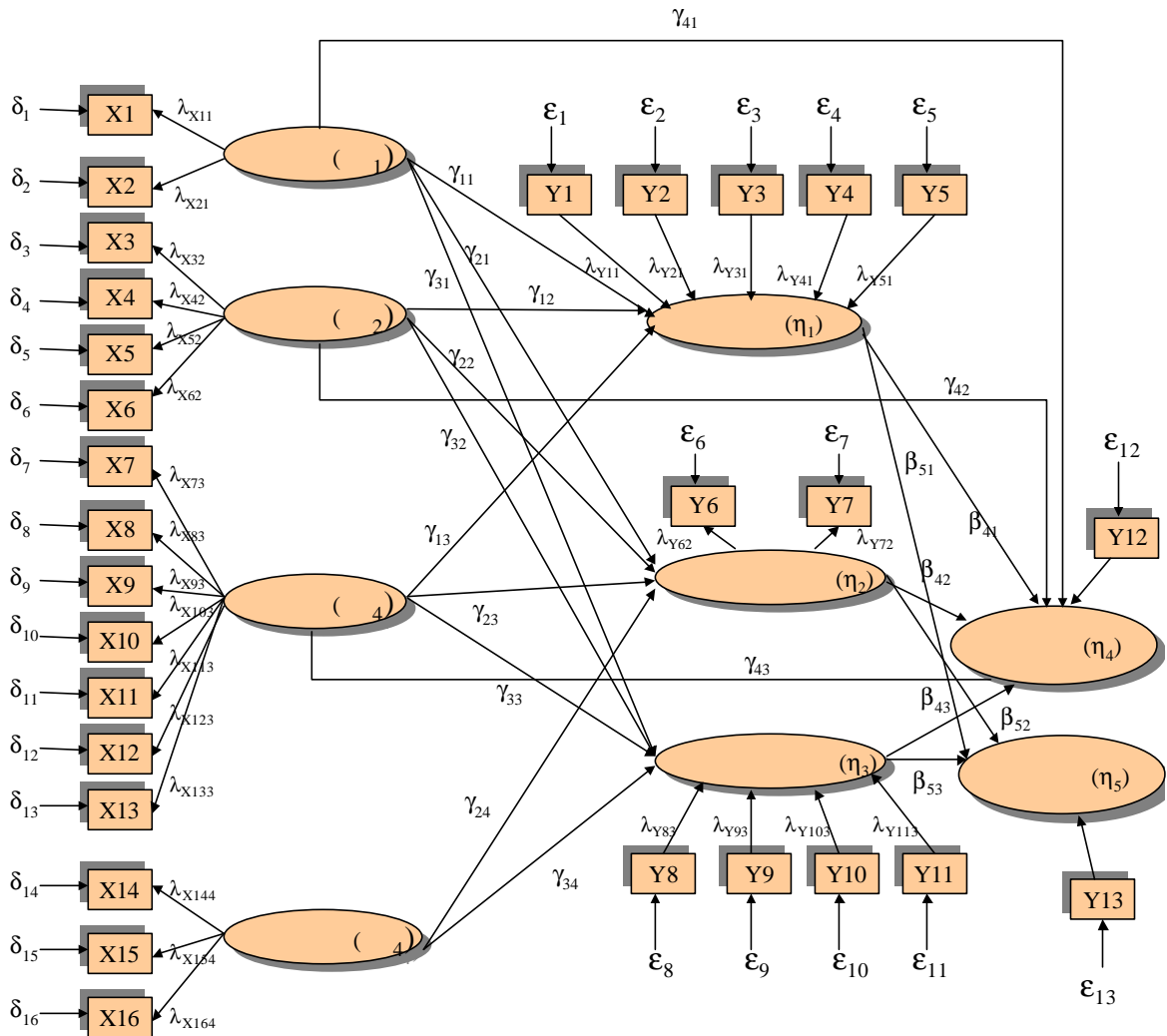
Kinnear(1987)

가 가
가

<가 9>

가 < 1>

< 1 >



4.

4-1.

가 LISREL

< 3 >

< 3>

(²)	2356.32(p=0.00)
(NFI)	0.88
(NNFI)	0.91
(GFI)	0.85
(AGFI)	0.79
(RMSR)	0.074

4-2. 가

4-2-1

< 4>

< 5>

가

< 4> Lambda -Y LISREL

	1(1)	2(2)	3(3)	4(4)	5(5)
Y1	1.00				
Y2	1.18				
Y3	1.23				
Y4	1.18				
Y5	0.98				
Y6		1.00			
Y7		1.08			
Y8			1.00		
Y9			1.23		
Y10			1.32		
Y11			1.24		
Y12				1.00	
Y13					1.00

< 5> Lambda-X LISREL

	1(KSI1)	2(KSI2)	3(KSI3)	4(KSI4)
X1	1.00			
X2	0.96			
X3		1.00		
X4		1.56		
X5		0.99		
X6		1.23		
X7			1.00	
X8			1.89	
X9			1.14	
X10			0.89	
X11			0.93	
X12			1.02	
X13			1.01	
X14				1.00
X15				1.12
X16				1.318

< 6> .

< 6> LISREL

	Beta Matrix			Gamma Matrix			
	N/S	N/S	N/S	0.126	0.390	0.071	N/S
	0.110	0.320	-0.04	-	-	-	-
	-	-	-	0.240	0.130	0.007	N/S
	-	-	-	-0.030	-0.001	-0.13	-0.001
	-	-	-	0.190	0.115	0.080	0.211

*N/S= Not Significant

4-2-2 가

4-2-2-1. 가 1

가 1

0.126

가 1

가

.

4-2-2-2. 가 2

가 2

가 2

.

가

0.390

4-2-2-3 가 3

가 3

0.071

가 3

.

가

4-2-2-4 가 4,5

가 4 5

0.010

가 5

가 4

가 4

가

.

4-2-2-5 가 6,7,8,9

가 6

-0.040

가 6

가

.

가 7

가

가 0.211 가

.

가 8

가

가 0.32 가

.

가 9

가

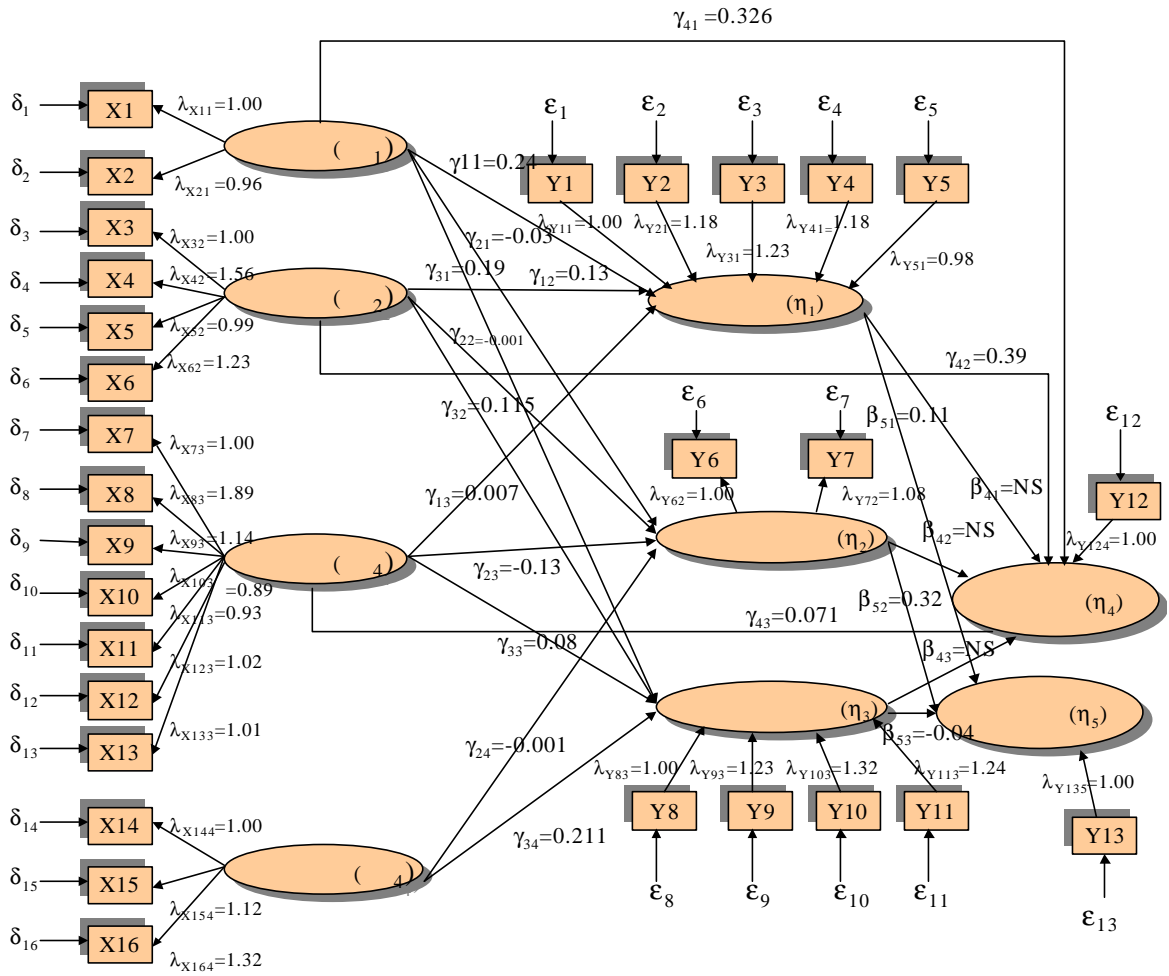
가

,

,

가 9

< 2 >



5.

5-1.

53.2%가 MDSS

, 30.4%

4.52
4.20

가

, MDSS

(

),

(

),

(

)

3가

가

MDSS

5-2.

가

가

가

가

200

130

가

가

가

- , 1998.11
- , 1997.4
- , 1990.
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