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서비스품질과 서비스가치

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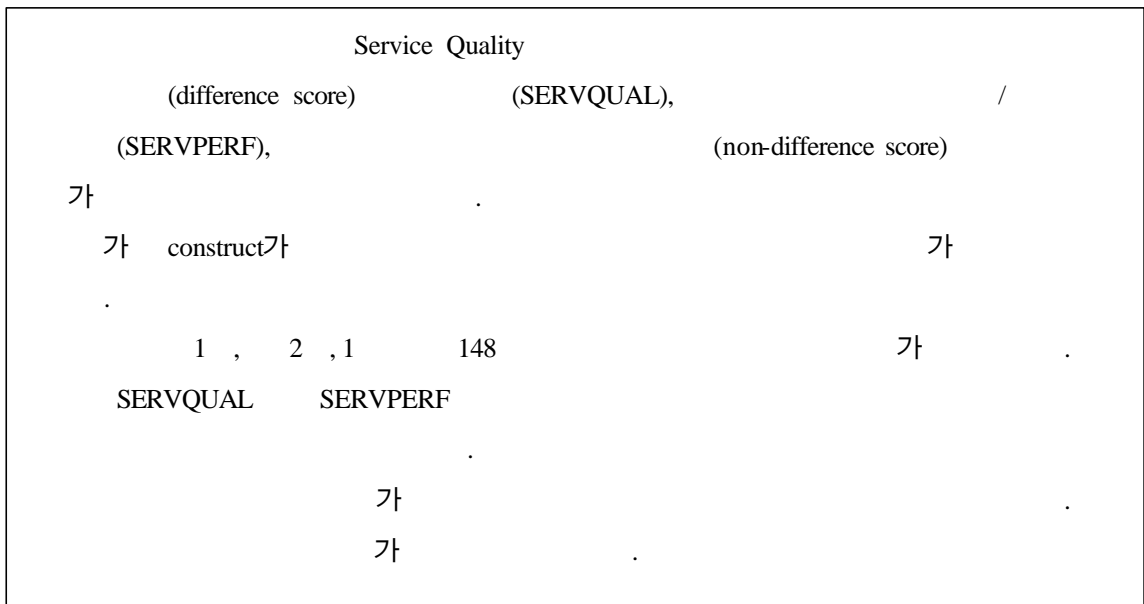
가 *

()

()

Service Quality and Service Value

Hak-sik Lee
Young Kim



* 1998 .

1.

(perceived service quality;)
 , , . Parasuraman, Zeithaml,
 and Berry(1988)가 5 ,22 SERVQUAL
 「 - 」 가 .
 가

(Brown, Churchill, and Peter 1993). 가
 「 - 」 「 」
 (Boulding et al. 1993; Cronin and Taylor 1992).

(difference score)
 , , /
 가 .
 가 (service value) .
 , ,

가 (cost) .
 가 (benefits) /
 「 - 」 「 / 」 가 가 /
 가 .
 가

SERVQUAL
 .
 가 가 ,
 가 가 ,
 가 , 가 /

2.

2-1.

() Parasuraman, Zeithaml, and Berry(1985; PZB) 가 . PZB(1988) 「 」 (p. 16), 가 . PZB SERVQUAL (Brown et al. 1993; Cronin and Taylor 1992, 1994; Teas 1993) .

2-1-1. SERVQUAL()

PZB(1985, 1988) SERVQUAL Oliver(1980) (expectation-performance disconfirmation model) , Oliver가 (-) SERVQUAL 가 , Oliver / 가 Oliver / , PZB SERVQUAL 가 (want) 가 (1997). 1985 PZB 97 /10가 , 1988 22 /5 : (Tangibles), (Reliability), (Responsiveness), (Assurance), (Empathy). PZB(1991) SERVQUAL SERVQUAL (should) (will), SERVQUAL 가 가 (want)' (should)' , SERVQUAL 가 (feasible) SERVQUAL 가 Oliver(1980) biei(Fishbein 1963; Ajzen and Fishbein 1980) , (anticipated) Oliver 가 . PZB SERVQUAL (Bitner 1990;

Bolton and Drew 1991a, b; ZBP 1991). Bolton and Drew(1991b)

Carman(1990) SERVQUAL 4가 (, ,) , Carman SERVQUAL 가

PZB SERVQUAL 1988 , Cronin and Taylor(1992), Teas(1993)

2-1-2. SERVPERF()

Cronin and Taylor(1992; C&T) 「 - 」 SERVQUAL 「 」 SERVPERF .

SERVPERF가 - SERVQUAL

가

(Carman 1990). C&T(1992) SERVQUAL 22

/5 SERVPERF PZB SERVQUAL

4가 (, ,)

, SERVQUAL 4가 2가 (,)

, SERVPERF 4가

C&T SERVQUAL (e.g., Babakus and Boller

1992; Babakus and Mangold 1992; Boulding et al. 1993; Carman 1990; Oliver 1993). , PZB

Zeithaml Boulding et al.(1993, p. 24) SERVQUAL

가

, C&T(1992) (Lee, Lee, Yoo

1999).

SERVPERF가 SERVQUAL . C&T

PZB(1994) C&T가 SERVQUAL 5가

, C&T SERVQUAL

. C&T(1994) 가

가

2-1-3. ()

/ (e.g., Cardozo 1965; Churchill and Suprenant 1982; Oliver 1977, 1980; Oliver and Desarbo 1988; Olshavsky and Miller 1972; Olson and Dover 1979; Tse and Wilton 1988) , SERVQUAL

SERVQUAL

가 . 가 (Helson 1964) (,)

(difference score)

(Brown, Churchill, and Peter 1993; Spreng and Mackoy 1996), (,) 가

. Brown, Churchill, and Peter(1993) SERVQUAL

가 가

(Babakus and Mangold 1992; Carman 1990;

Cronin and Taylor 1992). Brown, Churchill, and Peter(1993)

「 - 」 (+ or-)

(non-difference score)

. Oliver(1980) Bitner(1990) Bolton and Drew(1991b)

2-2. 가 , ,

. PZB(1988)

가 ,

가 PZB

/ (Bitner 1990; Bolton

and Drew 1991 a, b; Carman 1990; PZB 1988, 1994).

(e.g., Cronin and Taylor 1992; Lee, Lee, and Yoo 1999; Reidenbach and Sandifer-Smallwood 1990; Woodside, Frey, and Daly 1989)

. Woodside, Frey, and Daly(1989)

(1997) 「
 」 ,
 / ,
 / .
 , .
 ,
 .
 ,
 가 .
 (benefits) (costs) ,
 (- , /) 가 /
 .
 가 (value)
 (Cronin et al. 1997; Dodds and Monroe 1985; Drew and Bolton 1987; Heskett et al. 1990;
 Holbrook and Corfman 1985; Mandler 1982; Perry 1926; Sewall 1901; Zeithaml 1988).
 Zeithaml(1988) 가 4가
 (p.13). , "가 가 (value is price)" ,
 가 가 . , 가 "
 (what I get for what I give)" . , 가 가 (trade-off)
 . 가 가
 , , 가
 가 가 (subjective worth) 가 .
 가 Schechter(1984) "
 / / " . 가
 , 가 가 가 " "
 .
 , Holbrook and Corfman(1985) 가 "
 ---()--- ,
 " (p.40).
 , Cronin et al.(1997) 가 가
 . 가
 가

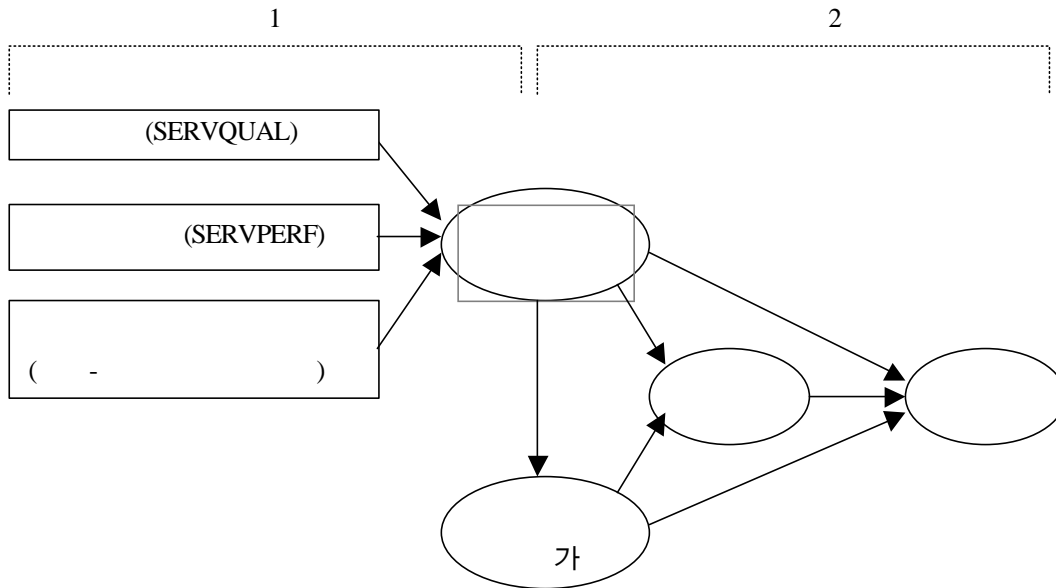
가 , 가
 trade off (Drew and Bolton 1987; Heskett et al. 1990;
 Zeithaml 1988) (SV = SQ + SAC; SV = service value, SQ = service quality, SAC = sacrifice).
 가 Zeithaml(1988) 가 가
 trade-off .

3. 가

3-1.

가 , 가
 가 . 가
 < 1>

< 1>



3-2. 가

3-2-1. 가
 PZB(1988, 1991, 1994) C&T(1992, 1994)

SERVQUAL

SERVPERF

(1997)

SERVQUAL SERVQUAL

가 , 가 (Helson 1964)

Oliver(1980)

SERVQUAL SERVPERF -

Brown, Churchill, and Peter(1993)

(+ or -)

(non-difference

score)

Oliver(1980)

Bitner(1990) Bolton and Drew(1991b)

(perceptions) 가

(e.g., Brown and Swartz 1989; PZB 1988).

, Peter, Churchill, Brown(1993)

(Johns 1981; Lord 1958; Mosier 1951; Prakash and Lounsbury 1983).

construct

constructs

constructs

가

가

(unique)

가

擬似(spurious)

가 (Wall and Payne 1973).

가

가

가

H 1 :

, SERVQUAL() SERVPERF()

(-)

3-2-2. /

가

가

(Cronin and Taylor 1992; Reidenbach and Sandifer-Smallwood 1990; Woodside, Frey,

and Daly 1989) / 1 2 ,

Woodside, Frey, and Daly(1989) /

가 trade-off

Lee and Ulgado(1977) 가 trade-off

가 " (,)" " " 가 trade-off 가 가

, Cronin et al.(1997) 가 가

(store loyalty intentions) Sirohi, McLaughlin, and Wittink(1998) 가 가 (perceived relative price) 가

H 2 : 가

H 3 : 가

4.

4-1.

1 , 2 , 1 가

FAX 444 343 가 (77%), (56)

287 < 1 >

< 1 >

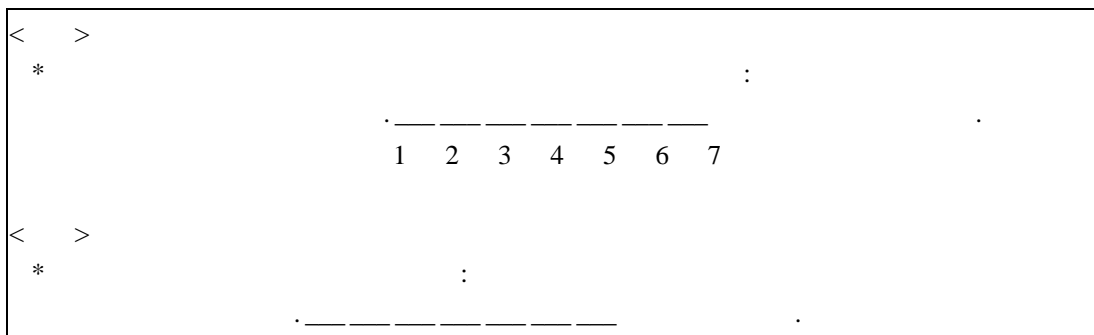
	1	52		20	75
	2	84		30	103
	1	151		40	82
		287		50	27
		141			287
		117			198
		29			89
		287			287

4-2.

4-2-1. SERVQUAL SERVPERF

PZB(1988) (Tangibles), (Reliability), (Responsiveness),
 (Assurance), (Empathy) , ' ,
 SERVQUAL . SERVQUAL 22 ,

3 7



Cronin and Taylor(1992)

SERVPERF

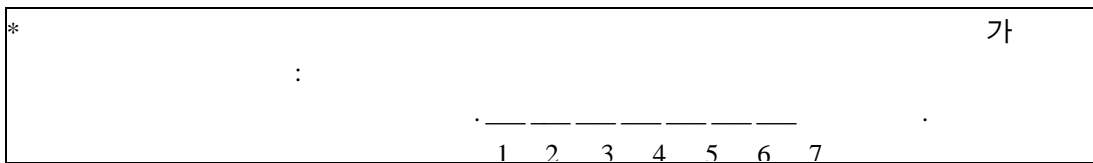
SERVQUAL

4-2-2.

Brown, Churchill, and Peter(1993) Babakus and Boller(1992)

Hartline and Ferrell(1996)

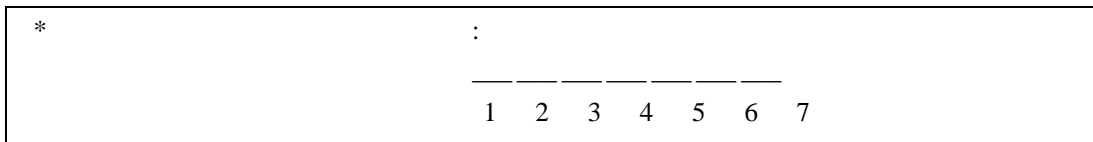
, SERVQUAL SERVPERF 가
3 7



4-2-3.

(e.g., Cronin et al. 1997; Lee, Lee, and Yoo 1999)

가 3 7



4-2-4. 가

가 Babin, Darden, and Griffin(1994) 가

, Babin, Dardin, and Griffin 가

, Babin, Darden, and Griffin 가

6 7

, 가 가 (comparability)

< 2>

(Constructs)			()
SERVQUAL ()	(sqtan)	3	3(.7353)
	(sqrel)	3	3(.7945)
	(sqresp)	3	3(.8059)
	(sqassu)	3	3(.7495)
	(sqemp)	3	3(.7829)
SERVQUAL (); SERVPERF	(netan)	3	3(.8689)
	(perel)	3	3(.8531)
	(peresp)	3	3(.8860)
	(peassu)	3	3(.7926)
	(peemp)	3	3(.8384)
	(ndtan)	3	3(.8447)
	(ndrel)	3	3(.8741)
	(ndresp)	3	3(.9100)
	(ndassu)	3	3(.8250)
	(ndemp)	3	3(.8446)
(osa)		3	3(.9463)
가 (sv)		6	6(.9607)
(cs)		5	5(.9551)
(pi)		11	8(.9580)*
* ni9 ni10 ni11			

, ()
가 , Cronbach's
가 ,

, < 2>
.7685 (1997).

5-1-2.

가 SERVQUAL SERVPERF
가 가
SERVQUAL, SERVPERF,
가
가

< 3> 가
 R^2 . < 3>
 SERVQUAL SERVPERF
 가

< 3>

	B	SE B	Beta	T value	Sig. T	R^2 (Multiple R)
S E R V Q U A L	.0655	.0363	.0816	1.806	.0715	.3734(.6110)
	.0252	.0606	.0249	.416	.6778	
	.2795	.0643	.2760	4.350	.0000	
	.1803	.0623	.1766	2.891	.0040	
	.1378	.0516	.1517	2.670	.0078	
S E R V P E R	.0130	.0557	.0122	.234	.8148	.6084(.7800)
	.2295	.0576	.2156	3.983	.0001	
	.2393	.0600	.2177	3.983	.0001	
	.2642	.0523	.2580	5.055	.0000	
	.1494	.0510	.1344	2.929	.0036	
	.0515	.0518	.0487	.994	.3206	.7157(.8460)
	.0807	.0545	.0730	1.480	.1396	
	.4713	.0488	.4544	9.649	.0000	

R^2 Fisher's Z' (transformation)
 Multiple R (Cohen and Cohen 1983).
 Multiple R Z' , 가
 Z SERVQUAL SERVPERF Z
 4.00(p < .01), SERVPERF Z 2.3(p < .05)
 가 가 1
 , SERVQUAL SERVPERF
 PZB C&T

5-2. 가 가 (가 2, 3)

가 , 가
 가 2, 3 , LISREL8

5-2-1.

(unidimensionality)

nomological validity 가 Singh and Rhoads(1991)가 (scale refinement)

5-2-1-1.

1)1

< 2>

2)

1 (confirmatory factor analysis; CFA)

가

GFI(Goodness-of-Fit Index; .90), AGFI(Adjusted Goodness-of-Fit Index; .90), RMSR(Root Mean Square Residual; .05), NFI(Normal Fit Index; .90), χ^2 (), χ^2 p (.05가)

< 4>

가 3

가 1

(perfect)

가

< 4>

	CFA	CFA		GFI	AGFI	RMSR	NFI	χ^2	p
	3	3		-	-	-	-	-	-
가	6	4	sv5, sv6	.991	.957	.0136	.996	4.845	.089
	5	4	cs3	.998	.992	.0060	.999	.918	.632
	8	4	pi2, pi6, pi7, pi8	.996	.980	.0131	.998	2.230	.328

,1

2

< 5>

< 5> 2

	1 CFA	2 CFA		
	3	3		R^2 : 71.975 p : .0007 GFI : .961 AGFI : .933 RMSR : .0033 NFI : .981
가	4	2	Sv1, sv4	
	4	3	cs5	
	4	3	pi1	

3)

(convergent validity)
(measurement model)

(discriminant validity)
(i.e., 2) 가
(standardized loadings)

< 6>

		std. loadings (t-value)	Construct Reliability	Average Variance Extracted
	osq1	1.000	.923	.800
	osq2	.969(28.945)		
	osq3	.935(26.437)		
가	sv2	1.000	.891	.804
	sv3	1.014(26.342)		
	cs1	1.000	.908	.767
	cs2	1.014(23.761)		
	cs4	.999(24.074)		
	pi3	1.000	.863	.679
	pi4	1.063(28.520)		
	pi5	.919(19.025)		

(t 19)

(see, Challagalla and Shervani 1996, p. 102).

가 < 6> (representation)
 가 (construct reliability) (variance extracted)
 .70
 .50

(see, Hair, Anderson, Tatham,

and Black 1995, pp. 642-654).

5-2-1-2.

가
 <

7>

< 7>

	Mean	sd	가			
	4.9408	1.2093	1.0000			
가	4.7352	1.3161	.7408	1.0000		
	5.0151	1.2224	.8624	.8193	1.0000	
	4.8118	1.3958	.7272	.7564	.8020	1.0000

* p = .000

5-2-2. 가

5-2-2-1.

가 , ,

(covariance matrix)

(overall model)

²=

71.975(p=.000), d.f.= 38, GFI = .961, AGFI = .933, RMSR = .033, CFI = .991, NFI = .981

²

p

, GFI

가

.961

5-2-2-2. 가

가

H2

< 8>

($\beta_{11} = .814, t = 16.267$).

trade-off 가

가 Lee and Ulgado(1977)

< 8 >

가				t-value	
H2	가	11	.814	16.267	
		21	.575	11.293	
		31	-.033	-.247	
H3	가	21	.382	8.061	
H3	가	31	.194	1.899	
		32	.840	4.267	

, 가 ($\beta_{21} = .382, t = 8.061$) ($\beta_{32} = .194, t = 1.899$)

H3 가

가 가 가 R^2 F_{add} test
 가 ($R^2 = .8160$) 가 ($R^2 = .7437$) +
 = 111.37, $p < .0001$) , ($R^2 = .6432$) (F_{add}
 가 가 가 +
 ($R^2 = .6482$) + 가 ($R^2 = .6732$)
 ($F_{add} = 4.036, p < .05$ 對 $F_{add} = 26.07, p < .0001$). 가 가

6.

6-1.

가

SERVQUAL(), SERVPERF,

가

가 , 가 가 .
가 .
SERVQUAL SERVPERF가,
SERVPERF 가 . Brown, Churchill, and
Peter(1993)

Oliver(1980)
SERVQUAL
SERVPERF

가 .
가 , 가
Lee and Ulgado(1997)

가 .
가 ,

가
가

trade-off
가 F_{add} test
가 가

6-2. , , ,

SERVQUAL, SERVPERF,
가 가
가 .

가 SERVQUAL

SERVQUAL

(/)

가 가 , 가

가

가

가 pooling , 1 , 2 , 1 가 가

, 1

가 ,

가

가

가

(1997), " : , " , 26(1), 139-154. (1997), " Cronbach's , " , 12(1), 209-222.

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