

6-1-1999

백화점 고객의 소비자 만족에 미치는 선행 요인 및 사후 행동에 관한 연구

창훈 신

재영 송

인석 황

Follow this and additional works at: <https://amj.kma.re.kr/journal>



Part of the [Marketing Commons](#)

Recommended Citation

신, 창훈; 송, 재영; and 황, 인석 (1999) "백화점 고객의 소비자 만족에 미치는 선행 요인 및 사후 행동에 관한 연구," *Asia Marketing Journal*: Vol. 1 : Iss. 3 , Article 3.

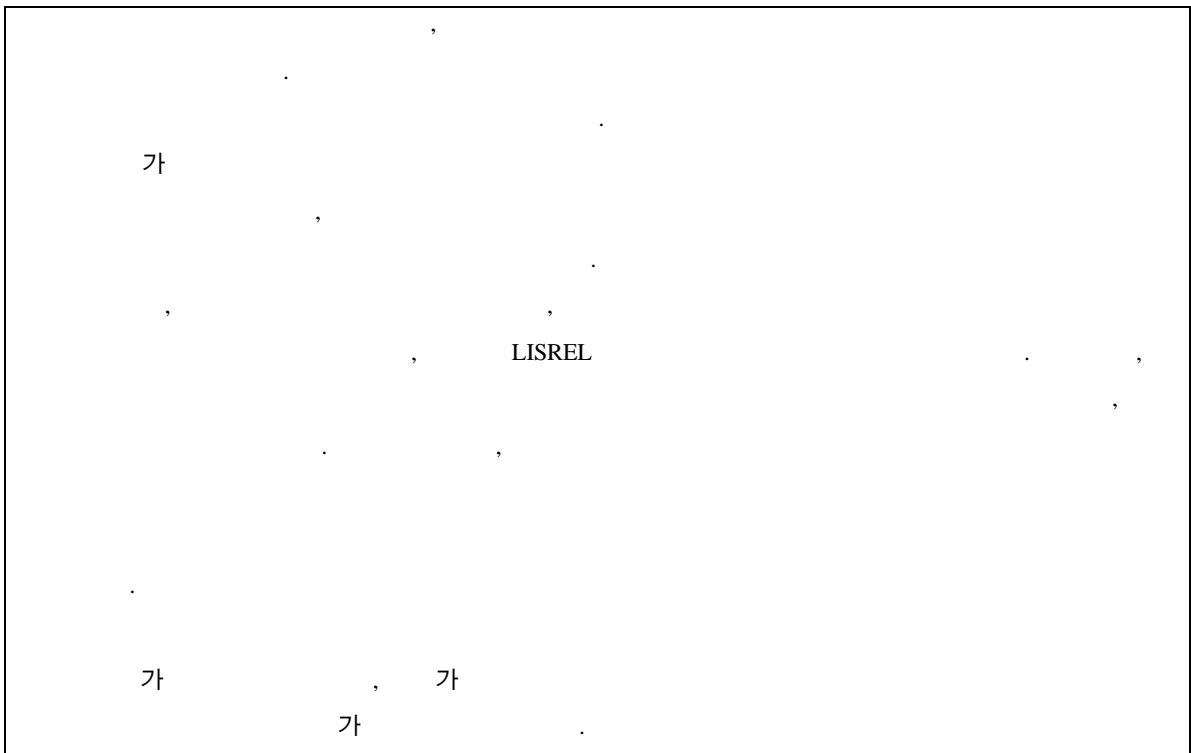
Available at: <https://doi.org/10.53728/2765-6500.1017>

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

(
chshin@hanara.kmaritime.ac.kr)

()

()



1.

가 . 25% 1996 1 1

가

1996 1980 20% 19.1% 가 90 가

가

50%

가 가

¹⁾ (95 12), (95 8)

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)

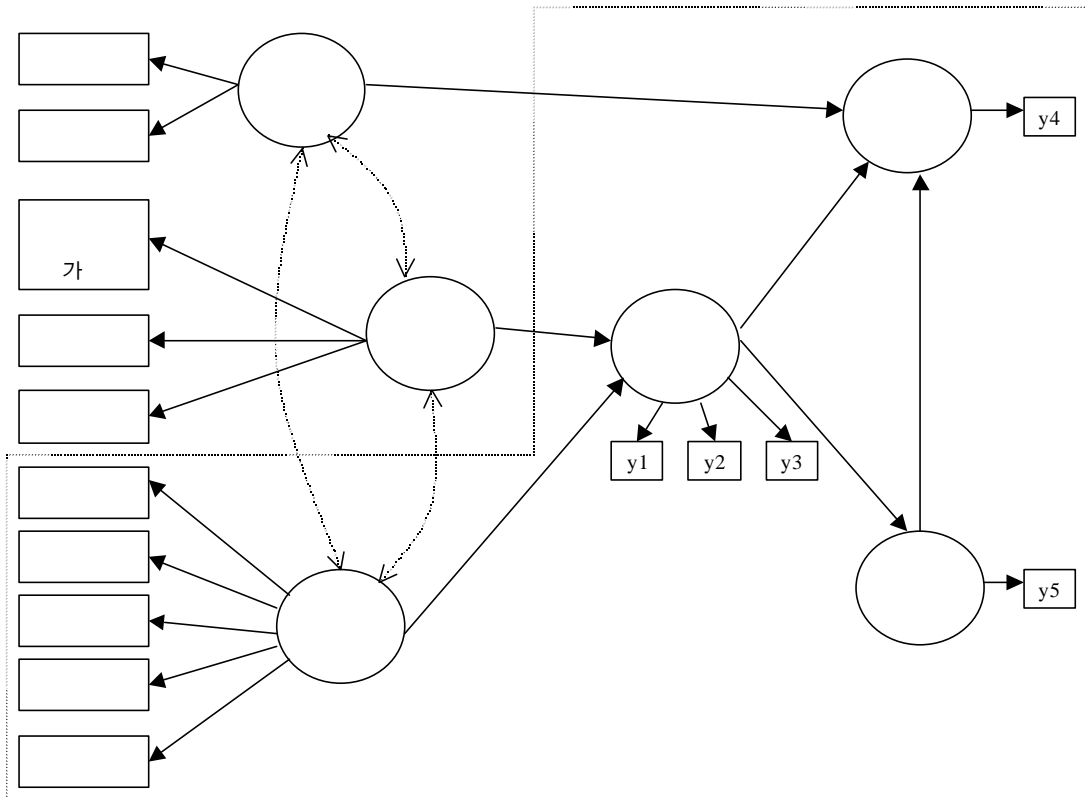
3

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
 .
 ,
 .
 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)

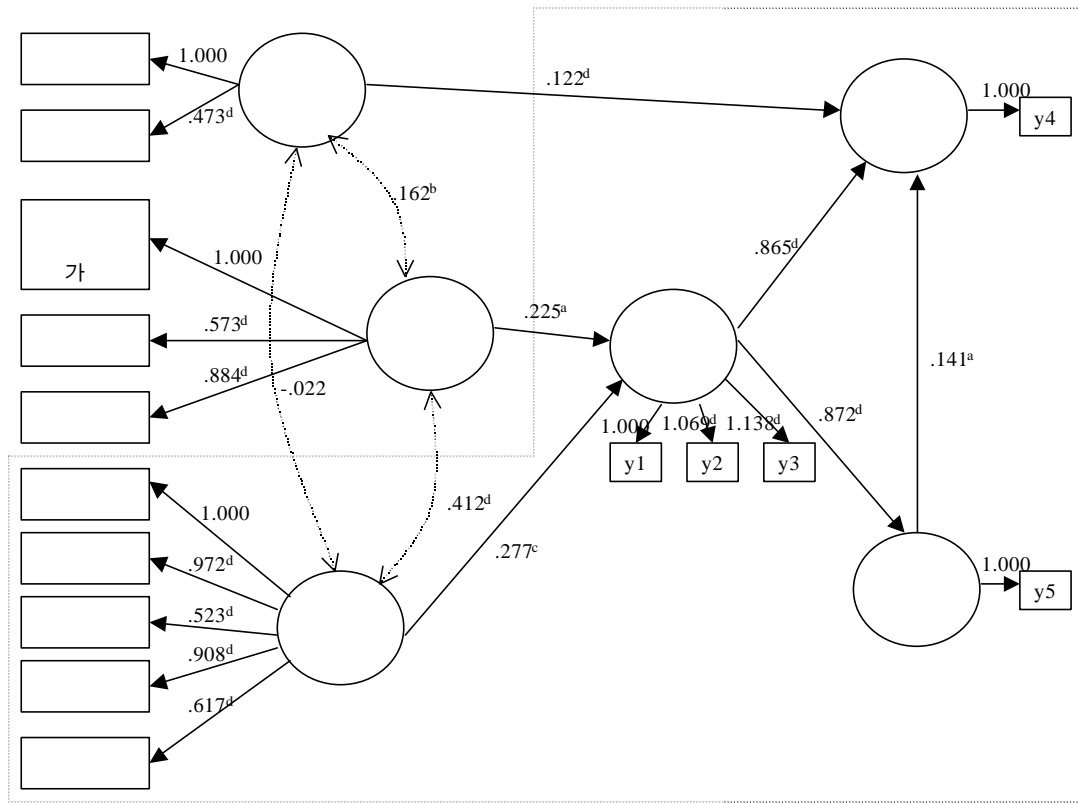
[-4] LISREL

		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]

$\chi^2 = 252.555$ (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

가

, 가 ,

.

가

, .

,

.

, ,

,

,

.

-

,

가

, . ,

가

가 . ,

가

,

가

,

가 .

,

,

.

,

가

,

가

, . ,
, 가 ,

,

가

, 가

3

, ,

,

가

가

,

가

,

,

가

, /
 . , [-1] 20
 , ,
 .
 , 가 .

, , (1996), “ , ” 1996
 , pp. 1-57.

, , (1997), “ ,
 ;” , 12 2 , pp. 1-27.

(1996), *LISREL* , .

Ajay, Menon. and Anil, Menon(1997), “Enviropreneurial Marketing Strategy: The Emergence of Corporate Environmentalism as Market Strategy,” *Journal of Marketing*, Vol. 61(January), pp. 51-67.

Bearden, William O. and Jesse E. Teel(1983), "Selected Determinants of Consumer Satisfaction and Complaint Reports," *Journal of Marketing Research*, Vol.20(February), p. 21-28.

Drumwright, Minette E.(1994), "Socially Responsible Organization Buying: Environmental Concern as a Noneconomic Buying Criterion," *Journal of Marketing*, 58 (July), 1-19.

Hair, J. F. Jr, R. E. Anderson, R. L. Tatham, and W. C. Black(1995), *Multivariate Data Analysis with*

readings, 4 th ed. Prentice-Hall, Inc. Englewood Cliffs, New Jersey.

Hirschman, Elizabeth, Barnett Greenberg, and Dan Robertson (1978), "The Intermarket Reliability of Retail Image Research: An Empirical Examination," *Journal of Retailing*. 54 (Spring), pp. 3-12.

James, D. L., R. M. Durand, & R. A. Dreves (1976), "The Use of a Multi-Attribute Model in a Store Image Study." *Journal of Consumer Research*, 9 (September), pp. 132-140.

Joreskog, K. G. and D. Sorbom (1993), *New Features in LISREL 8*, Chicago: Scientific Software.

Kirkpatrick, David (1990), "Environmentalism: The New Crusade," *Fortune*, (February 12), 44-54.

Labarbera Priscilla A. and David Mazursky(1983), "A Longitudinal Assessment of Consumer Satisfaction/Dissatisfaction: The Dynamic Aspect of the Cognitive Process," *Journal of Marketing Research*, 20(November), p. 393-404.

Louviere, J. J., & R. D. Johnson (1990), "Reliability and Validity of the Brand-Anchored Conjoint Approach to Measuring Retailer Images," *Journal of Retailing*, 66(4), pp. 359-382.

Mason, Julie Chhen (1993), "What Image Do You Project?," *Management Review*, 82 (11), 10-11.

Nunnally (1978), *Psychometric Theory*, New York: McGraw-Hill Book Company.

Oliver, Richard L. (1980), "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, Vol. 17, 460-469.

Parasuraman, A. Valarie A, Zeithaml and L.L Berry (1985), "A Conceptual Model of Service Quality and Its Implication for Future Research," *Journal of Marketing*, Fall, pp.41-50.

Parasuraman, A. Valarie A, Zeithaml and L.L Berry (1988), "SERVQUAL : A Multiple Item Scale for Measuring Consumer Perception of Service Quality," *Journal of Retailing* Vol. 64, pp.12-39.

Schiffman, Leon, Joseph Dash, and William Dillon (1977), "The Contribution of Store Image Characteristics to Store-Type Choice." *Journal of Retailing*, 53(Summer), pp. 3-14.

Steenkamp, Jan-Benedict E. M. and Michael Wedel (1991). "Segmenting Retail Markets on Store Image Using Consumer-Based Methodology." *Journal of Marketing*, 67(Fall), pp. 300-320.

Swinyard, William T. (1977). "Market Segmentation in Retail Service Industries: A Multiattribute Approach," *Journal of Marketing*, 53 (Spring), 27-34.

Thomas L. Osterhus (1997), "Pro-Social Consumer Influence Strategies: When and How Do They Work?," *Journal of Marketing*, Vol. 61(October), pp. 16-29.

Yoo, changjo, Jonghee Park, and Deborah J. MacInnis (1998), "The Effects of Store Characteristics and In-Store Emotional Experiences on Store Attitudes," *Journal of Business Research*, 42, 253-263.

Zimmer, Mary R. and Linda L. Golden (1988), "Impressions of Retail Store: A Content Analysis of Consumer Image," *Journal of Marketing*, 64(Fall), pp. 265-293.