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내부서비스품질이 종업원만족과 고객만족에 미치는 영향에 관한 연구

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기두 강

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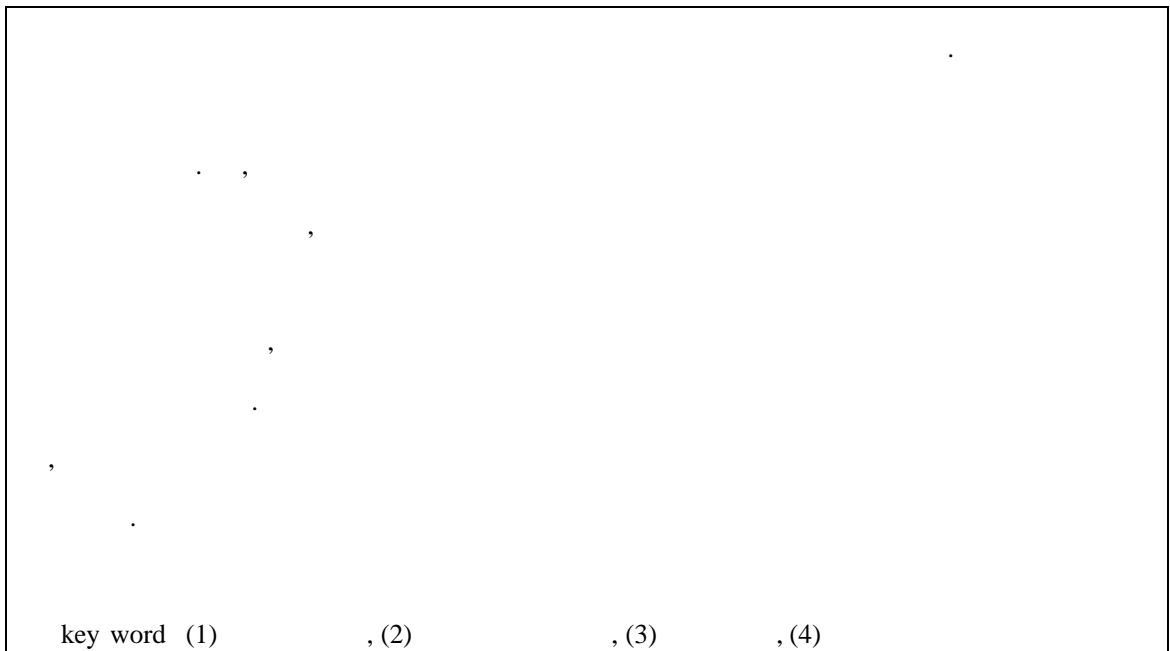
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* : 99.8 : 99.11

1.

(service encounter) (Schneider and Bowen 1993).

가 (1999).
(external customer)

, (internal customer) ,
(internal product)

(Berry 1981)

가 ,

(Rust et al., 1996).

, 가 . ,

, ,

(loyalty)

(Rosenbluth 1991; Schlesinger and Heskett 1991).

가 ,

(Zeithaml, Parasuraman, and Berry 1990; Berry and Parasuraman 1991)

, SERVQUAL

Chaston (1994) Edvardsson (1997)

,
가

2.

2.1 (Internal Marketing)

가 (Berry 1983). 가
. Grönroos(1990)

가

2.1.1

(selling) (Grönroos 1990),

(Berry and Parasuraman 1991) ,

(Kotler and Armstrong 1991). George Grönroos (1991) ' ,

< 1>

< 1>

Sasser & Arbeit	1976	/
Berry	1981	,
Grönroos	1981	
Normann	1984	,
George	1990	가
Wasmer & Brunner	1991	가
Bak, Vogt, George & Greentree	1994	
Rust, Zahorik & Kenningham	1996	,
Kotler, Bowen & Makens	1996	,

Joseph (1996)

"

"

Joseph

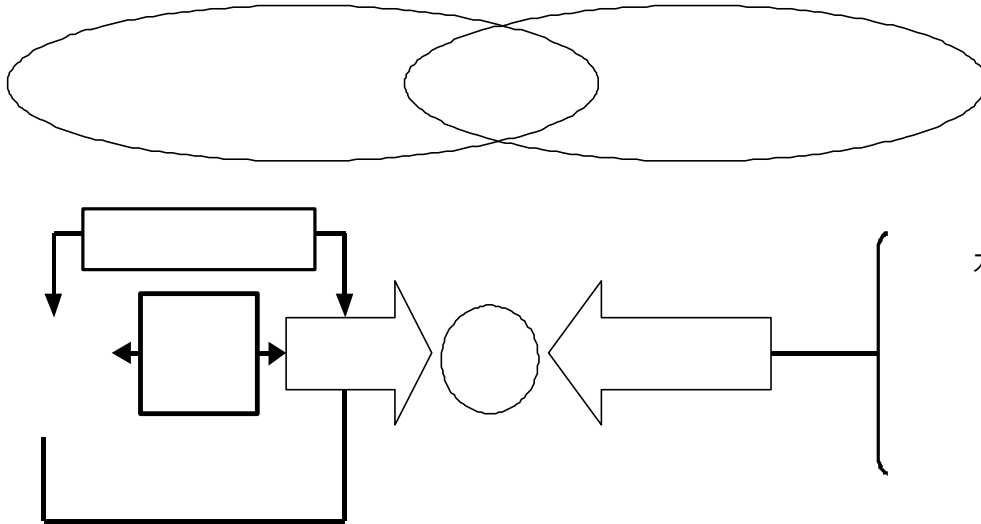
Gremler (1994)

()

< 1 >

가

< 1 >



가

: Joseph, W. B. (1996), "Internal Marketing Builds Service Quality," *Journal of Health Care Marketing*, Vol.16, No.1, p.56.

2.1.2

(Grönroos 1990).

2.2 (Internal Service Quality)

(Schlesinger and Heskett 1991).

(Rosenbluth and Peters 1992),

가

가

가

가
Heskett Schlesinger (1994)

가

가

Cronin Taylor (1992)

가

(Stanley and Wisner 1998; Hallowell,

Schlesinger, and Zornitsky 1996).

Zeithaml (1990)

3,

(Delivery Gap ; -)

7 가

Berry Parasuraman

(1991)

7 가

, Hallowell (1996)

8 가

< 2 >

< 2 >

SERVQUAL	Hallowell et al. (1996)	Berry Parasuraman (1991)	Zeithaml et al. (1990)
(reliability)			
(assurance)			
(tangibles)		-	-
(empathy)			
(responsiveness)		-	-
	-		-

< 2 >

Parasuraman (1985)
 SERVQUAL (dimension)
 SERVQUAL 가 , (reliability), (assurance),
 (tangibles), (empathy), (responsiveness)

Chaston (1994) (gap)

SERVQUAL

가

. Edvardsson (1997) SERVQUAL

SERVQUAL

2.3

(Fosam et al. 1998).

(Rust et al., 1996).

(service encounter)

. Schneider Bowen (1993)

(Edvardsson et al 1997).

(fairness)

(commitment)

(Bowen et al. 1999). Bowen (1999)

(service delivery)

(service recovery)–

(content)

(context)

(context)

()

가

(Atkins et al.,

1996),

(Hallowell et al., 1996).

Hallowell (1996) < 2>

가

(context)

2.4

가 가 ,

가

가

가

가

3. 가

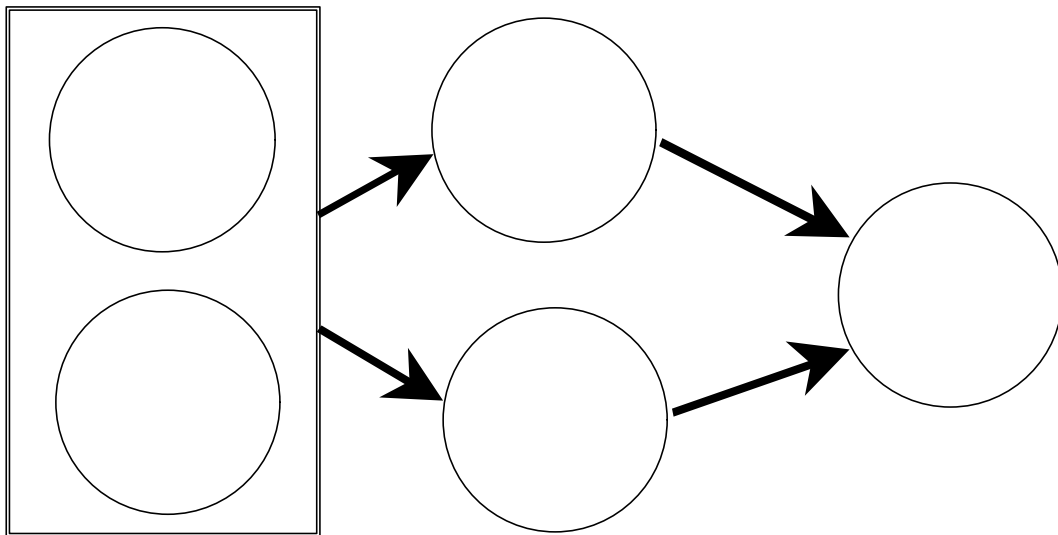
3.1

(context)

()¹⁾

< 2 >

< 2 >



¹⁾ 가

3.2 가

1990). 가 , (Zeithaml et al. 가 .

가 , 가

H1 :

H2 :

H3 :

H4 :

(needs) 가

(Hallowell et al.

1996),

가

H5 : ()

H6 : ()

4.

4.1

가

250 가 , 190 가 , 126 (66.3%)

< 3>

< 3>

		126(100%)*		25	24(20%)
		50(39.7%) 70(55.6%) 6(4.8%)		25 30 31 35 35	80(63.4%) 15(13.6%) 4(3.2%)
	1 1 3 3 5 5	2(1.6%) 30(23.8%) 36(28.6%) 58(46.0%)			43(34.1%) 83(65.9%)

4.2

(Internal Service Quality) : “

가 ”

< 2> Parasuraman (1988) SERVQUAL

5 SERVQUAL

SERVQUAL

22

,

4

20

7

Parasuraman

(1993) SERVQUAL

(service capability) :

(single-item)

(turnover)

(satisfaction index)

(multi-item)

Atkins (1996)

;

;

;

4

7

(skill),

(attention),

(response),

(attitude) 7

7

:

Hallowell

(1996)

4 7

4.3

(scale refinement) LISREL
 (construct) (Confirmatory Factor Analysis) Cronbach'
 가 가
 LISREL 8.03
 가 가 χ^2
 가
 χ^2 가 (d.f.) , (Goodness Fit Index:
 GFI) R^2 , 가 ,
 0 1
 가 , Silvia (1988) 가 200 가
 0.90 가
 (AGFI: Adjusted Goodness Fit Index)가
 (RMR: Root Mean Square Residual)
 가 가 ,0.05 가

5.

5.1

(1)

(unidimensionality)

LISREL
Cronbach' α

< 4>

		CFA	CFA	GFI	AGFI	RMSR	χ^2	p	Cronbach
		4	4	0.91	0.86	0.09	24.93	0.001	0.7056
		4	4	0.98	0.90	0.04	5.60	0.061	0.7526
		4	4	0.96	0.81	0.04	9.34	0.009	0.8362
		4	4	0.98	0.92	0.03	4.22	0.120	0.7672
		4	4	0.98	0.88	0.04	6.99	0.030	0.7962
		4	4	1.00	0.98	0.02	1.29	0.520	0.7850
		4	4	0.99	0.96	0.02	1.87	0.390	0.7979
		4	4	0.93	0.76	0.06	16.88	0.0002	0.8244

< 4> ,

가

(2)

SERVQUAL 5

Price (1995)

가

(factor score)

(factor mean)

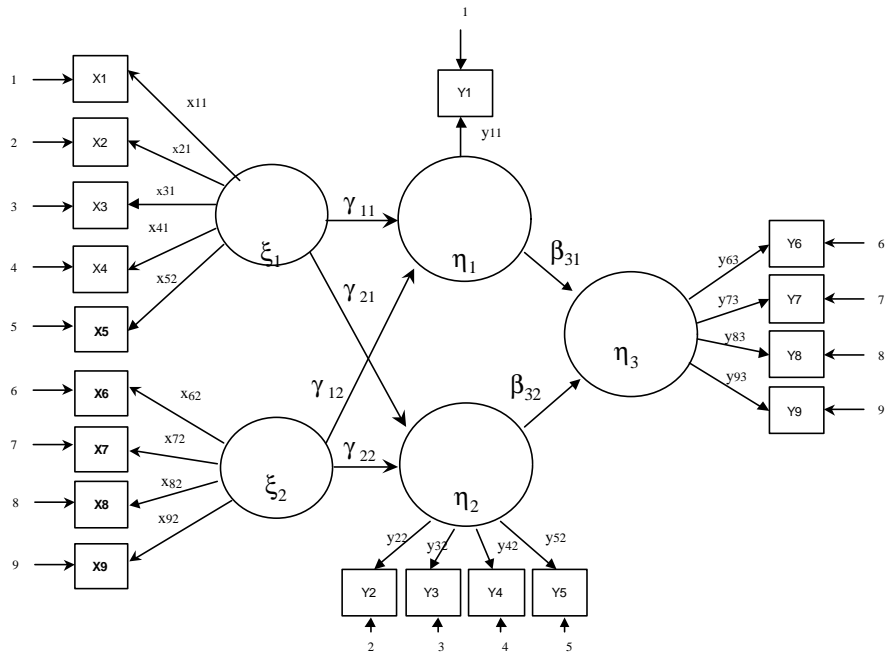
가

(1998)

가

< 3>

< 3> LISREL



(3)

가

< 5>

< 5>

가

(+)

가

가

(convergent validity)

(discriminant validity)

< 5>

					t
$(\xi_1) \rightarrow$	(η_1)	γ_{11}	0.76	0.17	4.35*
$(\xi_2) \rightarrow$	(η_1)	γ_{12}	0.16	0.09	1.78
$(\xi_1) \rightarrow$	(η_2)	γ_{21}	0.60	0.14	4.22*
$(\xi_2) \rightarrow$	(η_2)	γ_{22}	0.46	0.11	4.16*
$(\eta_1) \rightarrow$	(η_3)	β_{31}	0.84	0.23	3.58*
$(\eta_2) \rightarrow$	(η_3)	β_{32}	-0.04	0.11	-0.36
* 가					

가 5 6 ,
 ($\gamma =0.76$) ($\gamma =0.16$)
 가 5 . (γ
 =0.60) ($\gamma =0.46$)
 가 6 .

6.

6.1

가 ,

가

customer) 가 (external SERVQUAL
 SERVQUAL (dimension) 가

(+)

가

(Edvardsson et al 1997 ; Atkins et al. 1996; Schneider and Bowen 1993)

6.2

가

pp.33-41.

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