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고객만족 개념의 재정립

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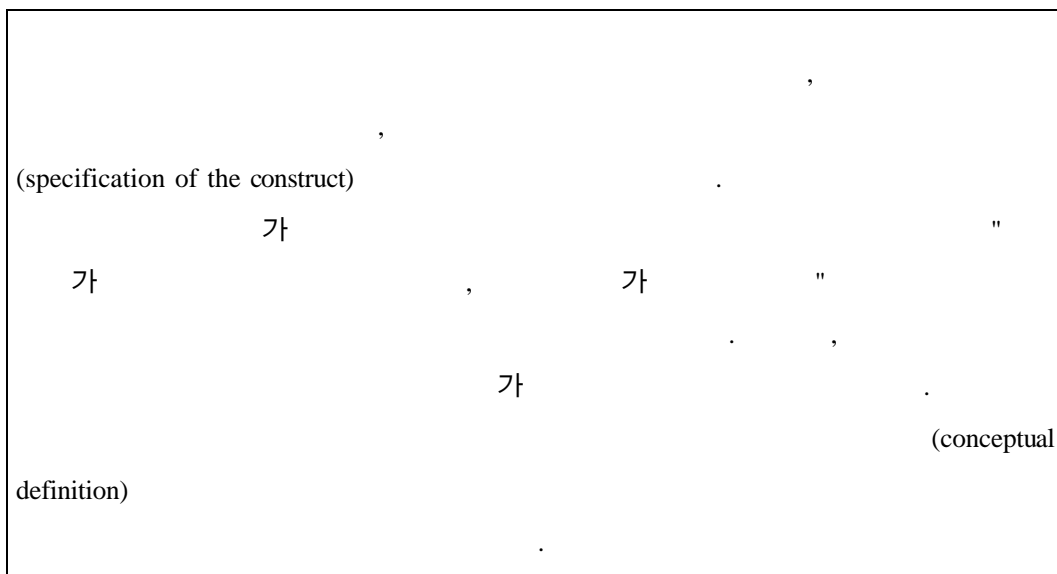
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: 99.8 : 00.1

* 1997

1.

(customer satisfaction) , 1970

가 . Fornell(1992) 가
가 , , , , ,
가 , , , , ,

(economic returns) (Anderson, Fornell, and Lehmann, 1994, p. 55).
1972 (Index of Consumer
Satisfaction; CSI)

가 , 1990
가 ,
(Carsky and Steinberg, 1993, p. 366). 1)
(conceptual research),

2)
(methodological research), 3) / (descriptive
research), 4) /
(managerial studies) 가 .

가 , . 1970
가 , , , , 가
1990

가 .
가 가
가 ,
가 .

(managerial and scientific

criteria)

가 (Heeler and Ray, 1972, p. 361).

가 가 (customer satisfaction ratings)
가

(conceptual definition)

2.

" (to satisfy)" 가

"(to gratify to the full) . Oliver(1997) (satisfaction)

satis(enough) facere(to do or make) ,

(being enough) 가

(overeating) (excessive gambling)

(threshold) (Oliver, 1997, p. 11). ,

(psychological process) (cognitive states), 가(evaluation),

(emotional response), "

"(satisfaction judgment) 가 .

, " " , " 가 가

" . Howard Sheth(1969, p. 145)

, " 가

가 ()

."

, " 가" , "

가, (prior expectation) (performance)

/ 가"

가

Czepiel Rosenberg(1976) " (needs and wants)
 가" . Hunt(1977, p. 459) " 가
 가" , Engel Blackwell(1982, p. 501) "
 가 가"
 , " " " /
 (cognitive process) (emotional response)"
 ,
 (affective processes)

(Westbrook, 1987, p. 258).

. Westbrook(1981) "
 가 " , Westbrook Reilly(1983)
 " / , /
 " , Tse Wilton(1988, p. 204)
 "
 . Babin Griffin(1998) "
 가 " .
 , " " "
 (satisfaction judgment)" Oliver(1997)
 " / (performance
 processing), , (happiness) "
 , " "
 , / (product or service feature) / 가
 [(under-fulfillment) (overfulfillment)]
 (pleasurable level) , 가 " .
 (cognitive state), 가(evaluation), (emotional response),
 (consumer's fulfillment response) 가
 (< 2-1>).

(operational definition)

가 , 가
 / / (features)
 " / (very satisfied/very dissatisfied), " /
 (delighted/terrible)" (general emotional state) , /
 가 " / (better than a year
 ago/worse than a year ago), " / (outstanding/extremely poor)"
 , / " / (strongly
 agree/strongly disagree)" " /
 (like/dislike), " / (completely satisfied/completely dissatisfied)"
 가 , /
 , (ideal point) ,
 , ,
 .
 < 2-2>

< 2-1>

Howard and Sheth (1969)	가 가	
Czepiel and Rosenberg (1976)	가	가
Hunt (1977)	가	
Engel and Blackwell (1982)	가	
Westbrook (1981)		
Westbrook and Reilly (1983)		
Tse and Wilton (1988)		

Babin and Griffin (1998)	가	
Oliver (1997)	: / 가 , , 가 .	/

, < 2-2>
 (single-item scale) (multiple-item scale)
 , 3 7
 가 ,

< 2-2>

()		
(Single Dimension and Single Item Scale)		
Duhaime, 1988 ()	(Overall Satisfaction)	(bipolar scale) - (very satisfied-very dissatisfied)
Benterud and Sto, 1993 (TV TV)	(Overall Satisfaction)	(bipolar scale) , , , , (very satisfied, fairly satisfied, neutral, dissatisfied once, dissatisfied several times)
(Single Dimension and Multiple Item Scale)		
- (Cognitive Measure)		

<p>Rogers and Sweeney, 1980 ()</p>	<p>(Overall Satisfaction)</p>	<p>1) (better than a year ago) (the same) (worse than a year ago) 2) 5 (5-point bipolar scale) - (outstanding – extremely poor)</p>
<p>Bloemer, Kasper and Lemmink, 1990 ()</p>	<p>(Overall Satisfaction) - 8 (eight different aspects of the dealer service)</p>	<p>Likert 5 (5-point Likert scale) - (very good-very bad)</p>
<p>Lai and Widdows, 1993 ()</p>	<p>(Satisfaction with service)</p>	<p>1) - (strongly agree- strongly disagree) 2) NEC (I would recommend NEC repair service to friends) 3) NEC (I would purchase another NEC product)</p>
<p>-</p>		
<p>Westbrook, 1981 ()</p>	<p>(Overall satisfaction - In-store experience)</p>	<p>1) D-T (D-T scale) 2) (Neutral) 3) (I never thought about it) 4) (Does not apply to me) 5) (graphic scale)</p>

<p>Oliver, 1980 ()</p>	<p>6 (Six Items)</p> <p>1) (I am satisfied with my decision to get or not to get a flu shot.)</p> <p>2) (If I had it to do all over again, I would feel differently about a flu shot Program.)</p> <p>3) (My choice to get or not to get a flu shot was a wise one.)</p> <p>4) (I feel bad about my decision concerning the flu shot.)</p> <p>5) 가 (I think that I did the right thing when I decided to get or not to get the flu Shot.)</p> <p>6) 가 (I am not happy that I did what I did about the flu shot.)</p>	<p>Likert 6 (6-item Likert scale)</p>
<p>Ackerman and Hawks, 1992 ()</p>	<p>(Overall Satisfaction (product attributes))</p>	<p>D-T 7 (7-point D-T scale)</p>

<p>Hausknecht and Webb, 1991 ()</p>	<p>(Overall Satisfaction)</p>	<p>1) - (satisfied-dissatisfied) 2) D-T (D-T scale) 3) Odds (odds scale)</p>
<p>Spreng, MacKenzie and Olshavsky, 1996 ()</p>	<p>(Overall Satisfaction)</p>	<p>7 (7-point bipolar) 1) - (very satisfied-very dissatisfied) 2) - (very pleased-very displeased) 3) - (contented-frustrated) 4) - (delighted-terrible)</p>
<p>-</p>		
<p>Fornell, et al., 1996 (7)</p>	<p>(Overall Satisfaction)</p>	<p>1) (overall satisfaction) 2) (expectancy disconfirmation) 3)</p>

<p>Oliver, 1997 ()</p>	<p>12 (12 Items)</p> <p>1) 가 가 (This is one of the best cars I could have bought.)</p> <p>2) 가 (This car is exactly what I need.)</p> <p>3) 가 (This car hasn't worked out as well as I thought it would (reverse)).</p> <p>4) (I am satisfied with my decision to buy this car (satisfied with my car.)</p> <p>5) (Sometimes I have mixed feelings about keeping it (reverse)).</p> <p>6) (My choice to buy this car was a wise one.)</p> <p>7) (If I could do it over again, I'd buy a different make or model (reverse)).</p> <p>8) (I have truly enjoyed this car.)</p> <p>9) (I feel bad (guilty) about my decision to buy this car (reverse)).</p> <p>10) (I am not happy that I bought this car (reverse)).</p> <p>11) (Owning this car has been a good experience).</p> <p>12) (I am sure it was the right thing to buy this car.)</p>	<p>5</p> <p>-</p> <p>(5-point scale) (agree-disagree)</p>
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(Multiple Dimensions and Multiple Items)		
Churchill and Surprenant, 1982 (, VDP)	1) () (attribute-specific (belief)) 2) () (attribute-specific (affect)) 3) () (global (verbal)) 4) () (global (faces)) 5) 가 (purchase probability) 가 ? (How likely is it that you would purchase one of these hybrids when they are available on the market?)	1) 7 (-)) (7-point bipolar scale) (strongly agree-strongly disagree) 2) 7 (-)) (7-point bipolar scale) (like to dislike) 3) 7 (-)) (7-point bipolar scale) (completely satisfied-completely dissatisfied)
Mano and Oliver, 1993	(Overall Satisfaction)	1) (satisfaction) Likert 12 (12-item Likert-type dissatisfaction scale) 2) (dissatisfaction) 11 가 (11-item rating scale)

3.

(attributional definitions), (structural definitions),
 (dispositional definitions)가 (Bagozzi, 1984, p. 20).

(nature) (properties)

가 (Babin and Griffin, 1998, pp. 127-128).

가

가

(construct validity)

(operationalization)가

가

" / (very

satisfied/very dissatisfied)"

가

Peterson

Wilson(1992)

(negative skewness)

가

(multidimensional construct)

(latent variable)

(Yi, 1990, pp. 72-76; Bagozzi, 1994, p. 334; Bollen, 1989, p. 11).

(rules)

(convention)

(aspects)

가

(aspects)

가

(aspects)

가

(Pedhazur and Schmelkin, 1991, p. 16).

(random error)

(method variance)

(confounding influences)

(correct) 가

가 . , 가

(excessive error)

(Bagozzi, 1994, p. 335).

"

/ (delighted/terrible(DT))" (Ackerman and Hawks, 1992), " / (very good/very bad)"(Bloemer, Kasper and Lemmink, 1990), ACSI(Fornell, et al., 1996) Oliver(1997)가

, "DT" Andrews Withey(1976)

(well-being) , (Westbrook, 1981; Ackerman and Hawks, 1992; Hausknecht and Webb, 1991) " / "

· , "DT" (Peterson and Wilson, 1992, p.

128). , Brockman(1998) "DT" (life satisfaction) .

"DT" 가 , " / (very good/very bad)" 가 / 가 ,

· , ACSI (expectancy disconfirmation), / 가 (performance versus the customer's ideal product or service in the category), (overall satisfaction)

· , 가 . Oliver(1997) 가

· 가 (Russell, 1978; Plutchik, 1980; Havlena and Holbrook, 1986) (bipolar) .

· , 가

· " / (very satisfied/very dissatisfied)," " / (very pleased/very displeased)," " / (happy/unhappy)" .

가 , (Mano and Oliver, 1993; Babin, Griffin, and Darden, 1994; Babin and Darden, 1996; Darden and Babin, 1994; Babin and Griffin, 1998; Oliver, 1993; Bagozzi and Moore, 1994). Macoy Spreng(1995)

· / 가 가

가 . 가
1980 .

(Oliver, 1997; Fornell et al., 1996)

가 .
(emotion) (positive and negative feelings),
(readiness or tendency to cope) (cues for cognition and action)
(motivation) . , (cognition) , ,
(symbol manipulation), (thinking), .

(a single continuum) (Izard, 1993, pp. 70-73).

(transactions)

가 (Izard, 1993, p. 73).

가 . 가
concept) (pure emotional
" "(satisfaction judgment) 가

4.

(ideas and concepts) (refinements)
가 , .
, (simple,
unidimensional idea or concept)
가 (Bagozzi, 1994, p. 334).

, (specification of the construct)
1999. 9

(cognitive state) 가(subjective evaluation)
가
(Howard and Sheth, 1969; Czepiel and Rosenberg, 1976; Hunt, 1977; Engel and Blackwell, 1982). 1980

가 " " 가 "
(Westbrook, 1981; Westbrook and Reilly, 1983; Tse and Wilton, 1988; Babin and Griffin, 1998).

(concept) (construct)
(good theoretical definition)
(Pedhazur and Schmelkin, 1991, p. 167).
가 (A definition must not be too broad or too narrow).

(vague), (ambiguous), (obscure),
(figurative language)가
(essential properties of the things named)

가,
(essential properties)

20 가
Oliver(1997, pp. 13-14) " ()가
() , 가 (satisfaction judgment)"

Oliver(1997)가 , " (pleasure)" (fulfillment)
가 (pleasure) 가 ,
1999. 9 140

(pain) . (averse state)가 (,
) (normalcy) (neutrality) 가

(overfulfillment) 가 (unexpected pleasure) 가
, (underfulfillment) 가

Oliver(1997)

가
(reference to a standard) ,

Oliver(1997)

(prior satisfaction) / (others' satisfaction)

Oliver 가

" "

가

, Oliver(1997) " (pleasurable)"

(fulfillment)가 (pleasure) 가

(pain)

" (pleasurable fulfillment)"

(pleasure)

(Westbrook, 1987; Westbrook and Oliver, 1991;

Mano and Oliver, 1993)

(interest), (joy),

(pleasant

surprise), (pleasantness)

(positive emotional

dimension) 가

(essential properties of the things named)

(fulfillment)

(consumption-related emotion)

가

가

1>

(fulfillment)

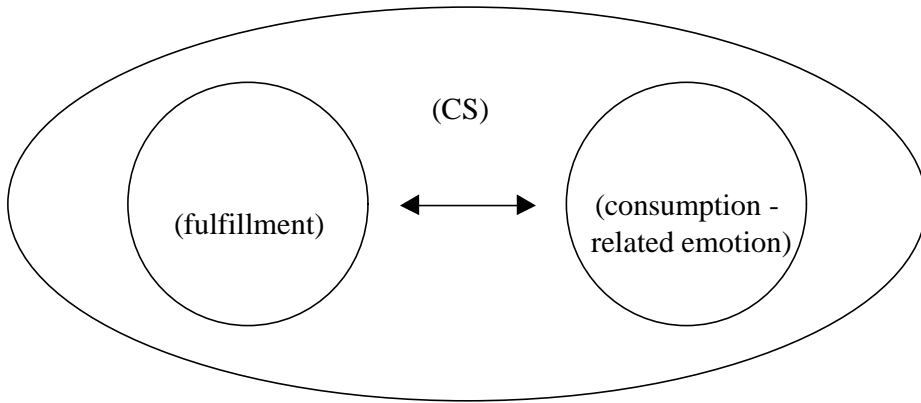
(consumption-

1999. 9

141

related emotion) 가

< 4-1 >



가

1: " (fulfillment) (consumption-related emotion)

4.1 (fulfillment)

(to satisfy) 가 (to gratify to the full)

(reference to a standard)

(Oliver, 1997, p. 14).

(expectation)(Oliver, 1980; Bearden and Teel, 1983) (need or desire)

가 (if expectations are fulfilled) / 가 (prior expectation) / 가

(Oliver, 1980; Bearden and Teel, 1983; LaBarbera and Mazursky, 1983; Oliver and DeSarbo, 1988; Tse and Wilton, 1988; Fornell, et al., 1996; Spreng, et al., 1996).

(satisfying the needs of the consumer) 가 / 가 , Churchill Surprenant(1982) , Tse Wilton(1988)

가 가 / 가 가 가 가

가 가 (Czepiel and Rosenberg, 1976; Spreng and Olshavsky, 1993; Spreng, et al., 1996).

2: " (fulfillment) (expectation fulfillment) (desires fulfillment) ."

4.2 (consumption-related emotion)

가(appraisals/evaluation), (attributions), (beliefs) (desires) 가 , 가, , , (Izard, 1993, p. 80) 가

가 가 , 1980 가 (emotion)가

(Westbrook and Oliver, 1991, p. 84),

(Westbrook, 1987; Oliver, 1989, 1992; Westbrook and Oliver, 1991; Mano and Oliver, 1993).

Ortony Clore

Collins(1988) (emotion) " (valenced affective reaction)" .

가

Plutchik(1980) Izard(1977)

(basic emotions) Mehrabian Russell(1974) PAD(pleasure-arousal- dominance)

Izard(1977) Mehrabian Russell(1974) 가

Westbrook(1987), Oliver(1989; 1992), Westbrook Oliver(1991), Mano Oliver(1993)

Izard(1977)가

, Westbrook(1987) Izard DES(Differential Emotions Scale)

(, cable TV)

(interest) (joy)

(positive affects) (anger), (disgust), (contempt) (negative affects) 가 , Westbrook

Oliver(1991) Westbrook(1987) Izard DES

(pleasant surprise) (interest)가

. Mano Oliver(1993)

/ (pleasantness/ unpleasantness) (arousal)가

Plutchik(1980)

Izard(1977)

. , Mehrabian Russell(1974) PAD

가

가

가

가

(dramatic enactments)

(Richins, 1997, p. 129).

가 (Richins, 1997, pp. 128-129). Richins(1997)

Richins(1997)					(anger),
(discontent),	(worry),	(sadness),	(fear),	(shame),	(envy),
(loneliness),	(romantic love),	(love),		(peacefulness),	
(contentment),	(optimism),	(joy),	(excitement),	(surprise)	

가

, Richins(1997)가

가

3:			(peacefulness),
(contentment),	(optimism),	(joy),	(excitement),
(romantic love)	(surprise)		

4.3

(person-environment transactions)

가

(odor)

가

(Izard, 1993, p. 73).

가

가

4:

5.

가

가, (specification of the construct)

가 (structural)

(satisfaction judgment)

(latent variable)

가 가

Jacoby(1978)

가 가 (construct-valid measure) 가

(construct-valid) (unique characteristics)

(underidentify)

. ,

(Peter and Churchill, 1986, p 2).

,

가

가

. ,

가

.

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