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## 가상시장에서의 소비자 재구매의도에 관한 연구

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가

\*

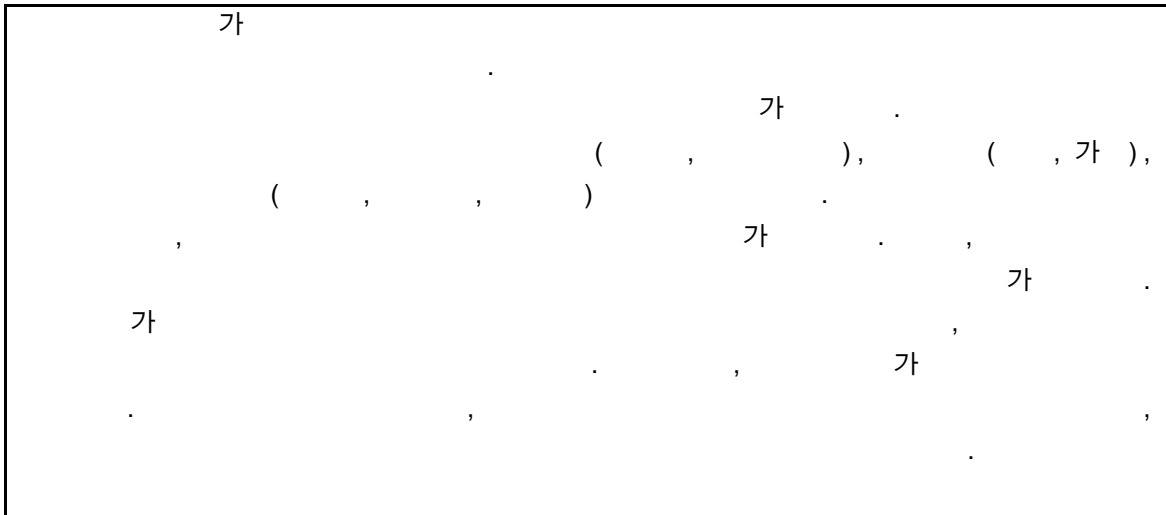
# The Effects of Customer Satisfaction on Repurchasing Intentions in Cyber Market : Moderating Effects of Perceived Risk and Product Involvement

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\* : 01. 08 : 01. 10  
1999 .





Jackson, 1991). Westbrook(1980) “ ,  
 가 ” .  
 Oliver(1981, 1989) “ 가”  
 ,  
 .  
 (Woodruff  
 et al., 1983; Cadotte et al., 1987).  
 Day(1984) “ ,  
 가 ” 가 가  
 . Hunt(1976) “ 가 ”  
 , 가  
 (Bearden and  
 Teel, 1983; Labarbera and Mazursky, 1983). Oliver(1980)  
 ,  
 가  
 .  
 가 (Halstead and Page, 1992).  
 , 가 . Szymanski  
 Hise(2000) E- , , ,  
 .  
 E- . Liao Cheung(2001)  
 E- , 가 , , IT ,  
 ,  
 7가  
 6가 E- .

2.3.

Parasuraman (1988) “  
 ” .  
 “  
 ” .  
 Gronroos(1982) ‘ (technical quality)’ ‘  
 (functional quality)’ , 가  
 . 가 가 , 가 가  
 가 가  
 가 .  
 .

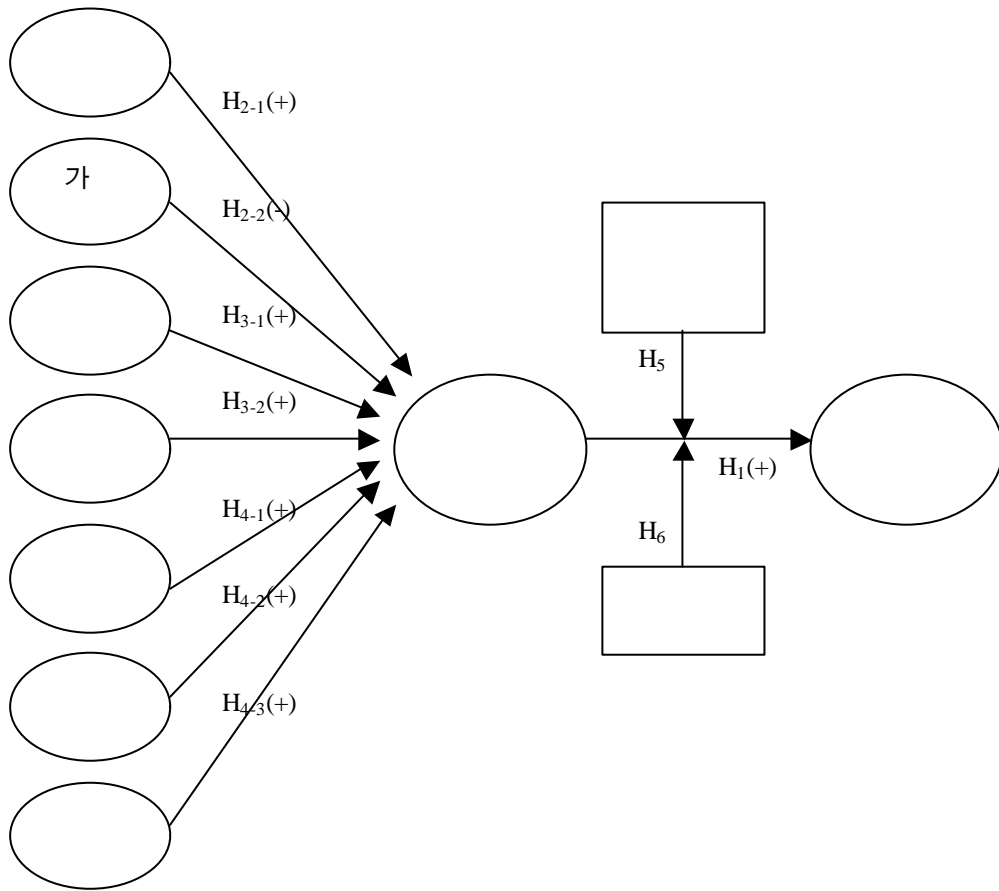




(involvement) 가 (perceived risk) (product involvement)

Jarvenpaa Todd(1997), Liang Huang(1998)

< 1> < 1> 가



3.2. 가

가 가

3.2.1

가 (Bearden and Teel, 1983; Labarbera and Mazursky, 1983). 가

(Halstead and Page, 1992),



(Oliver 1981),

가 . 가 가

가 1 : (+)

3.2.2. , 가

가 , 가

가 가 (Szymanski and Hise, 2000; Liao and Cheung, 2001).

가 2 :

가 2-1 : (+)

가 2-2 : 가 (-)

가 . , (Eighmey, 1997; Abels et al., 1997; Lohse & Spiller, 1998; Szymanski & Hise, 2000; Liao & Cheung, 2001).

가 . 가

가

web (flow)

(Hoffman and Novak, 1996).

가 3 :

가 3-1 : (+)

가 3-2 : (+)

가

가 가 (Eighmey, 1997; Abels et al., 1997; Lohse & Spiller, 1998; Szymanski & Hise, 2000; Liao & Cheung, 2001).

가 4 :

가 4-1 : (+)

가 4-2 : (+)

가 4-3 : (+)

3.2.3.

, IT , (Szymanski and Hise, 2000). ( Jarvenpaa & Todd, 1997; Liang & Huang, 1998).

가 5 :

가 (Slama and Tashchian 1985). 가

가

가 6 :

3.3.

3.3.1.

< 1>

< 1 >

			Oliver(1980), Liao and Cheung(2001)
		,	Szymanski and Hise(2000)
	가	가	Javenpaa and Todd(1997)
		,	Palmer and Griffith(1998)
		,	Parasuraman et al.(1988)
		,	
			Javenpaa and Todd(1997), Liand and Huang(1998)
		,	
		가	
			Mittal(1989)

3.3.2.

·  
·  
· 1  
· 2  
1 60 , J 가  
Cronbach's Alpha 50 , 가

Cronbach's Alpha

, 가

SPSSWIN LISREL

350

340

가

336 가

< 2>

< 2>

	152 (46.6)		174 (53.4)			326 (100.0)	10
20	88 (26.2)	20-24	186 (55.4)	25-30	56 (16.7)	30	6 (1.8)
6	6 -1	1-2	2-3	3-5	5	333	
2 (0.6)	14 (4.8)	72 (21.6)	144 (43.1)	84 (25.1)	17 (5.4)	(100.0)	3
59 (21.4)	78 (2.5)	185 (67.0)	11 (4.0)	14 (5.0)	276 (100.0)	60	

4.

4.1.

가

가  
가

가

가

가  
가

Cronbach's Alpha

< 3>

Cronbach's Alpha , 가 0.75  
 0.6  
 ( , 1997), 가

< 3>

		Cronbach's	Standarized item			Cronbach's	Standarized item
	3	0.9600	0.9602		3	0.8663	0.8675
	3	0.8290	0.8288		3	0.9289	0.9296
	3	0.7828	0.8156		4	0.8358	0.8355
가 *	2	0.6262	0.6265		3	0.8307	0.8326
	4	0.7690	0.7335		3	0.9256	0.9257

\* 가 3

4.2.

가 가  
 가 4-5  
 ( , 1997),

( , 1993), (VARIMAX)  
 , < 4> 58 13  
 (convergent validity) ,  
 (discriminant validity) . 13가  
 64.66%

< 4>

	3	1.288	2.111	0.753 0.871
	3	2.182	3.575	0.763 0.898
	3	3.066	5.026	0.801 0.827
가	2	1.055	1.729	0.714 0.785
	4	2.510	4.023	0.845 0.901
	4	1.326	2.175	0.766 0.831
	4	1.865	3.058	0.712 0.888
	3	2.489	4.080	0.853 0.898
	3	1.956	3.206	0.796 0.865
	4	2.183	3.577	0.665 0.893
	3	2.532	4.150	0.798 0.908
	3	7.044	11.548	0.722 0.805
	9	10.273	16.841	0.738 0.965

4.3. 가

4.3.1.

가 (maximum likelihood method)

48 가 , ,

19 29

GFI 0.90 ,

(AGFI) 0.87 . NFI 0.91, CFI

0.93 ,

$\chi^2=697.67(df=246)$  ,  $\chi^2$

(Hair et al., 1998), (336)  $\chi^2$

가 가

< 5>

가 가 1 ,

(+)

가 2 ,

(+) , 가 (-)

가 2

(+) 가 3 . 가 4  
 가 4 , , 가 (+) 가  
 가 4 .

< 5>

			T	가	가
	->	0.73	13.89	가 1	
	->	0.41	3.85	가 2-1	
	가 ->	-0.22	-2.51	가 2-2	
	->	0.11	2.07	가 3-1	
	->	0.12	2.31	가 3-2	
	->	0.41	4.14	가 3-3	
	->	0.34	2.76	가 4-1	
	->	0.42	3.27	가 4-2	

4.3.2.

(Irwin and McClelland 2001).

, T -2.562(sig.=0.011<0.05) , T  
 2.029(sig.=0.043<0.05)

가 ,

가 5 가 6

< 6>

	B	Std. Error	Beta	T	Sig.
	1.176	0.492		2.390	0.017
	0.575	0.168	0.422	3.423	0.001
	-0.247	0.129	-0.181	-1.917	0.056
	2.410	1.334	0.469	1.807	0.072
*	-4.756	1.856	-0.570	-2.562	0.011
*	0.371	0.183	0.317	2.029	0.043

R Square = 0.579      Adjusted R Square = 0.573  
 F = 89.710              Sig. F = 0.000

5.

5.1.

가

Peterson (1995), Parasuraman (1988), Jarvenpaa Todd(1997), Liang Huang(1998)  
 가

336

가 3

LISREL

SPSSWIN

(가 1).

(+ ) 가 (- )



가 (-) 가 (+)

가 가

5.2.

가 가

가 가

가

) 가 (

가 가

&lt; &gt;

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