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서비스제공자의 고객지향성이 관계 질 및 재구매의도에 미치는 영향

병렬 배

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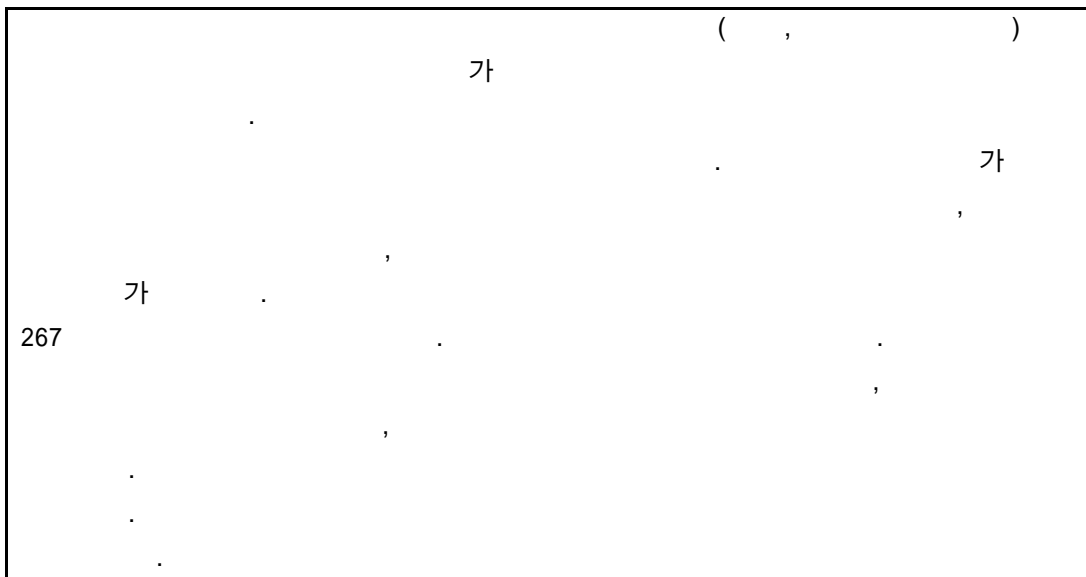
The Influences of Customer Orientation of Service Providers on Relationship Quality and Repurchase Intentions: Applied on Health-Care Service

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* : 01. 10 : 01. 11

1.

가 가 가 가

가 . Lovelock(1983)

. Crosby (1990)

Liechty Churchill(1979) , - ()

가 , . Crosby

Stephens(1987) ,

(cf. Crosby et al. 1990; Gwinner et al. 1998; Gutek et al. 1999).

(service relationship)

가 (service encounter)

(Gutek et al. 1999).

() . Czepiel(1990)

(relational selling) , 가 ,

(Crosby and Stephens 1987).

(,)

(,)

1990

가

,

가

가

. 1990

가

가

(, , ,)

) ,

(relational benefit)

(Gr noos

1995; Saxe and Weitz 1982; Williams and Attaway 1996; Williams 1998).

(contact personnel)

가

(Daniel and Darby 1997).

가

가

(cf. Williams and Attaway 1996; Williams 1998).

가

가

, Dorsch (1998)

가

' (relationship quality:

)

가

가

가

2.

2.1

(customer orientation)

(Saxe and Weitz 1982; Kelley 1992).

(Williams 1998).

(Narver and Slater 1990),

(Ganesan 1994).

(Berry and Parasuraman 1991).

가

(Kelley 1992).

Swan (1985)

가

가

가

. Williams Attaway(1996)

가

(,) -

2.2 : ,

1990

가

(Morgan and Hunt 1994; Webster 1988, 1992). Morgan

Hunt(1994)

), (,), (,)

(Crosby et al. 1990).

가

(Crosby 1989). Berry(1995)

(higher-order construct) . Crosby(1989) Crosby (1990)

가 , (e.g., Crosby et al. 1990; Dorsch et al. 1998; Dwyer et al. 1987; Smith 1998; Williams 1998).

2.2.1

Oliver(1997) ‘ (consumer ’ s fulfillment response) ’

(pleasurable)

(Crosby and Stephens 1987; Oliver 1997; Zeithaml and Bitner 1997). 가

(Berry and Parasuraman 1991). - 가

(Dwyer et al. 1987).

가

(Halstead and Page 1992; Labarbera and Mazursky 1983; Oliver 1980).

2.2.2

(trust) (Iverson et al. 1996).

(Zaltman and Moorman 1988). Berry Parasuraman(1991)

가 ,

가 ,

가

가

가

가

가

가

가 (vulnerability) . 가 가
 . , 가
 . , 가
 가 , Moorman (1992; 1993) (confidence)
 , Doney Cannon(1997)
 (credibility) (benevolence)
 (cf. Ganesan 1994; Kumar et al. 1995).
 ,
 (welfare)

2.2.3

(commitment)

(Gundlach et al. 1995).

, Berry Parasuraman(1991)

, Dwyer (1987)

Anderson Weitz(1992)

. Moorman (1992)
 (desire) . Morgan Hunt(1994)
 가
 .
 가
 가 가

3. 가

3.1

가 (e.g. Deshpand et al.

1993; Jaworski and Kohli 1993; Kelley 1992; O'Hara et al. 1991; Narver and Slater 1990; Reichheld and Sasser 1990; Sigauw et al. 1994). , Saxe Weitz(1982)

(, 가 ,)
Kelley(1992) Dunlap (1988)

Williams(1998) Williams Attaway(1996) -
가 , ,
가

가 1: 가

3.2

(welfare)

(Ganesan 1994).

가

(Ganesan 1994; Tax et al. 1998).

(causal relationship)

가 . ,

(e.g., Ganesan 1994; Garbarino and Johnson 1999; Morgan and Hunt 1994)

(e.g., Anderson and Narus 1990)

가

가

가 2:

3.3

(e.g.,

McDougall and Levesque 2000; Oliver 1980; Szymanski and Henard 2001; Zeithaml, Berry, and Parasuraman 1996).

(Oliver 1980). Fornell(1992)
 , 가 , , 가 가 . Szymanski
 Henard(2001)
 (meta-analysis) 가 가 가 ,
 (Bearden and Teel 1983). McDougall Levesque(2000) (switching
 intention) 가 . LaBarbera Mazursky(1983)
 가 가
 가 3: 가 .

3.4

Garbarino Johnson(1999)
 가 . Smith(1998)
 , (,)
 (,) ,
 Andreassen(1994) , 가
 . McDougall Levesque(2000)
 (Andreassen 1994; McDougall and Levesque 2000)
 가 , 가
 (proxy variable) (Kelley and Davis 1994), 가
 가 .

가 4:

가 .

3.5

McDonald(1981)
 , Dwyer (1987)
 가 , ,

가 . Morgan Hunt(1994) 가
 가 ,
 가 .
 Hennig-Thurau Klee(1997) 가
 . , (relationship efficiency) . ,
 (contractual agreement) 가
 . 가 ,
 (cognitive commitment) . ,
 (affective commitment)
 Ganesan(1994) - (long-term orientation)
 (mutual dependence) .
 가
 , . Geyskens (1996)
 , (affective commitment)
 (calculative commitment) ,
 , ,
 . , 가 .
 가 5: 가 .

3.6

“
 ” (MacNeil 1980).
 (dissolution) ,
 - ,
 가 가
 (Maute et al. 1994). 가
 , 가
 (Zeithaml 1981). Crosby (1990)
 ,
 .

가 6:

가 .

3.7

(Gundlach et al. 1995).

(Dwyer et al. 1987). 가

(Berry and Parasuraman 1991).

가
(Morgan and Hunt 1994). , Garbarino Johnson(1999)

(future intention)

가 7 :

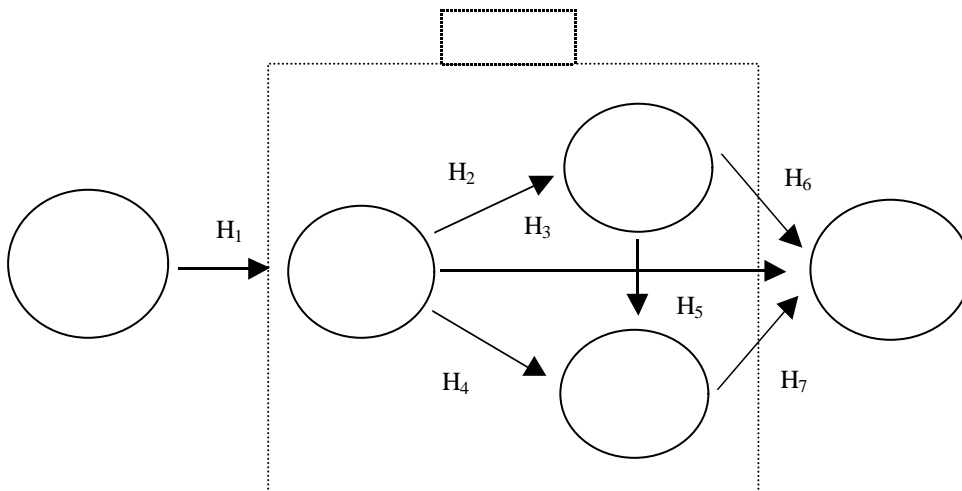
가 .

< 1>

가 .

< 1>

가



4.

4.1

(, , 가)
 . 가
 . 가
 . 가
 300 가 296 가 가
 267 가 . 267
 124 (46.6%), 143 (53.4%)
 35 120 (44.9%), 36-45 74 (27.7%), 46-55 48 (17.9%),
 56 25 (9.5%)

4.2

4.2.1

. Saxe Weitz(1982), Daniel Darby(1997),
 Darby Daniel(1999)
 . 1)
 . 2) . 3)
 . 4) 가
 가 . 5)
 가 . 6)
 (=4.56, =0.96).

4.2.2

Crosby Stephens(1987), Oliver(1997), Zeithmal Bitner(1997)
 , , ,
 . 1)
 ? 2) . 3) 가
 (=4.57, =1.07).

4.2.3

Moorman (1992)

Doney Cannon(1997)

. 2)

. 3)

. 1)

. 4)

(=4.56, =1.02).

4.2.4

가 가
Ganesan(1994), Geyskens(1996)

Morgan Hunt(1994),
. 1)

가 가

. 2)

. 3)

가

(

=4.46, =1.03).

4.2.5

가

(Oliver 1997)

(McDougall and Levesque 2000)

. 1)

2)

(=4.55, =1.13).

4.3

Cronbach's alpha

(7) 0.916, (4)

0.897, (3) 0.859, (3) 0.862,

(2) 0.848

가 , 가 3
(just-identified model)

, $\chi^2=99.24$, $df=14$, $p=0.00$, $GFI=0.89$,

$AGFI=0.78$, $RMSR=0.065$, $NFI=0.92$, $CFI=0.93$

$\chi^2=17.67$,

$df=2$, $p=0.00015$, $GFI=0.97$, $AGFI=0.86$, $RMSR=0.033$, $NFI=0.97$, $CFI=0.98$

(maximum

likelihood estimation)

(normal score)

4.4

(convergent validity) (discriminant validity)

[1]

< 1>

		(t)	
		0.892	0.541
v1	.777(14.79)		
v2	.809(15.70)		
v3	.805(15.60)		
v4	.738(13.75)		
v5	.784(14.99)		
v6	.817(15.96)		
v7	.830(16.34)		
		0.869	0.625
v8	.807(15.60)		
v9	.865(17.39)		
v10	.810(15.69)		
v11	.873(17.64)		
		0.809	0.585
v12	.797(15.21)		
v13	.847(16.68)		
v14	.841(16.51)		
		0.769	0.661
v15	.853(16.67)		
v16	.880(17.44)		
		0.827	0.616
v17	.866(17.20)		
v18	.741(13.67)		
v19	.880(17.64)		

$\chi^2=295.28$, d.f=142, p=0.00, GFI=0.90, AGFI=0.86, RMSR=0.049, NFI=0.93, CFI=0.96, RMSEA=0.063

< 1>

(completely standardized loadings)

(t>13.67),

< 2>

1

(AVE)

(Fornell and Larcker 1981).

< 2>

	1	2	3	4	5
1.	1.00				
2.	.67	1.00			
3.	.64	.71	1.00		
4.	.55	.67	.68	1.00	
5.	.49	.59	.51	.49	1.00

4.5

, $\chi^2=294.70$, d.f=145, p=0.00, GFI=0.90, AGFI=0.86, RMSR=0.043, NFI=0.92, CFI=0.96, RMSEA=0.062

< 3> 가

가			t
H ₁	0.66	0.068	9.68
H ₂	0.82	0.071	11.61
H ₃	0.44	0.11	3.99
H ₄	0.66	0.11	6.11
H ₅	0.20	0.10	1.96
H ₆	0.21	0.082	2.58
H ₇	0.31	0.087	3.57

H₁, 0.66, t 9.68(p<0.01) (+) Kelley(1992), Kohli Jaworski(1990), Williams(1998)

가 H₂, 0.82, t 11.61(p<0.01) (+) Ganesan(1994), Garbarino Johnson(1999), Tax (1998)

가 H₃, 0.44, t 3.99(p<0.01) (+) Bearden Teel(1983), Halstead Page(1992), Labarbera Mazursky(1983), McDougall Levesque(2000), Oliver(1980) (1998)

()
 가
 가
 (length of patronage) 가
 (Rust and Zahorik 1993). 가
 가 Lee (2001)
 (switching cost) 가
 가 가
 H₄ , 0.66, t
 6.11(p<0.01) (+)
 H₄ Smith(1998), Andreassen(1994),
 McDougall Levesque(2000)
 가 H₅ , 0.20, t
 1.96(p<0.05) (+)
 H₅ Geyskens (1996), Morgan Hunt(1994)
 (1998) 가
 Morgan Hunt
 (p<0.05) , t
 0.01
 가 가 H₆ , 0.21,
 t 2.58(p<0.01) (+)
 H₆ Crosby (1990)
 가 H₇ , 0.31,
 t 3.57(p<0.01) (+)
 H₇ 가 (-)
 Morgan Hunt(1994)

5.

가 . . . 가 . . . , . . . , . . . 가 . . . , . . .

가 . . . 가 . . . (. . . , . . .) . . . , . . . 가 . . .

가 . . . 가 . . . 가 . . . 가 . . . , . . . 가 . . .

가 . . . 가 . . . 가 . . . 가 . . . , . . . 가 . . . , . . .

가 . . . 가 . . . 가 . . . , . . . , . . . , . . . , . . . , . . .

가 . . . 가 . . . 가 . . . , . . . , . . . 가 . . . , . . .

가 . . . 가 . . . 가 . . . 가 . . . , . . . , . . . , . . .

< >

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