

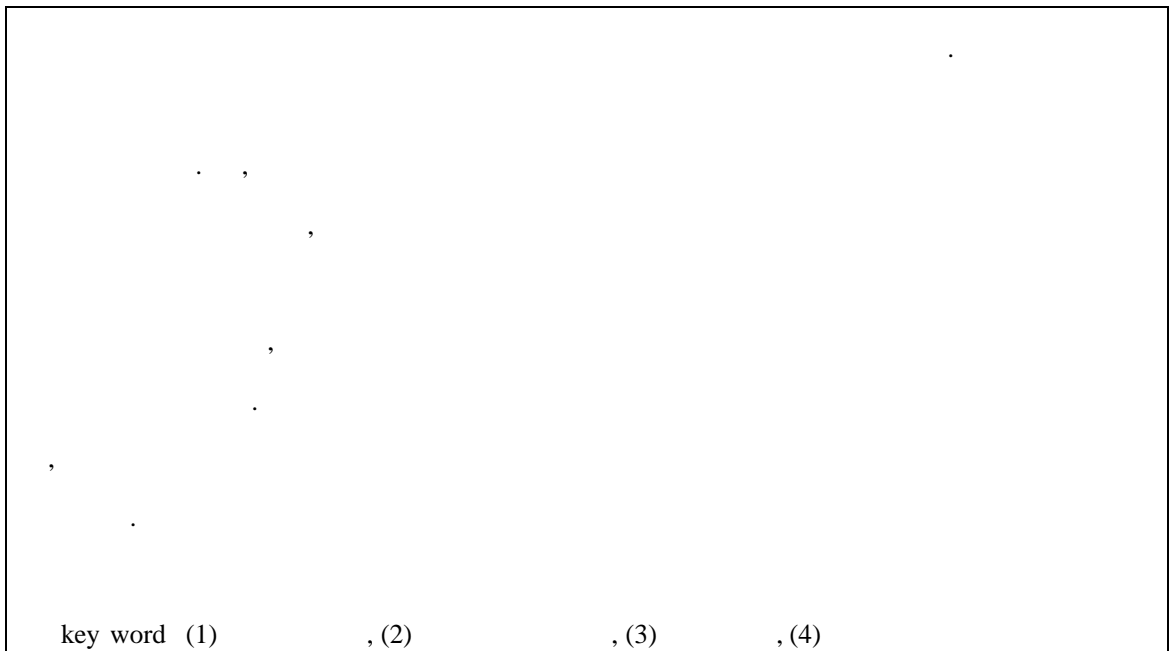
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* : 99.8 : 99.11

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

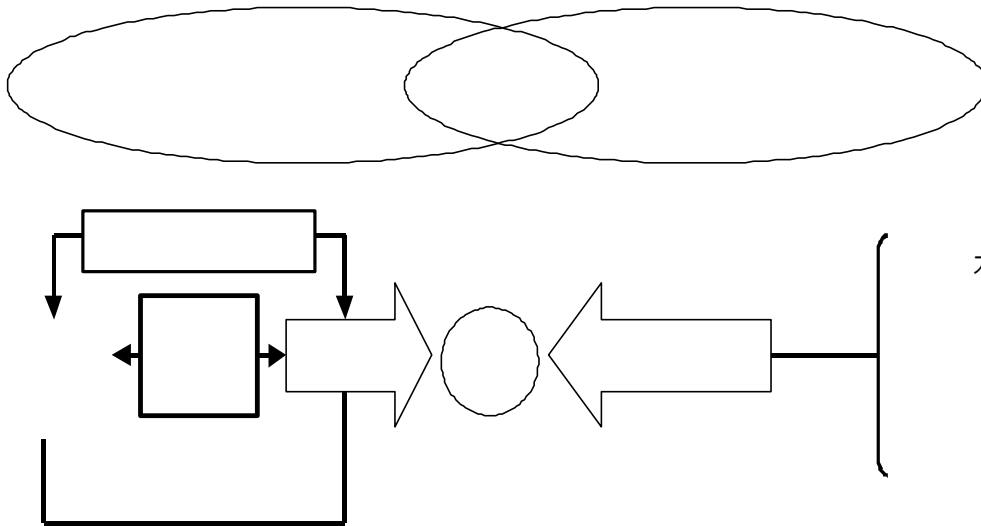
Gremler (1994)

()

< 1 >

가

< 1 >



: 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

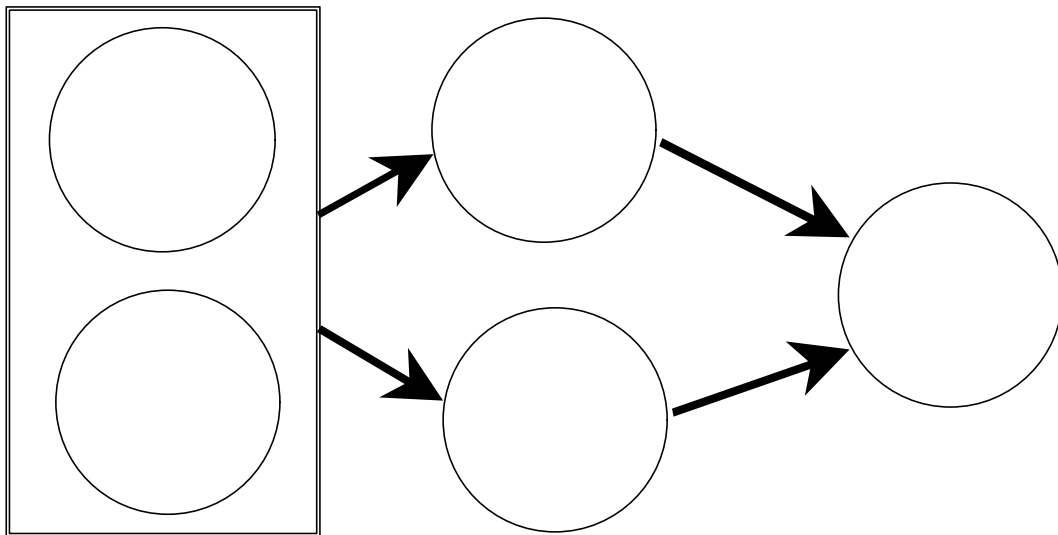
3.1

(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

250 190 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)

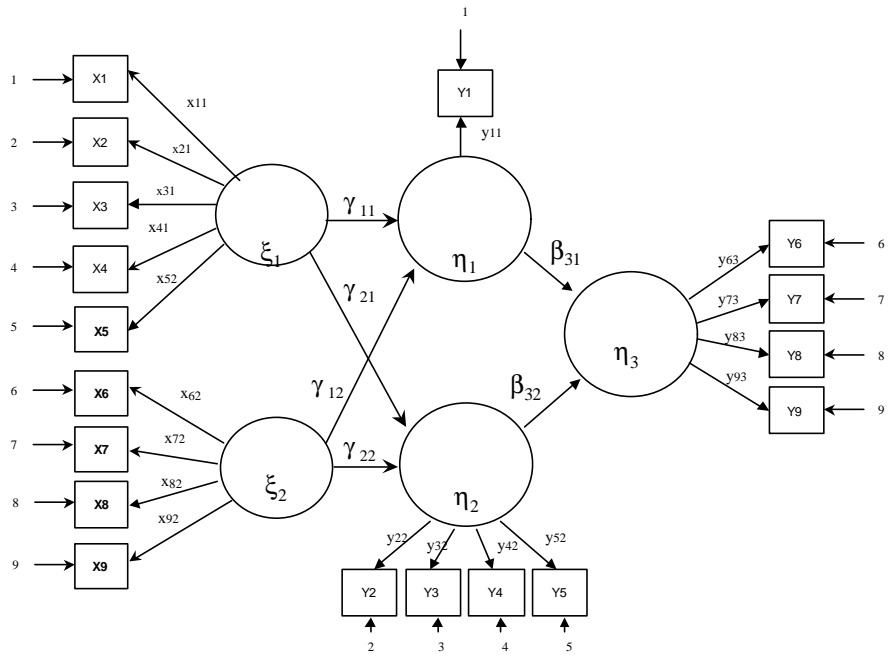
가

(1998)

가

< 3>

< 3> LISREL



(3)

가

< 5>

< 5>

가

(+)

가

가

(convergent validity)

(discriminant validity)

< 5>

		S.D	Y1	Y2	Y3	Y4	Y5	Y6	Y7	Y8	Y9	X1	X2	X3	X4	X5	X6	X7	X8	X9	
Y1	5.1580	0.8492	1.00																		
Y2	4.5952	1.1184	.402	1.00																	
Y3	4.0476	1.4635	.232	.647	1.00																
Y4	3.2857	1.3438	.165	.471	.615	1.00															
Y5	4.0714	1.5028	.160	.458	.473	.381	1.00														
Y6	4.6825	1.2500	.204	.302	.310	.269	.042	1.00													
Y7	4.8333	1.0714	.133	.164	.316	.311	.022	.641	1.00												
Y8	4.9762	1.0390	.349	.260	.216	.286	.047	.567	.607	1.00											
Y9	5.1349	1.0226	.446	.328	.274	.304	.123	.372	.451	.636	1.00										
X1	3.2500	0.8724	.256	.307	.370	.293	.237	.207	.214	.218	.222	1.00									
X2	3.9920	1.1408	.287	.309	.320	.273	.201	.174	.164	.362	.294	.530	1.00								
X3	4.6210	1.1035	.435	.356	.354	.362	.193	.264	.266	.528	.473	.518	.711	1.00							
X4	5.0159	0.9689	.401	.412	.425	.405	.221	.237	.303	.479	.515	.444	.598	.690	1.00						
X5	4.7520	1.0451	.389	.310	.301	.302	.129	.217	.276	.503	.461	.371	.518	.651	.696	1.00					
X6	3.0873	1.1867	.138	.220	.265	.371	.229	.202	.244	.216	.129	.373	.131	.200	.326	.284	1.00				
X7	2.9048	1.3111	.214	.339	.419	.465	.210	.201	.239	.157	.165	.369	.204	.229	.270	.237	.550	1.00			
X8	2.4524	1.1497	.257	.268	.320	.340	.203	.223	.205	.223	.145	.377	.161	.182	.177	.225	.528	.538	1.00		
X9	2.8571	1.1981	.155	.207	.296	.324	.192	.231	.125	.081	.127	.419	.196	.130	.105	.040	.363	.460	.425	1.00	
Y1 :				Y2 :		Y3 :		Y4 :		Y5 :		Y6 :		Y7 :		Y8 :		Y9 :			
X1 :				X2 :		X3 :		X4 :		X5 :		X6 :		X7 :		X8 :		X9 :			
■ : 0.01 , □ : 0.05																					

5.2 가

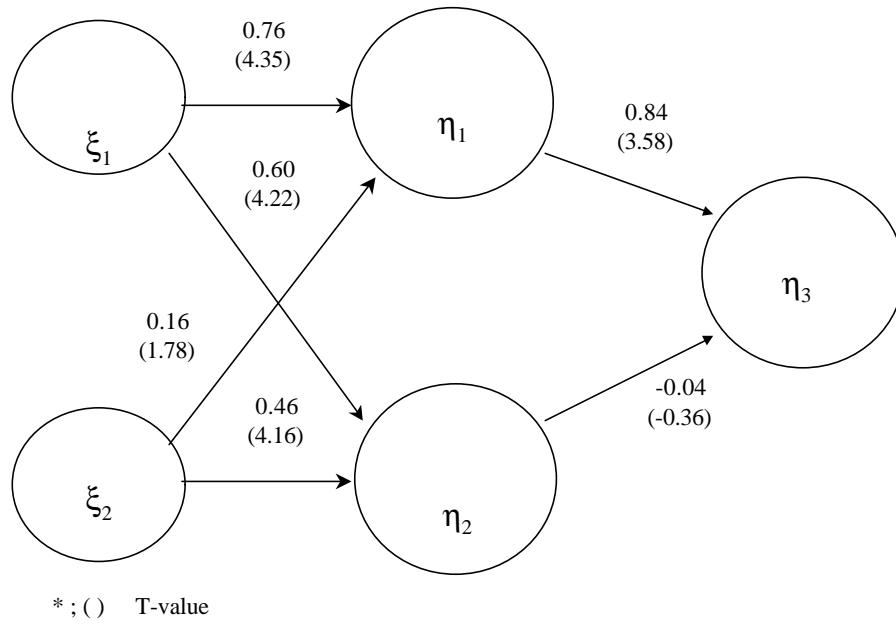
(1)

χ^2
 198.89(d.f.=126, p=0.0005), (GFI : Goodness of Fit Index) 0.86,
 (AGFI : Adjusted Goodness Fit Index) 0.81, (CFI : Comparative Fit Index) 0.93,
 (RMR) 0.12

(2) 가

가 < 4>
 < 6> .
 가 1 가
 가 2 , < 6>
 (+) 가

< 4> LISREL



,
 ,
 가 ,
 ,
 , Hallowell (1996)
 , 가 3 ,
 (+) 가 3
 .
 , 가 4 ,
 가 4 .

					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 (dimension) 가 SERVQUAL

(+)

가

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

6.2

가

,
가 가 가 .
가 .
,
,
가 .
,
가
가 (longitudinal survey)
,
가
가
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,
가
가
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가

, (1999), , ,
, (1998), " : ,
," , 27 1 , pp.157 184.

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