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지역사회서비스투자사업의 구매결정 요인과 품질만족 차이 분석

Analysis of the Difference Between Purchasing Decision Factors and Quality Satisfaction of Community Social Service Investment

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요약 현재 지역사회서비스 분야는 다양한 형태의 서비스 제공 방식이 가능한 형태로 앞으로 사회서비스 시대를 맞아 수요가 더욱 증가할 것으로 예상된다. 그러나 지역사회서비스투자사업은 상품으로서의 재화와 서비스의 거래가 이루어지는 추상적인 영역에서 인간의 행동에 영향을 미치는 심리의 작용이나 원리에 시장기제를 도입하여 공정한 경쟁을 통한 질적 향상을 위한 구조를 만들었으나 현재 사회서비스 시장은 서비스품질의 체계적인 관리 및 모니터링이 부족한 실정이다. 본 연구의 목적으로 이러한 환경적 요구에 맞게 수요자 방식의 사회서비스 품질향상을 위해 서비스 선택에 대한 요인들과 서비스품질과의 관계를 알아보고 품질향상을 위해 연구결과를 활용하고자 한다. 본 논문에서 사용될 연구모형은 지역사회서비스투자사업 품질측정에 사용되고 있는 신뢰성, 응답성, 공감성, 확실성, 유형성 등으로 서비스 만족의 5가지 요소영역을 측정하여 서비스 구매결정요인과 서비스 품질만족의 차이를 알아보고자 한다. 또한, 본 연구의 4가지 연구가설의 주요요인을 찾아내어 그 결과를 활용함으로써 지역사회서비스투자사업의 품질향상을 유도할 수 있는 다양한 전략적 시사점을 제시하였다.

주요어 : 서비스 구매결정요인, 서비스 품질만족, 지역사회서비스, 품질측정, 신뢰도 검사

Abstract Currently, in the field of community service, it is expected that the demand will further increase in the future by enabling the form of providing various types of services. However, the local community service investment project is an abstract. Although the structure for fair competition was created by introducing a market mechanism derived from the action or principle of psychology that affects human behavior in the field, systematic management and monitoring of the quality of social services is insufficient. The purpose of this study is to find out the relationship between service selection factors and service quality in order to improve the quality of social services in the consumer's way to meet these environmental needs, and to utilize the research results for quality improvement. The research model to be used in this paper measures the five element areas of service satisfaction such as reliability, responsiveness, empathy, certainty, and tangibility, which are used to measure the quality of local community service investment projects. In addition, we are various strategic implications that can induce the quality improvement of local community service investment projects are presented by finding the main factors of the four research hypotheses of this study and utilizing the results.

Key words : Service Purchase Decision Factors, Service Quality Satisfaction, Community Service, Quality Measurement, Reliability Test

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I . Introduction

Recently, the demand for community service investment projects is increasing explosively due to aging, nuclear family, and changes in the individual-centered social structure, and the spending of the government and local governments is increasing day by day. In the existing field of social services, it was common to receive services from welfare facilities designated by the government for the most part. However, in the social welfare sector in 2007, the government pays directly for the purchase of welfare services to purchase goods or services. As the government implemented a voucher system to pay coupons to users, the social service system began to change from provider-centric to consumer-centric [1]. These community service investment projects aim to expand local community services and create jobs by supporting projects planned and discovered by each local government in the form of a voucher according to local characteristics and residents' needs [2].

These community service investment projects are changing service purchase relationships centered on providers by giving users a choice. In addition, competition among providers according to market principles creates an environment that affects service quality [1].

However, the local community service investment project is not competitive structure according to the principles of the market but largely expanded in quantitative terms following a transformed competition structure, but in terms of quality, there is no significant difference from the past. In addition, for quality expansion, even though continuous efforts have been made for service quality management, there is little change in quality.

However, advanced overseas countries are introducing a license/permission system with the establishment of a quasi-governmental evaluation and management organization and through active

monitoring and examination of social service quality and implementing primary filtering when entering the market for the first time [2]. However, Korea's community service investment project introduces market mechanism from the operation and principle of psychology that affects human behavior in the abstract domain where transactions of goods and services as commodities are conducted. Structure for fair competition was created, but systematic management and monitoring of the quality of social services are insufficient [1, 8].

In addition, the reason that the policy of the local community service investment project emphasizes the form of service support rather than cash support is the reason that the provision of social services meets social demand and the goal of the policy is to create jobs because it is set to [3]. As such, the community service sector is expected to expand to create new jobs in the future as the demand for services in the future will increase further in the new era by enabling various types of service provision methods.

In order to improve the quality of consumer-style community service in accordance with these environmental demands, this study examines the factors of current service selection and the relationship between these factors and service quality.

There are various factors that affect service satisfaction, and there are also various evaluation models and components.

Recent studies on service satisfaction in the field of social welfare use the service quality evaluation model [3]. However, there is no satisfaction index that can be used in the field of community service [4, 5].

Therefore, care services, which are other social service areas, use self-developed indicators or use the servqual model [6]. This model was developed in the field of social welfare and can measure the five element domains of service satisfaction, such as reliability, responsiveness, empathy, certainty, and tangibility [7, 8].

Therefore, the purpose of this study is to investigate the difference between purchase decision factors and service quality satisfaction by using the measurement of five element areas in the quality measurement of community service investment projects.

II. Research Method

1. Research subject and analysis method

In this paper, as the study subjects, 200 people among users who lived in G Metropolitan city and used community services at least once were surveyed using a structured questionnaire using a self-report method.

In addition, children service users conducted a questionnaire to their guardians for children with low comprehension of sentences.

In this study, a reliability test was performed to determine the reliability of the measurement tool, and a frequency analysis was performed to find out the general matters of the subject. T-test and one-way analysis of variance (ANOVA) were performed to examine differences according to individual characteristics.

And regression analysis was performed to find out the relationship between service quality according to purchase decision factors. The statistical package used for analysis in this paper was Predictive Analytics Software(PASW) 21.0.

2. Research Hypothesis

1) Study Hypothesis: Personal characteristics of service purchase will have differences in service quality satisfaction.

2) Study Hypothesis: The service factors of service purchase will have differences in service quality satisfaction.

3) Study Hypothesis: The situational characteristics of service purchase will have a difference in service quality satisfaction.

4) Study Hypothesis: There will be differences in service quality satisfaction as a factor in service purchase involvement.

3. Research Model

Figure 1 shows the research model according to the research hypothesis.

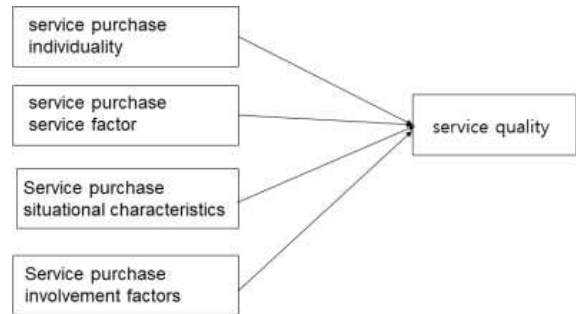


그림 1. 연구모형
 Figure 1. Research model

III. Research Analysis

1. Analysis of general matters of the subject of investigation

Table 1 shows the general characteristics of the survey subjects and analyzed them by gender, age, and economic level.

Among the general characteristics of the survey

표 1. 조사대상자의 일반적 특성
 Table 1. General characteristics of subjects

Division		collection (Number of people)	average (%)
sexuality	men	10	8.1
	woman	114	91.9
age	under 20	4	3.2
	30 years old	25	20.2
	40 years old	54	43.5
	50 years old	3	2.4
	over 60 years old	38	30.6
Income Classification	Basic Livelihood Recipient	5	4.0
	second highest	7	5.6
	More than 120% of the median income	112	90.3
Sum		100	100

subjects, gender was 114 females (91.9%), which was higher than 10 males (8.1%).

By age, 54 people in their 40s (43.5%) had the most, followed by 38 people over 60 (30.6%), 25 people in their 30s (20.2%), and 4 people in their 20s or younger (3.2 %), and 3 people in their 50s (2.4%).

As for the economic level, 112 people (90.3%) of households with a median income of 120% or higher were the highest in the general group, followed by 7 people in the second highest (5.6%) and 5 people in basic living standards (4.0%).

2. Differences in Quality Satisfaction by Residential Area Characteristics

Table 2 shows the satisfaction with the service quality supported according to the characteristics of the residential area. Here, n is the number of people who responded to the questionnaire while receiving services in each region. In addition, the analysis was divided into four residential areas: Seo-gu, Nam-gu, Buk-gu, and Gwangsan-gu.

표 2. 거주지역과 품질만족의 차이

Table 2. Difference between residential area and quality satisfaction

	n	Average	Standard Deviation	F	scheffe
Seo-gu(a)	11	4.74	.107	4.863**	a>c
Nam-gu(b)	3	3.97	.117		
Buk-gu(c)	39	4.26	.068		
Gwangsan-gu (d)	68	4.48	.058		
Sum	121	4.42	.043		

*p<.05, **p<.01, ***p<.001

A one-way ANOVA was performed to find out whether there was a difference in the mean of service quality satisfaction scores between residential areas. As a result, F=4.863, p=0.001, which was statistically significant based on the significance level of 0.001. Therefore, the null hypothesis was rejected and the alternative hypothesis was adopted. As a result of the scheffe test, the average difference in

service quality satisfaction between Seo-gu and Buk-gu was revealed. The average score for service quality satisfaction in Seo-gu was 4.74, and the average score of Buk-gu was 4.26.

3. Differences in satisfaction with service quality according to age group

Table 3 examines differences in satisfaction with service quality according to age. The composition of the table was divided into under 20 years old (a), 30 years old (b), 40 years old (c), 50 years old (d) and over 60 years old (e).

표 3. 연령구분에 따른 서비스 품질만족에 대한 차이

Table 3. Differences in service quality satisfaction by age classification

	n	Average	Standard Deviation	F	scheffe
under 20 years old(a)	4	4.83	.122	3.284*	b>e
30 years old(b)	25	4.60	.412		
40 years old(c)	54	4.43	.485		
50 years old(d)	3	4.62	.539		
over 60 years old(e)	38	4.25	.436		
Sum	124	4.43	.467		

*p<.05, **p<.01, ***p<.001

A one-way analysis of variance (ANOVA) was conducted to find out whether there was a difference in the mean of service quality satisfaction scores between age groups. As a result, F = 3.284, p = 0.014, which was statistically significant based on the significance level of 0.05. Therefore, the null hypothesis was rejected and the alternative hypothesis was adopted. As a result of the scheffe test, there was an average difference in service quality satisfaction between those in their 30s and those in their 60s. Those in their 30s scored an average of 4.60 points for service quality satisfaction, and those in their 60s and over had an average of 4.25.

4. The relationship between service purchase decision factors and service quality satisfaction

Table 4 consists of three factors: service factor (a), service context characteristics (b), and Engagement in service purchase (c) to find out whether there is a difference in the average of service quality satisfaction scores among service purchase determinants.

표 4. 서비스 구매결정 요인과 품질만족에 대한 차이
 Table 4. Differences between service purchase decision factors and quality satisfaction

Division	n	Average	Standard Deviation	F	scheffe
service factor(a)	83	4.53	.460	7.268**	a>b
service context characteristics (b)	23	4.14	.409		
Engagement in service purchase(c)	17	4.36	.421		
Sum	123	4.43	.042		

*p<.05, **p<.01, ***p<.001

A one-way ANOVA was conducted to find out whether there was a difference in the average service quality satisfaction score among the service purchase determinants. As a result, $F=7.268$, $p=0.001$, which was statistically significant based on the significance level of 0.01. Therefore, the null hypothesis was rejected and the alternative hypothesis was adopted. As a result of the scheffe test, the average difference in service quality satisfaction between service factors and situational characteristics was revealed. For service factors, the average score for service quality satisfaction was 4.53 points, and the average score for situational characteristics was 4.43 points.

The research results of this paper can be explained as follows. First, personal characteristics, service factors, situational characteristics, and involvement in service purchase determinants showed differences in service quality. And among the personal characteristics, it was found that there was a difference between the residential area and the service quality. Among the determinants of service purchase, the service purchase factor has the greatest difference in service quality.

Next second, in terms of the degree of involvement when purchasing a service, it can be seen that there is a difference between the service quality and the recommendation when selecting a service and personal judgment about the contextual characteristics of the service itself.

This reason means that institutions are making efforts to improve service quality in order to secure service users. When selecting a service, it can be seen that the service quality is important for the user to solve individual needs and problems. In a related study, it was found that the service effectiveness of users of the local community service investment project and the use of the elderly caregiver voucher service had a positive effect. Another related study also showed that the quality of life improved after providing social services, indicating that services act as an important factor in solving users' needs and improving their quality of life.

IV. Conclusion

This study aims to verify the difference in service quality satisfaction according to service purchase decision factors when service users select social services. For this purpose, a survey was conducted on users of the local community service investment project in Gwangju, and the results are analyzed through SPSS 21.0.

As a result of the study in this paper, it was found that there is a difference between service involvement and quality satisfaction. Service involvement is a service selection based on the recommendations of people who have experience when choosing a service, and it is related to factors such as publicity. From the perspective of the institution, it can be seen that existing users are an important means of publicity. Therefore, in order to increase the satisfaction of existing users, service quality is the most important factor. Therefore, it can be seen that service involvement also acts as an

important factor in service selection.

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