

經營學博士 學位論文

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**An Empirical Study on the Shipper's Decision Making Process of
Liner Shipping Services
: Primarily on the Information Search**

指導教授 辛 瀚 源

2000年 2月

韓國海洋大學校 大學院

海運經營學科 李 廷 款

本 論 文 李 廷 款 經 營 學 博 士 學 位 論 文 認 准

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| 主 | 審 | 閔 | 星 | 奎 | (印) |
| 委 | 員 | 李 | 鍾 | 仁 | (印) |
| 委 | 員 | 姜 | 元 | 植 | (印) |
| 委 | 員 | 朴 | 相 | 甲 | (印) |
| 委 | 員 | 辛 | 瀚 | 源 | (印) |

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韓國海洋大學校 大學院

海運經營學科 李 廷 款

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Abstract

An Empirical Study on the Shipper's Decision Making Process of Liner Shipping Services : Primarily on the Information Search

Lee, Jeong-Kwan

Department of Shipping Management

Graduate School of Korea Maritime University

Shipping industry continues to face dramatic changes in its environment, ranging from development in containerization, computerization and tele-communications to the emergence of global marketplace.

Perhaps the most significant trend - representing both a threat and opportunity - is the increasingly competitive nature of shipping service market.

As the deregulation in the world shipping industry has continued, environments such as political, economic, and technological changes affecting shipping industry have made shippers-carriers relationship as a major concern for container shipping company.

As shown in The U.S. Ocean Shipping Reform Act of 1998, most of world container shipping companies have perceived customers satisfaction as a source to enhance the competitive advantage in a fierce competitive situation.

In order for the shipping companies to cope with those improvements and challenges, they should analyze and clarify customer's DM(decision making) process for the purchase of container shipping service.

The purpose of this study is to explore the degree of relationship between the determinants of shipper's DM process and the information search activities for the container shipping service.

An empirical study was carried out to examine how shippers make purchase decision by the provision of statistical evidence showing the impacts of involvement, experience and knowledge on the information search activities.

The data investigating the customer's DM process on container shipping services were collected from 129 corporations handling different types of containerized goods by the use of questionnaire method and personal interviews at the selected samples.

The frequency analysis and Pearson's correlation coefficients were used to find out overall nature of the data. To test the formulated hypothesis, multiple regression analysis, factor analysis, t-test and SEM(Structural Equation Modeling) were used.

The major research findings from the study were found as follows;

1) The degree of shipper's involvement in purchasing shipping services

was found to be a discriminating variable affecting the information sources consisting of personal and non-personal information sources.

- 2) The positive relationship was found between the experiences on shipping services and non-personal information sources.
- 3) It was observed that as people had more experience searching for information , the more in depth their searches became
- 4) There existed a positive relationship between knowledges on shipping services and information search.
- 5) According to the SEM analysis, the shipper's information search on shipping services was also found to have a great influence on the shipper's purchasing behavior. The shipper's search was resulted in positive customer satisfaction.

On the basis of the results, managerial implications for container shipping company can be provided as follow;

- 1) The shipping company should understand the customer's DM process in order to find out the determinants of information search behavior.
- 2) As the marketing concept continues to change from transactional marketing concept to relationship marketing concept, the shipping company should adopt the effective marketing strategy to enhance the relationship between shipping companies and shippers.

This study has some limitations in the respondents who do not cover all kinds of shippers. More generalized research model for shipper's DM process and customer's satisfaction needs to be developed.

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 10 15,000 TEU . *Seatrade Review*, May 1999.
- 2) 辛瀚源·金星國, “ ”, 「社會科學研究論叢」 8 , 韓國海洋大學校 社會科學研究所, 1998.

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3) 金星國·辛瀚源, “ ” 「韓國海運學會誌」, 27, 1998, p. 4.

4) T. J. Peters and R. H. Waterman, Jr., *In Search of Excellence: Lessons from America's Best-Run Companies*, New York: Haper & Row, 1982.

5) (1998) FMC 가 (Conference) (Service Contract) (FMC)

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6) D. I. Hawkins, R. T. Best, and K. A. Coney, *Consumer Behavior: Implications for Marketing Strategy*, 5th ed., Richard Dirwin, 1992, p. 466.

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- 「 」, 2, : , 1999. pp. 21- 30.
2) 左々波揚子・浦田秀次郎, 「サービス貿易」, 東京: 東洋經濟新聞社, 1990, p. 68.
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: R. W. Schmenner, "How Can Service Business Survive and Prosper?," *Sloan Management Review*, Spring 1986, p. 22.

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6) Dan R. E. Thomas, "Strategy is Different in Service Business", *Harvard Business Review*, July-August 1978, p. 161.

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(Inseparability), (Heterogeneity), (Perishability)

7) W. E. Sasser, R. P. Oslen, and D. D. Wyckoff, *Management of Service Operations*, 1978, pp. 178- 180; R. G. Murdick, B. Render, and R. S. Russet, *Service Operations Management*, Allyn and Bacon, 1990, p. 230.

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9) P. Kotler, *Marketing Management*, 9th ed., New Jersey: Prentice Hall, p. 467.

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10) 佐波宣平, 「改版交通概論」, 東京: 有斐閣, 1954, p. 91.
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, (Lovelock, 1991) 2 15)

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15) Christopher H. Lovelock, *Service Marketing*, 2nd ed., New Jersey: Prentice Hall International, 1991, pp. 24- 38; (Lovelock) 2

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16) Valarie A. Zeithaml, A. Parasuraman, and Leonard L. Berry, "Problems and Strategies in Services Marketing," *Journal of Marketing*, Vol. 49, Spring 1985, p. 33.

17) Christopher H. Lovelock, *Service Marketing*, 2nd ed., New Jersey: Prentice Hall International, 1991, p. 27.

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(Rochdale Committee)

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18) Christopher H. Lovelock, *op. cit.*, p. 34.

19) Rochdale Committee, *Report of The Committee of Inquiry into Shipping*, London: HMSO, 1970, p. 15.

(Pearson)²⁰⁾

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and Wagenheim, 1981)²²⁾

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(Bowersox, Calabro,

(Brown, 1990)²³⁾

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20) Roy Pearson, *Containerline Performance and Service Quality*, University of Liverpool, Marine Transport Center, 1980, pp. 17-26.

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22) Donald J. Bowersox, Pat J. Calabro and George D. Wagenheim, *Introduction to Transport*, New York: Macmillan Publishing, 1981, pp. 55-58.

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(Casson, 1986)²⁴

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(Smith, 1992)²⁵ ISO 8402

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가 가 (Tebay, 1993)²⁶

가 (Collison, 1984)²⁷

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27) Frederick M. Collison, "Market Segments for Marine Liner Service," *Transportation Journal*, Winter 1984, pp. 44-54.

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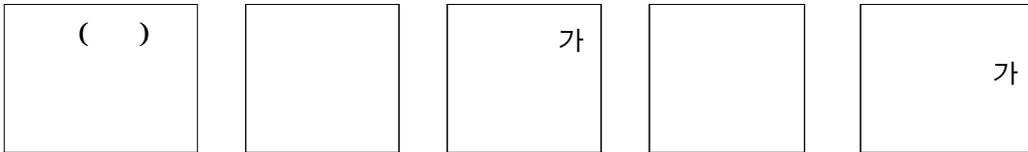
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: 3 , 「 」 , : 經文社, 1999, p. 228.

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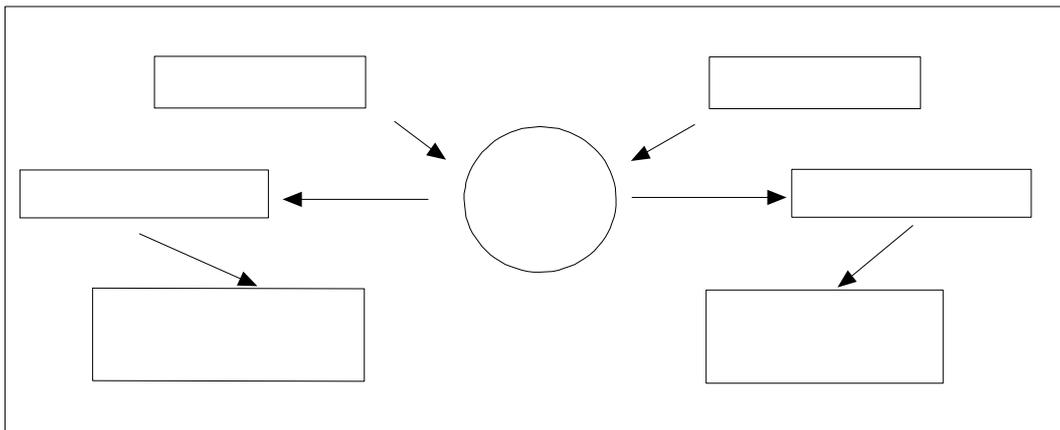
31) L. G. Schiffman and L. L. Kanuk, *Consumer Behavior*, 2nd ed., Englewood Cliffs, New Jersey: Prentice Hall, 1983, p. 534.

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: J. F. Engel, R. D. Blackwe, and P. W. Miniard, *Consumer Behavior*, 6th ed., Chicago: The Dryden Press, 1990, p. 490.

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32) Arch G. Woodside and Daniel L. Sherrell, "New Replacement Part Buying", *Industrial Marketing Management*, Vol. 9, 1980, pp. 123- 132.

33) G. C. Bruner , "The Effect of Problem Recognition Style on Influence Seeking," *Journal of The Academy of Marketing Science*, Vol. 15, 1987, pp. 33- 41.

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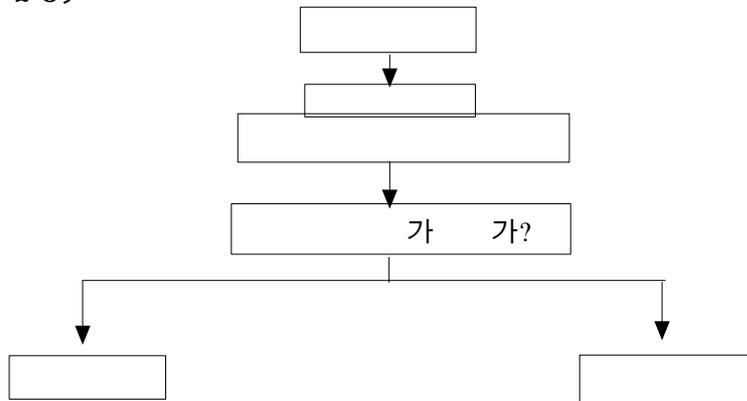
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: , 「 」, : , 1992, p. 54.

34) , 「 」. : , 1995, p. 550.

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(Cox, 1967)⁴⁷⁾
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(Lutz & Reilly, 1973) 가
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가 가 가 (Perry and Hamm, 1969)⁴⁹⁾

가 가 (Midgley, 1983)⁵⁰⁾

(Price and Feick, 1984)⁵¹⁾
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, (Lutz and Reilly, 1973)⁵³⁾

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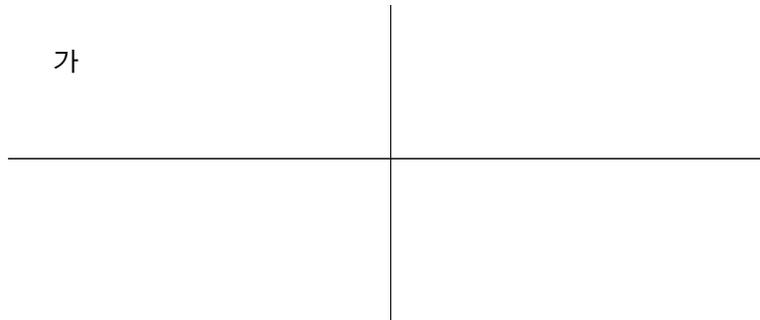
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53) Richard J. Lutz and Patrick J. Reilly, *ibid*, 1973, pp. 395-405.

54) P. Nelson, "Advertising as Information," *Journal of Political Economy*, Vol. 81, pp. 729-754.

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(Source Loyalty),

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55) M. Morris and J. Holman, "Source Loyalty in Organizational Markets: A Dynamic Perspective," *Journal of Business Research*, Vol. 16, No. 2, 1988, pp. 117-131; Christopher P. Puto, Wesley E. Patton, and Ronald H. King, "Risk Handling Strategies in Industrial Vendor Selection Decisions," *Journal of Marketing*, Vol. 47, Winter 1985, pp. 81-98.

(Brooks, 1985)가

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: Mary R. Brooks, "Limitations in the Carrier Choice Process : A Study of Eastern Canadian Exporters of Containerizable Cargo," *International Journal of Physical Distribution and Material Management*, Vol.15, No.3, 1985, pp. 55-67.

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59) F. E. Webster, Jr., and Yoram Wind, *Organizational Buying Behavior*, Englewood Cliffs, New Jersey: Prentice Hall, 1972, p. 2.

60) , “輸出貨主 國際運送人 選定 研究: 輸出 貨物 中心 ,” , 中央大學校, 1994.

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(Robinson, Faris, and Wind, 1976)⁶²⁾

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(win-win paradigm)

62) Patrick J. Robinson, Charles W. Faris, and Yoram Wind, *Industrial Buying and Creative Marketing*, Boston: Allyn and Bacon, 1976, pp. 20-27; Robert A. Novack and Stephen W. Simco, "The Industrial Procurement Process: A Supply Chain Perspective," *Journal of Business Logistics*, Vol. 12, No. 1, 1991, pp. 145-167.

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64) Sayed-Saleh Farouk, "An Empirical Examination of Industrial Buyer Behavior: A Motor Carrier Selection Application," Ph. D. Dissertation, Ohio State University, 1970, pp. 29-36.

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: Robert A. Novack and Stephen W. Simco, "The Industrial Procurement Process: A Supply Chain Perspective," *Journal of Business Logistics*, Vol. 12, No. 1, 1991, pp. 145-167.

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.65) (La Londe, 1972)

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(Brooks) (Webster), (Wind)

(Brooks, 1983)

65) F. A. Saleh and B. J. La Londe, "Industrial Buying Behavior and the Motor Carrier Selection Decision," *Journal of Purchasing*, February 1972, pp. 18-33.

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(Brand and Grabner, 1985)⁶⁶ ,

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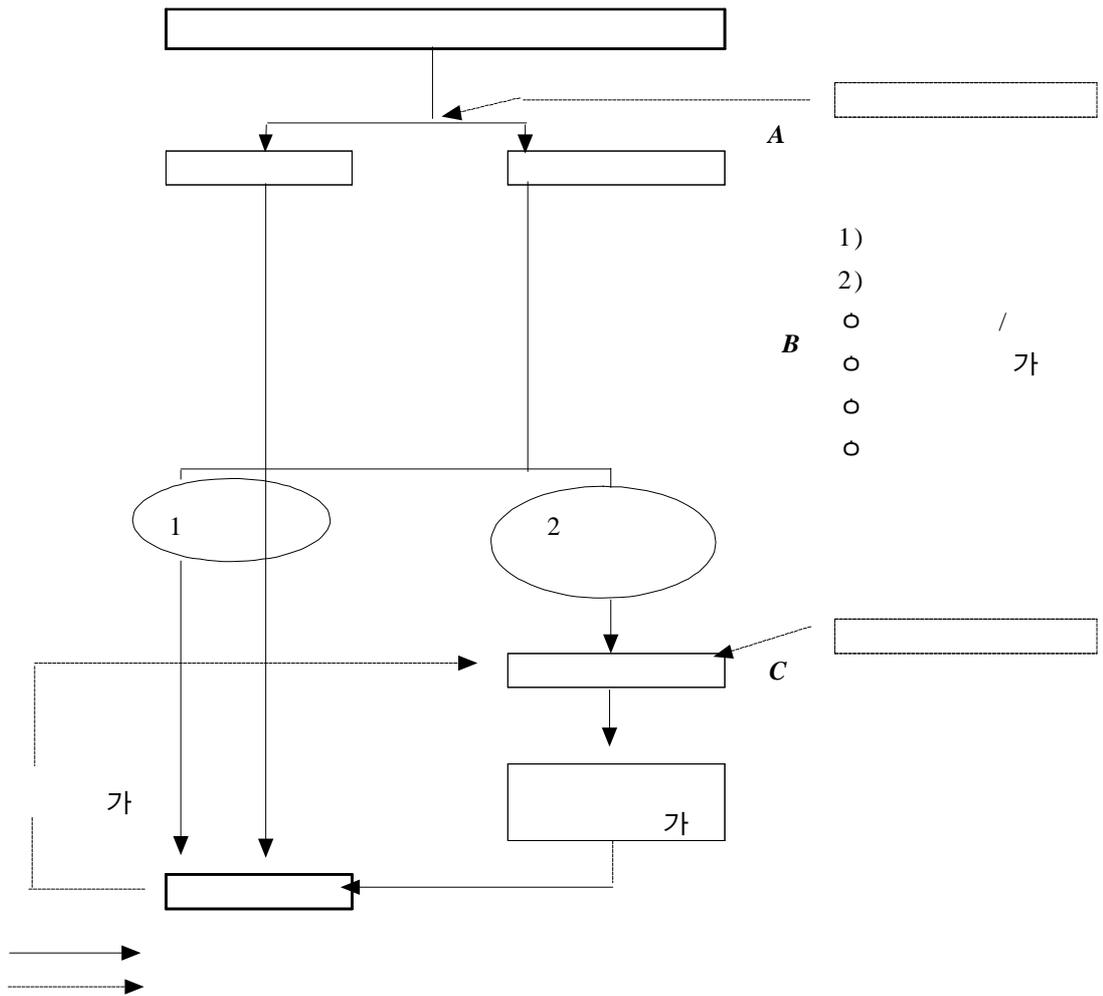
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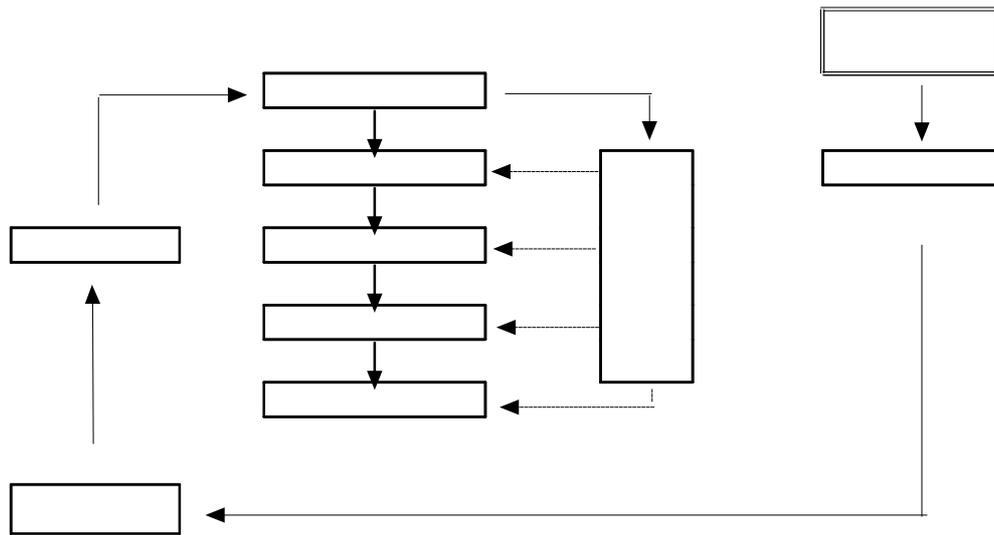
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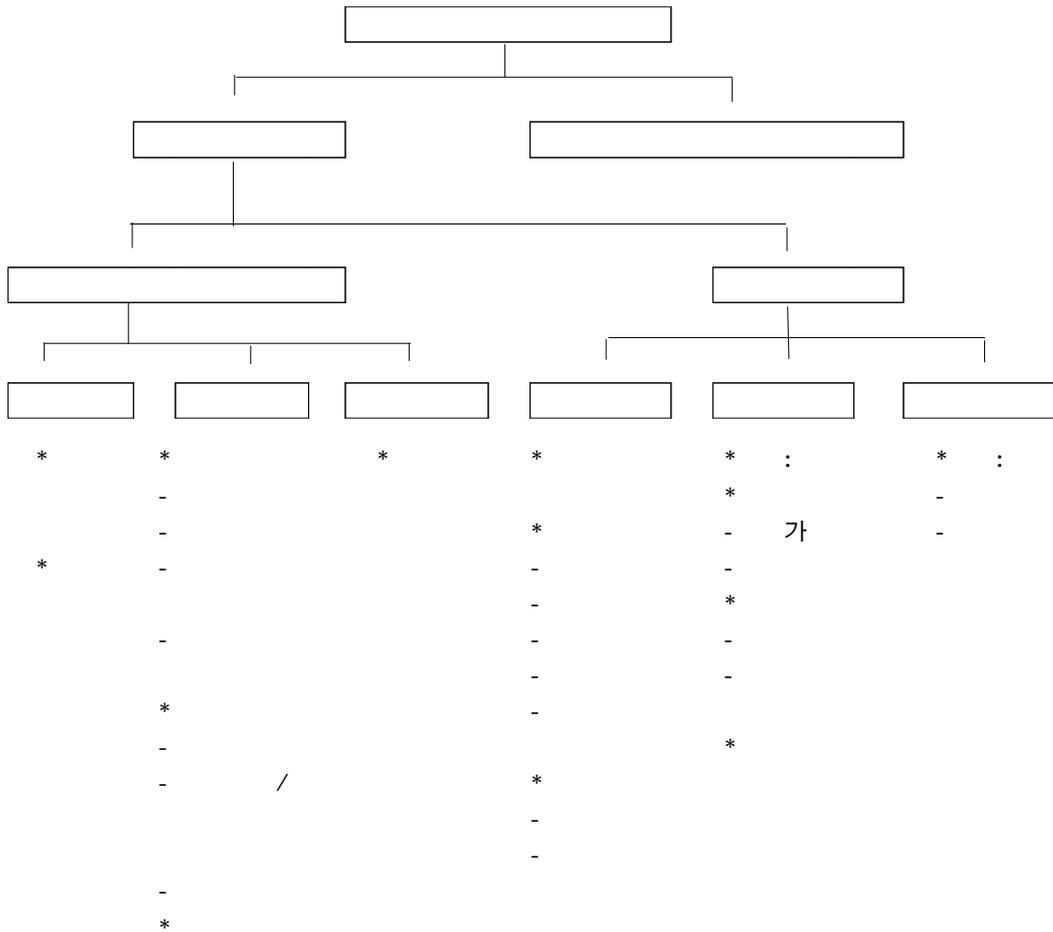
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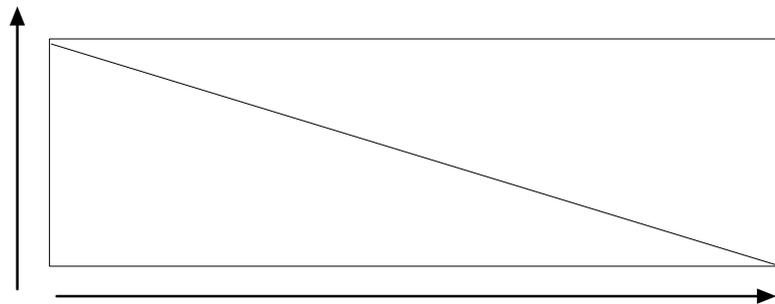
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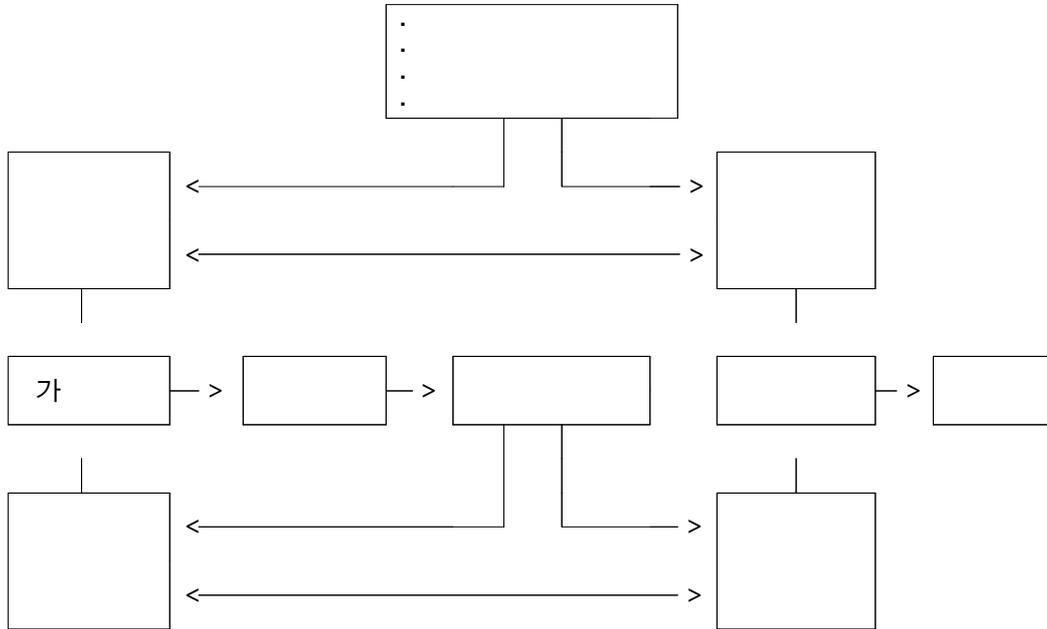
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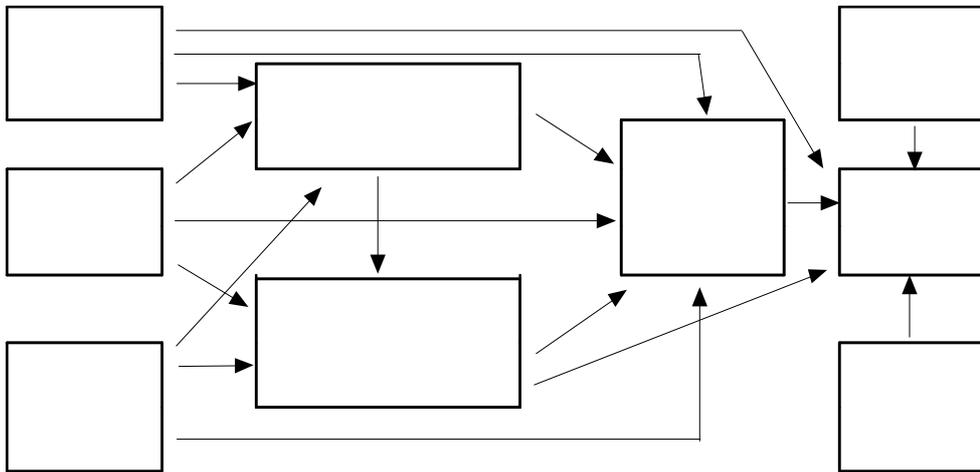
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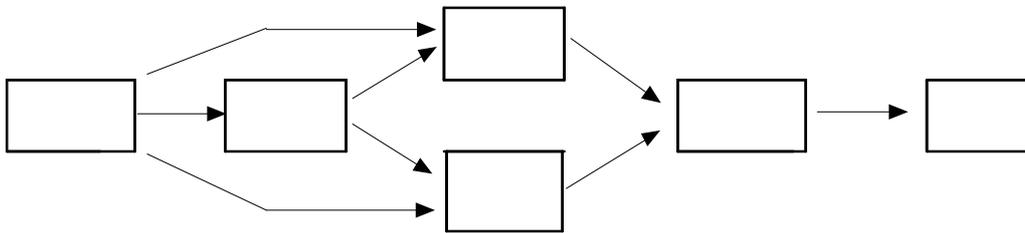
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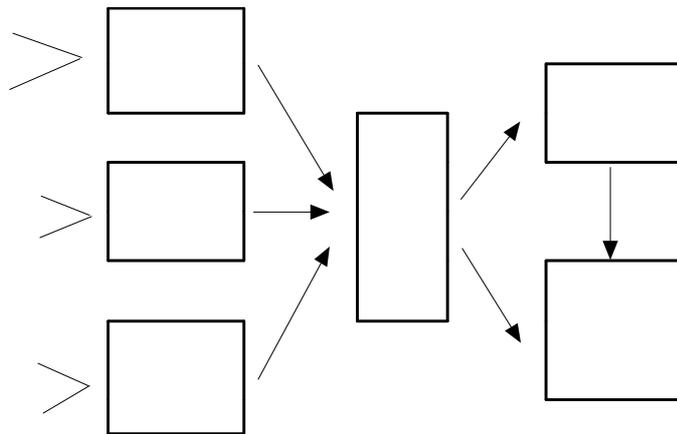
6) J. L. Zaichowsky, "Measuring the Involvement Construct," *Journal of Consumer Research*, 12, 1986, pp. 341- 352.

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[3-3]



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(Jacoby, 1979)⁷⁾

(Sources of Information),

(Kiel and Layton, 1981)⁸⁾

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(Higie, 1989)⁹⁾

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7) Jacob. Jacoby, R. W. Chestnut, K. C. Weigl, and W. A. Fisher, "Prepurchase Information Acquisition: Description of a Process Methodology, Research Paradigm, and Pilot Investigation," *Advances in Consumer Research*, Vol. 3, 1979, pp. 306-314.

8) G. C. Kiel and R. A. Layton, "Dimensions of Consumer Information Seeking Behavior," *Journal of Marketing Research*, Vol. 18, No. 2, 1981, pp. 233-239.

9) R. A. Higie and F. F. Lawrence, "Enduring Involvement: Conceptual and Measurement Issues," *Advances in Consumer Research*, Vol. 16, 1989, pp. 697-696.

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10) 가

(Zeithaml, 1981)¹¹⁾ 가 가 가

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10) Bernard H. Booms and Mary J. Bitner, "Marketing Strategies and Organization Structures for Service Firms," in *Marketing of Services*, 1981; James H. Donnelly and William R. George, ed., Chicago: AMA, 1981, pp. 47-51; Christopher H. Lovelock, "Why Marketing Management Needs to be Different for Services," in *Marketing of Services*, James H. Donnelly and William R. George, ed., Chicago: AMA, 1981, pp. 5-9; Robert F. Young, "The Advertising of Consumer Services and the Hierarchy of Effects," in *Marketing of Services*, James H. Donnelly and William R. George, ed., Chicago: AMA, 1981, pp. 48-52.

11) Valarie A. Zeithaml, "How Consumer Evaluation Processes Differs Between Goods and Services," in *Marketing of Services*, James H. Donnelly and William R. George, ed., Chicago: AMA, 1981, pp. 186-190.

가 1-1.

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(Brucks, 1985)¹²⁾,

(Duncan and Olshavsky, 1982)¹³⁾

(Betty and Smith, 1987)¹⁴⁾,

(Newman and Staelin, 197

2)¹⁵⁾

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13) Calvin P. Duncan and Richard W. Olshavsky, "External Search: The Role of Consumer Beliefs," *Journal of Marketing Research*, Vol. 19, February 1982, pp. 32-43.

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15) Joseph W. Newman and Richard Staelin, "Prepurchase Information Seeking for New Cars and Major Household Appliances," *Journal of Marketing Research*, Vol. 9, August 1972, pp. 249-257.

16) Bernard H. Booms and Mary J. Bittier, "Marketing Strategies and Organization Structures for Service Firms," in *Marketing of Services*, 1981; James H. Donnelly and William R. George, ed., Chicago: AMA, 1981, pp. 47-51; Christopher H. Lovelock, "Why Marketing Management Needs to be Different for Services," in *Marketing of Services*, 1981; James H. Donnelly and William R. George, *op. cit.*, pp. 5-9; Robert F. Young, *op. cit.*, 1981, pp. 48-52.

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17) Jacob. Jacoby, Donald E. Speller, and Carol Kohn Horning, "Brand Choice Behavior as a Function of Information Load: Replication and Extension," *Journal of Consumer Research*, Vol. 1, June 1974, pp. 7-42.

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.19) ,
가 . (Young,
1981)²⁰⁾
가
. (Bettman and Park, 198
0)²¹⁾ , (Punj and
Staelin, 1989)²²⁾
가 . (Brucks, 1986)²³⁾
,
가 가
,
가 가 . (Brucks, 1989),
(Duncan and Olshavsky, 1982)²⁴⁾
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19) Michael J. Houston, "Consumer Evaluations and Product Information Sources," in *Current and Research in Advertising*, 1979, Ann Arbor, M. I.: University of Michigan, 1979, pp. 135-144; Keith B. Murry, "A Test of Services Marketing Theory: Consumer Information Acquisition Activities", *Journal of Marketing*, Vol. 55, January 1991, p. 13.

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22) G. N. Punj and R. Staelin, *op. cit.*, pp. 366-380.

23) Merrie Brucks, *op. cit.*, pp. 58-64.

24) Calvin P. Duncan and Richard W. Olshavsky, "External Search: The Role of Consumer Beliefs," *Journal of Marketing Research*, Vol. 19, February 1982, pp. 32-43.

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가 3-1.

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가 3-3.

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(Punj and Staelin)

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(Brucks)가

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(Brucks)가

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25) Merrie Brucks, "The Effects of Product Class Knowledge on Information Search Behavior," *Journal of Consumer Research*, Vol. 12, 1985, pp. 1-16.

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{ 3-1 }

| | | | |
|--|--|--|---|
| | | 1 (1-1 1-12) 2 3, 4 9 (9-1 9-6) 11, 12, 13 | Var01 (Var0101 Var0112) Var02 Var03, Var04 Var09 (Var0901 Var0912) |
| | | 5 (5-1, 5-2, 5-3, 5-4, 5-5, 5-6, 5-11, 5-13) 5 (5-7, 5-8, 5-9, 5-10, 5-12, 5-14) 6, 7, 8 | Var05 (Var0501, 0502, 0503, 0505, 0506, 0511, 0513) Var05 (Var0507, 0508, 0509, 0505, 0510, 0512, 0514) Var06, 07, 08 |

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가

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[4-1]

119

3

가 55.6% (65) ,

49.6% 61 (30.3% 36

19.3% 23)

가

71.5% (85) ,

(17.6%, 21)

(10.1%, 12)

3

가

99%

(0.8%, 1)

1998

, 1,000TEU

가 가

(31% 37)

. 10

0 999TEU

가 38.7% (100 499TEU / 34

, 500

999TEU / 12

46)

, 100TEU

30.3% 36

1,000

16% 19 , 100 499

40.3 % 48

가

17.6% 21

[4-1]

| | | () | (%) |
|-----------|---------------|-----|--------|
| | 3 | 54 | 45.4 % |
| | 3- 6 | 13 | 10.9 |
| | 7- 10 | 31 | 26.1 |
| | 11- 15 | 11 | 9.2 |
| | 16 | 10 | 8.4 |
| | | 119 | 100.0 |
| | | 36 | 30.3 |
| | | 23 | 19.3 |
| | | 60 | 50.4 |
| | | 119 | 100.0 |
| | | 85 | 71.5 |
| | | 12 | 10.1 |
| | | 21 | 17.6 |
| | | 0 | 0 |
| | | 1 | 0.8 |
| | (가) | 119 | 100.0 |
| 98 () | 100 TEU | 36 | 30.3 |
| | 100 - 499 TEU | 34 | 28.6 |
| | 500 - 999 TEU | 12 | 10.1 |
| | 1,000 TEU | 37 | 31.0 |
| | | 119 | 100.0 |
| 98 | 100 | 33 | 27.7 |
| | 100 - 499 | 48 | 40.3 |
| | 500 - 999 | 19 | 16.0 |
| | 1,000 | 19 | 16.0 |
| | | 119 | 100.0 |
| | 1 | 21 | 17.6 |
| | 2 - 3 | 45 | 37.8 |
| | 4 - 5 | 40 | 33.6 |
| | 6 | 13 | 11.0 |
| | | 119 | 100.0 |
| 98 | 1/5 | 35 | 29.4 |
| | 2/5 | 10 | 8.4 |
| | 3/5 | 22 | 18.5 |
| | 4/5 | 27 | 22.7 |
| | | 25 | 21.0 |
| | | 119 | 100.0 |
| | (TV, ,) | 29 | 24.3 |
| | | 5 | 4.2 |
| | | 26 | 21.8 |
| | | 21 | 17.6 |
| | | 38 | 31.9 |
| | | 119 | 100.0 |

, 2-3
 37.8% (45), 4-5 33.6% 40
 . , 6
 11% 13 .
 가 ,
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 가 가 ,
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 ,
 ()
 21% 25 , 1/5
 29.4% 35 ,
 2:3 3:2 26.9% 32 .
 , 가 24.3% (29) ,
 21.8% (26) , (Forwarding) 17.6% (21)
 ,
 가 가
 4.2 % (5)

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(Churchill)²⁶⁾

(Chronbach's)

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(convergent validity),

(discriminant validity),

(nomological validity)

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26) Gilbert A. Churchill, Jr., "A Paradigm for Developing Better Measures of Marketing Construct," *Journal of Marketing Research*, Vol. 18, February 1979, pp. 64- 73.

Alpha = 0.9458 .

{ 4-2 }

| | | | Std Dev | Alpha = .9458 | |
|---------|---|--------|---------|---------------|--------|
| | | | | - | |
| Var0101 | | 4.1810 | 0.9193 | 0.6523 | 0.9454 |
| Var0102 | | 4.0172 | 0.8943 | 0.7627 | 0.9409 |
| Var0103 | | 4.1034 | 0.9814 | 0.7918 | 0.9404 |
| Var0104 | | 3.6207 | 0.7875 | 0.3835 | 0.9531 |
| Var0105 | | 4.1810 | 0.7413 | 0.7649 | 0.9406 |
| Var0106 | | 4.4483 | 0.5948 | 0.8162 | 0.9402 |
| Var0107 | | 4.2500 | 0.7445 | 0.8191 | 0.9389 |
| Var0108 | | 4.3276 | 0.7434 | 0.8569 | 0.9376 |
| Var0109 | | 4.2155 | 0.7437 | 0.8551 | 0.9377 |
| Var0110 | 가 | 4.3017 | 0.6075 | 0.7815 | 0.9409 |
| Var0111 | | 4.2759 | 0.7528 | 0.8219 | 0.9387 |
| Var0112 | | 4.1810 | 0.7052 | 0.8332 | 0.9386 |

1가

Var0101,

Var0104 .

{ 4-3 }

| | | 1 | |
|---------|---|--------|-------|
| Var0102 | | 0.760 | 0.644 |
| Var0103 | | 0.803 | 0.768 |
| Var0105 | | 0.799 | 0.820 |
| Var0106 | | 0.843 | 0.802 |
| Var0107 | | 0.885 | 0.818 |
| Var0108 | | 0.865 | 0.850 |
| Var0109 | | 0.924 | 0.884 |
| Var0110 | 가 | 0.820 | 0.883 |
| Var0111 | | 0.841 | 0.863 |
| Var0112 | | 0.828 | 0.871 |
| | | 7.021 | |
| % | | 70.214 | |
| % | | 70.214 | |

2.

{ 4-4 }

Alpha =

{ 4-4 }

| | | | Std Dev | Alpha = 0.6373 | |
|-------|--|--------|---------|----------------|--------|
| | | | | - | |
| Var02 | | 4.4576 | 0.8736 | 0.3451 | 0.6643 |
| Var03 | | 3.4831 | 1.1453 | 0.5535 | 0.3736 |
| Var04 | | 3.5847 | 0.9899 | 0.4656 | 0.5134 |

0.6373

{ 4-5 }

{ 4-5 }

| | | 1 | 2 | |
|-------|--|--------|--------|-------|
| Var02 | | 0.151 | 0.974 | 0.972 |
| Var03 | | 0.787 | 0.334 | 0.731 |
| Var04 | | 0.906 | 0.025 | 0.822 |
| | | 1.463 | 1.062 | |
| % | | 48.780 | 35.390 | |
| % | | 48.780 | 84.170 | |

(1)

(2)

3.

{ 4-6 } Alpha= 0.8164

1가

{ 4-7 }

{ 4-6 }

| | | | Std Dev | Alpha = 0.8164 | |
|---------|--|--------|---------|----------------|--------|
| | | | | - | |
| Var0901 | | 3.7672 | 0.7145 | 0.7948 | 0.7443 |
| Var0902 | | 3.7759 | 0.7353 | 0.5848 | 0.7867 |
| Var0903 | | 3.7586 | 0.7647 | 0.6205 | 0.7788 |
| Var0904 | | 3.7069 | 0.8548 | 0.5692 | 0.7904 |
| Var0905 | | 3.5259 | 0.8593 | 0.6367 | 0.7743 |
| Var0906 | | 3.3017 | 0.8046 | 0.3239 | 0.8408 |

{ 4-7}

| | | 1 | |
|----------------|--|---------------|--------------|
| Var0901 | | 0.917 | 0.841 |
| Var0902 | | 0.757 | 0.573 |
| Var0903 | | 0.770 | 0.593 |
| Var0904 | | 0.726 | 0.527 |
| Var0905 | | 0.760 | 0.577 |
| | | 3.111 | |
| | | 62.214 | |
| | | 62.214 | |

4.

{ 4-8} Alpha=0.8980

{ 4-8}

| | | | Std Dev | Alpha = 0.8980 | |
|----------------|--|---------------|---------------|----------------|---------------|
| | | | | - | |
| Var0501 | | 2.9217 | 1.0691 | 0.3614 | 0.8992 |
| Var0502 | | 3.0000 | 1.1773 | 0.3101 | 0.9016 |
| Var0503 | | 2.9478 | 1.0074 | 0.3766 | 0.8985 |
| Var0504 | | 2.3217 | 1.2879 | 0.5737 | 0.8916 |
| Var0505 | | 3.1826 | 1.1964 | 0.2700 | 0.9032 |
| Var0506 | | 2.6348 | 1.2519 | 0.5265 | 0.8935 |
| Var0507 | | 2.9565 | 1.5412 | 0.7810 | 0.8816 |
| Var0508 | | 3.2174 | 1.4557 | 0.7887 | 0.8814 |
| Var0509 | | 3.5565 | 1.2718 | 0.6553 | 0.8881 |
| Var0510 | | 3.4522 | 1.2513 | 0.6897 | 0.8867 |
| Var0511 | | 3.0870 | 1.4960 | 0.8276 | 0.8792 |
| Var0512 | | 3.1130 | 1.4313 | 0.8424 | 0.8788 |
| Var0513 | | 3.9217 | 1.0608 | 0.4909 | 0.8947 |
| Var0514 | | 3.7043 | 1.1845 | 0.6162 | 0.8900 |

(1) (2)

[4-9]

| | | 1 | 2 | |
|---------|--|--------|--------|-------|
| Var0501 | | -0.040 | 0.870 | 0.759 |
| Var0502 | | 0.019 | 0.728 | 0.530 |
| Var0503 | | -0.027 | 0.863 | 0.746 |
| Var0504 | | 0.322 | 0.728 | 0.634 |
| Var0505 | | -0.070 | 0.751 | 0.569 |
| Var0506 | | 0.212 | 0.803 | 0.690 |
| Var0507 | | 0.895 | 0.166 | 0.828 |
| Var0508 | | 0.902 | 0.151 | 0.837 |
| Var0509 | | 0.860 | -0.029 | 0.740 |
| Var0510 | | 0.870 | 0.004 | 0.757 |
| Var0511 | | 0.918 | 0.190 | 0.879 |
| Var0512 | | 0.952 | 0.148 | 0.929 |
| Var0513 | | 0.710 | -0.115 | 0.517 |
| Var0514 | | 0.801 | -0.021 | 0.641 |
| | | 6.162 | 3.895 | |
| % | | 44.014 | 27.823 | |
| % | | 44.014 | 71.837 | |

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[4-10]

t-test

| | | | t () |
|--|---------------|---------------|--|
| | 4.7712 | 0.2606 | 17.276(***) (p=0.000) |
| | 3.6111 | 0.4425 | |

*p<0.1, **p<0.05, ***p<0.001

, 4.2302 , 4.3

t-test . [4-10]

4.7712 3.6111

, p=0.000

[4-11]

Var0501

Var0506

[4-12]

[4-11]

t-test

| | | | | t () | |
|----|---------|--|--------|----------|-------------|
| 01 | Var0501 | | 4.7797 | 0.4574 | 10.586(***) |
| | | | 3.4035 | 0.8836 | (p=0.000) |
| 02 | Var0502 | | 4.8136 | 0.4345 | 13.027(***) |
| | | | 3.6667 | 0.5118 | (p=0.000) |
| 03 | Var0503 | | 4.7966 | 0.4060 | 14.155(***) |
| | | | 3.6140 | 0.4911 | (p=0.000) |
| 04 | Var0504 | | 4.7119 | 0.4568 | 7.802(***) |
| | | | 3.6316 | 0.9568 | (p=0.000) |
| 05 | Var0505 | | 4.8644 | 0.3453 | 14.179(***) |
| | | | 3.6667 | 0.5455 | (p=0.000) |
| 06 | Var0506 | | 4.6610 | 0.5449 | 9.412(***) |
| | | | 3.6842 | 0.5719 | (p=0.000) |

*p<0.1, **p<0.05, ***p<0.001

[4-12]

| | | 01 | 02 | 03 | 04 | 05 | 06 |
|----|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------|
| | 1.000 | | | | | | |
| 01 | 0.846(***) (p=0.000) | 1.000 | | | | | |
| 02 | 0.892(***) (p=0.000) | 0.754(***) (p=0.000) | 1.000 | | | | |
| 03 | 0.919(***) (p=0.000) | 0.759(***) (p=0.000) | 0.878(***) (p=0.000) | 1.000 | | | |
| 04 | 0.642(***) (p=0.000) | 0.598(***) (p=0.000) | 0.475(***) (p=0.000) | 0.435(***) (p=0.000) | 1.000 | | |
| 05 | 0.850(***) (p=0.000) | 0.603(***) (p=0.000) | 0.703(***) (p=0.000) | 0.736(***) (p=0.000) | 0.635(***) (p=0.000) | 1.000 | |
| 06 | 0.829(***) (p=0.000) | 0.795(***) (p=0.000) | 0.772(***) (p=0.000) | 0.795(***) (p=0.000) | 0.443(***) (p=0.000) | 0.510(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-13]

3.8605

3.2485

p=0.000

가

[4-13]

t- test

| | | | t () |
|--|---------|---------|-------------|
| | 3. 8605 | 0. 2129 | 5. 733(***) |
| | 3. 2485 | 0. 7909 | (p=0. 000) |

*p<0.1, **p<0.05, ***p<0.001

Var0507 Var0514

[4-15]

[4-14]

t- test

| | | | | | t () |
|----|---------|--|---------|---------|--------------|
| 01 | Var0507 | | 3. 9763 | 0. 2231 | 5. 172(***) |
| | | | 3. 4561 | 0. 7385 | (p=0. 000) |
| 02 | Var0508 | | 3. 8407 | 0. 3962 | 5. 243(***) |
| | | | 3. 0246 | 1. 1257 | (p=0. 000) |
| 03 | Var0509 | | 3. 8949 | 0. 3245 | 6. 402(***) |
| | | | 3. 0947 | 0. 9017 | (p=0. 000) |
| 04 | Var0510 | | 3. 8508 | 0. 3476 | 4. 666(***) |
| | | | 3. 2772 | 0. 8757 | (p=0. 000) |
| 05 | Var0511 | | 3. 8203 | 0. 3418 | 4. 670 (***) |
| | | | 3. 2351 | 0. 8977 | (p=0. 000) |
| 06 | Var0512 | | 3. 7797 | 0. 3652 | 3. 302(**) |
| | | | 3. 4035 | 0. 7924 | (p=. 001) |
| 07 | Var0513 | | 3. 8407 | 0. 3962 | 4. 816(***) |
| | | | 3. 0807 | 1. 1432 | (p=0. 000) |
| 08 | Var0514 | | 3. 7390 | 0. 4106 | 2. 458(**) |
| | | | 3. 4456 | 0. 8159 | (p=0. 015) |

*p<0.1, **p<0.05, ***p<0.001

가

0.814(p=0.000)

[4-15]

| | | 01 | 02 | 03 | 04 | 05 | 06 | 07 | 08 |
|----|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------|
| | 1.000 | | | | | | | | |
| 01 | 0.530(***) (p=0.000) | 1.000 | | | | | | | |
| 02 | 0.621(***) (p=0.000) | 0.771(***) (p=0.000) | 1.000 | | | | | | |
| 03 | 0.594(***) (p=0.000) | 0.649(***) (p=0.000) | 0.689(***) (p=0.000) | 1.000 | | | | | |
| 04 | 0.565(***) (p=0.000) | 0.843(***) (p=0.000) | 0.849(***) (p=0.000) | 0.550(***) (p=0.000) | 1.000 | | | | |
| 05 | 0.573(***) (p=0.000) | 0.838(***) (p=0.000) | 0.831(***) (p=0.000) | 0.522(***) (p=0.000) | 0.920(***) (p=0.000) | 1.000 | | | |
| 06 | 0.449(***) (p=0.000) | 0.765(***) (p=0.000) | 0.704(***) (p=0.000) | 0.496(***) (p=0.000) | 0.824(***) (p=0.000) | 0.890(***) (p=0.000) | 1.000 | | |
| 07 | 0.565(***) (p=0.000) | 0.728(***) (p=0.000) | 0.962(***) (p=0.000) | 0.642(***) (p=0.000) | 0.802(***) (p=0.000) | 0.786(***) (p=0.000) | 0.658(***) (p=0.000) | 1.000 | |
| 08 | 0.334(***) (p=0.000) | 0.676(***) (p=0.000) | 0.631(***) (p=0.000) | 0.398(***) (p=0.000) | 0.744(***) (p=0.000) | 0.798(***) (p=0.000) | 0.895(***) (p=0.000) | 0.678(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-16]

| | | | |
|--|-------------------------|-------------------------|-------|
| | | | |
| | 1.000 | | |
| | 0.814(***) (p=0.000) | 1.000 | |
| | 0.635(***) (p=0.000) | 0.746(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

가 1-1 1-2 _____.

2.

| | |
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| 가 2. | 가 |
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가 2-1. 가

가 2-2. 가

가 2-3.

2가

{ 4-17 }

{ 4-17 }

| | | | |
|--|--------------------------------|--------------------------------|--------------|
| | | | |
| | 1.000 | | |
| | 0.534(***) (p=0.000) | 1.000 | |
| | 0.571(***) (p=0.000) | 0.816(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

(p=0.000)

p=0.002

가 2-1, 2-2 가

{ 4-18 }

| | | | | | | |
|--|-----------------|-----------------|--------------|--------------|----------------------|--------------|
| | | | | | t | |
| | () | 1.065 | 0.334 | | 3.193(**) | 0.002 |
| | | 0.190 | 0.126 | 0.199 | 1.509 | 0.134 |
| | | 0.394 | 0.127 | 0.409 | 3.102(**) | 0.002 |
| | R2=0.339 | R2=0.327 | | | F=28.991(***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

{ 4-18 }

R2

p=0.000

33.9%

F 28.991

가

{ 4-19 }

가

{ 4-19 }

| | | | |
|--|--------------------------------|--------------------------------|--------------|
| | | | |
| | 1.000 | | |
| | 0.744(***) (p=0.000) | 1.000 | |
| | 0.734(***) (p=0.000) | 0.816(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

{ 4-20 }

| | | | | | | |
|--|-----------------|-----------------|--------------|--------------|--------------------------|--------------|
| | | | | | t | |
| | () | 0.634 | 0.270 | | 2.346 (**) | 0.021 |
| | | 0.457 | 0.102 | 0.458 | 4.490 (***) | 0.000 |
| | | 0.361 | 0.103 | 0.358 | 3.515 (**) | 0.001 |
| | R2=0.605 | R2=0.598 | | | F=86.494 (***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

가

(p=0.000)

p=0.000 R2 60.5% F 86.494 .

{ 4-21 }

| | | | |
|--|--------------------------------|--------------------------------|--------------|
| | | | |
| | 1.000 | | |
| | 0.399(***) (p=0.000) | 1.000 | |
| | 0.495(***) (p=0.000) | 0.816(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

{ 4-21 }

. , Var06, 07, 08

[4-22]

| | | | | | t | |
|--|-----------------------|-----------------------|-------|--------|---------------|-------|
| | () | 0.681 | 0.104 | | 6.523(***) | 0.000 |
| | | -0.004 | 0.039 | -0.015 | -0.106 | 0.915 |
| | | 0.142 | 0.040 | 0.503 | 3.560(**) | 0.001 |
| | R ² =0.241 | R ² =0.227 | | | F=17.927(***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-22]

p=0.000, R² 0.241 가 24%

가 2-3 .

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| 가 3. 가 |
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가 3-1.

가 3-2.

가 3-3.

가

[4-23]

가

가

[4-23]

| | | | |
|--|---------------------------------------|---------------------------------------|--------------|
| | | | |
| | 1.000 | | |
| | 0.750(***) (p=0.000) | 1.000 | |
| | 0.675(***) (p=0.000) | 0.717(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-24]

p=0.000 , F=84.813 R2=0.598

[4-24]

| | | | | | t | |
|--|-----------------------|-----------------------|-------|-------|-------------------|-------|
| | () | 0.402 | 0.296 | | 1.357 | 0.177 |
| | | 0.618 | 0.097 | 0.543 | 6.350 (***) | 0.000 |
| | | 0.281 | 0.084 | 0.284 | 3.327 (**) | 0.001 |
| | R ² =0.598 | R ² =0.598 | | | F=84.813 (***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-25]

가 .

[4-25]

| | | | |
|--|-------------------------|-------------------------|-------|
| | 1.000 | | |
| | 0.466(***) (p=0.000) | 1.000 | |
| | 0.492(***) (p=0.000) | 0.717(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-26]

| | | | | | t | |
|--|-----------------------|-----------------------|-------|-------|-------------------|-------|
| | | 1.167 | 0.380 | | 3.068 (**) | 0.003 |
| | | 0.345 | 0.125 | 0.319 | 2.767 (**) | 0.007 |
| | | 0.222 | 0.108 | 0.237 | 2.056 (**) | 0.042 |
| | R ² =0.267 | R ² =0.254 | | | F=20.577 (***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-26]

p=0.042
 p=0.007 (가 0.345) 가
 p=0.000, F=20.577 R2=0.267

[4-27]

가

[4-27]

| | | | |
|--|--------------------------------|--------------------------------|--------------|
| | | | |
| | 1.000 | | |
| | 0.526(***) (p=0.000) | 1.000 | |
| | 0.373(***) (p=0.000) | 0.717(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

[4-28]

| | | | | | | |
|--|-----------------|-----------------|--------------|---------------|--------------------------|--------------|
| | | | | | t | |
| | | 0.567 | 0.110 | | 5.151(***) | 0.000 |
| | | 0.166 | 0.036 | 0.526 | 4.571(***) | 0.000 |
| | | -0.001 | 0.031 | -0.005 | -0.043 | 0.965 |
| | R2=0.273 | R2=0.260 | | | F=21.372 (***) | 0.000 |

*p<0.1, **p<0.05, ***p<0.001

, [4-28]

(p=0.000),

p=0.000, F 21.372 **R2=0.273**

가 3-1, 3-2 3-3 .

[4-29]

[4-29] 가

| | | | | |
|--|---------------|---------------|---------------|------------|
| | | | | |
| | 1-1*** | | | 1-1 |
| | | 1-2*** | | 1-2 |
| | | 2-1*** | | 2-1 |
| | | 2-2** | 2-3** | 2-2 |
| | | | | 2-3 |
| | | 3-1** | 3-3*** | 3-1 |
| | | 3-2** | | 3-2 |
| | | | | 3-3 |

*p<0.1, **p<0.05, ***p<0.001

4

1.

가

SEM(structural equation modeling)

. SEM

LISREL(linear structural relationship)²⁷⁾

AMOS(analysis of moment structures)가

가

AMOS ver. 3.61(1997)²⁸⁾

27) Jöreskog Sörbom SEM ver. 8.03
 , SPSS Inc. 1997

28) Arbuckle Wothke 1997 SPSS Inc. LISREL
 SEM SPSS

SEM 가 가

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SEM

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, (Bagozzi, 1982)³³⁾

29) , 「 」, : , 1990, pp. 77- 78.

30) B. Mittal, "Testing Consumers Behavior Theories: LISREL Is Not A Panacea," *Advances in Consumer Research*, Vol. 20, 1993, pp. 647- 653.

31) , 「LISREL: 」, , 1995, pp. 28- 29.

32) , “ ” 「 」, 8 1 , 1993, pp. 32- 49.

33) R. P. Bagozzi, "Attitudes, Intentions, and Behavior: A Test of Some Key Hypotheses," *Journal of Personality and Social Psychology*, Vol. 39, October, 1982, pp. 607- 627.

SEM 가 20
 가 ,³⁴⁾ SEM 가

가 가 ,³⁵⁾

(Jöreskog and Sörbom,

1993)³⁶⁾

$k(k-1)/2$ $(k+1)(k+2)/2$ (k) 가
 119

가 5 ³⁷⁾

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34) 「LISREL」, : , 1996, pp. 176- 179; 「」, : , 1990, pp. 34- 35.

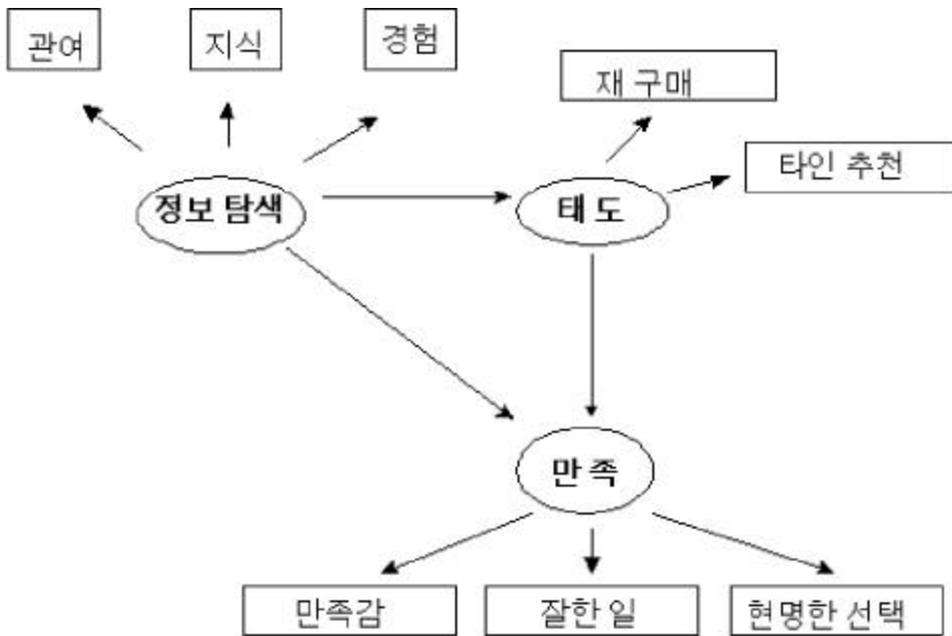
35) , 前掲書, pp. 73- 74.

36) K. G Jöreskog and D. Sörbom, *New Features in PRELIS 2*, Chicago, Illinois: Scientific Software, 1993.

37) (RMR) .
 5 가 SEM 25%
 가

SEM [4-1]

[4-1]



28 45 가 ,
가 119 SEM

2.

[4-30]

SEM

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| $= + +$ | $y = y +$ $x = y +$ |
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| $: x$ | $x: ()$ |
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| $: (가)$ | $:$ |
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| | $x x$ |
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| | $:$ |

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38) LISREL
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[4-31]

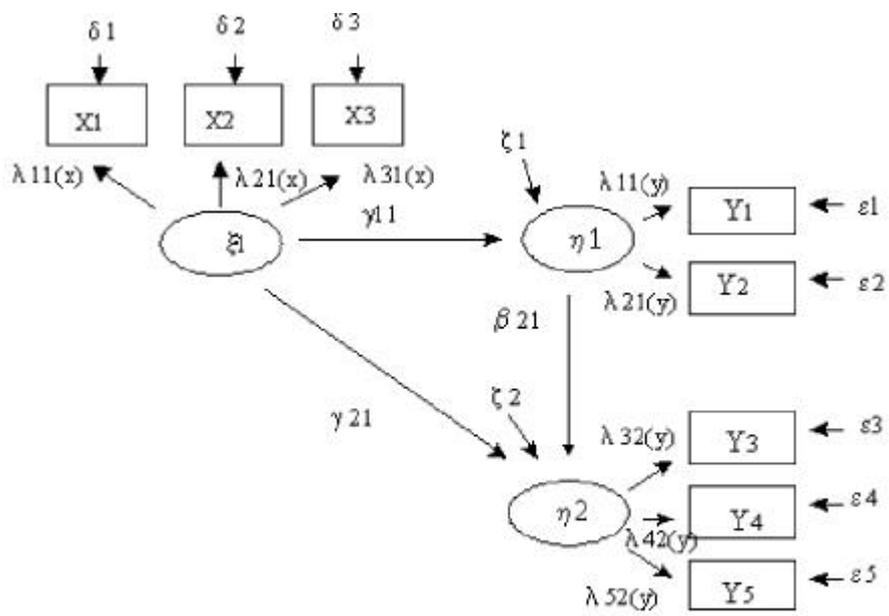
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[4-2]

[4-2]



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39) 가 , 2 , 가

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(Nunnally, 1967)⁴⁰⁾

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0.9938

[4-32]

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|--|--|----------------|----------------|-------------------------|
| | | 4. 2029 | 0. 6536 | Al pha = 0. 6252 |
| | | 3. 3840 | 0. 5344 | |
| | | 4. 2598 | 0. 6467 | |
| | | 3. 2471 | 0. 4594 | Al pha = 0. 7765 |
| | | 3. 2382 | 0. 6851 | |
| | | 3. 1235 | 0. 6545 | Al pha = 0. 9938 |
| | | 3. 1324 | 0. 6548 | |
| | | 3. 1147 | 0. 6662 | |

가

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SEM

[4-33]

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40) J. C. Nunnally, *Psychometric Theory*, New York: McGraw-Hill, 1967, p. 226.

[4-33]

| | | | | | | | | |
|--|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------|
| | | | | | | | | |
| | 1.000 | | | | | | | |
| | -0.056 (p=0.574) | 1.000 | | | | | | |
| | 0.905(***) (p=0.000) | 0.120 (p=.230) | 1.000 | | | | | |
| | 0.060 (p=0.550) | 0.237(**) (p=.017) | -0.048 (p=0.630) | 1.000 | | | | |
| | -0.234(**) (p=0.018) | 0.445(***) (p=0.000) | -0.178(*) (p=0.074) | 0.686(***) (p=0.000) | 1.000 | | | |
| | -0.170(*) (p=0.088) | 0.376(***) (p=0.000) | -0.199(**) (p=0.045) | 0.836(***) (p=0.000) | 0.864(***) (p=0.000) | 1.000 | | |
| | -0.186(*) (p=0.061) | 0.371(***) (p=0.000) | -0.205(**) (p=0.039) | 0.806(***) (p=0.000) | 0.853(***) (p=0.000) | 0.991(***) (p=0.000) | 1.000 | |
| | -0.150 (p=0.132) | 0.374(***) (p=0.000) | -0.191(*) (p=0.055) | 0.850(***) (p=0.000) | 0.859(***) (p=0.000) | 0.991(***) (p=0.000) | 0.964(***) (p=0.000) | 1.000 |

*p<0.1, **p<0.05, ***p<0.001

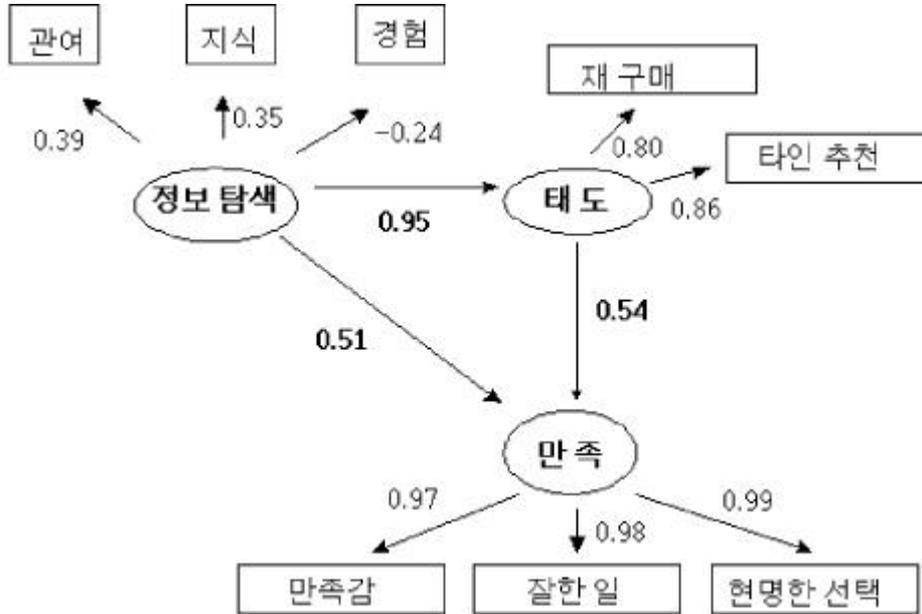
4. SEM

[4-3] SEM

[4-34]

가 () (+) (11=0.953) (+) (21=0.510) (+)

[4-3]



($R^2=0.535$)

(Oliver, 1980)⁴¹⁾

(Erevelles and Leavitt, 1992)⁴²⁾

t

t+1

[

4- 35]

41) R. L. Oliver, "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions," *Journal of Marketing Research*, Vol. 17, November 1980.

42) S. Erevelles and C. Leavitt, "A Comparison of Current Models of Consumer Satisfaction / Dissatisfaction," *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 5, 1992.

43) , 前掲書, pp. 101- 104.

44) J. W. Herting, "Replication in Multiple Indicator Models," in H. M. Block, ed., *Casual Models in the Social Science*, Hawthrone, New York: Aldine, 1985, pp. 321- 394.

45) P. M. Bentler and D. G. Bonett, "Significance Test and Goodness-of-fit in the Analysis of Covariance Structures," *Psychological Bulletin*, Vol. 88, 1990, pp.

[4-34]

| | Regression weight | Standardized Regression Weights | | |
|---|-------------------|---------------------------------|-------|--------|
| 11 | 1.000* | 0.953 | | |
| 21 | 1.000* | 0.510 | | |
| 21 | 1.000* | 0.535 | | |
| 11(x) | 1.000* | 0.387 | | |
| 21(x) | 0.557 | 0.348 | 0.148 | 3.775 |
| 31(x) | -0.463 | -0.239 | 0.183 | -2.525 |
| 11(y) | 1.000* | 0.799 | | |
| 21(y) | 1.662 | 0.861 | 0.130 | 12.746 |
| 32(y) | 0.983 | 0.965 | 0.032 | 31.187 |
| 42(y) | 0.977 | 0.976 | 0.027 | 35.660 |
| 52(y) | 1.000* | 0.986 | | |
| * 1 : (Maximum Likelihood Estimates) | | | | |

$\chi^2=340.264$ (df=20) , p=0.000 . 27)

2 .43)

[4-35]

| | | |
|----------|-----------------|---------|
| χ^2 | 340.264 (df=20) | p=0.000 |
| | (GFI) | 0.713 |
| | (RMR) | 0.136 |
| | (AGFI) | 0.483 |
| | (NFI) | 0.691 |
| | (RFI) | 0.568 |
| | (PGFI) | 0.396 |
| | (PNFI) | 0.494 |

가

(GFI;

43) , 前掲書, pp. 101-104.

goodness-of-fit index) 0.713, (RMR; root mean square residual) 0.136 .

R2 ,
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(AGFI; adjusted goodness-of-fit index)가 , AGFI 0.483 .

가 (NFI; normed fit index) 가
, 0 1 ,
가 ,45) 0.691 .

44) J. W. Herting, "Replication in Multiple Indicator Models," in H. M. Block, ed., *Casual Models in the Social Science*, Hawthorne, New York: Aldine, 1985, pp. 321-394.

45) P. M. Bentler and D. G. Bonett, "Significance Test and Goodness-of-fit in the Analysis of Covariance Structures," *Psychological Bulletin*, Vol. 88, 1990, pp. 588-606.

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(Oliver) (Erevelles and Leavitt)가

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