

經營學碩士學位論文

가

(A Study of the Department Store's Service Quality Evaluation,
Satisfaction, and Intention of Transaction)

蔚山大學校 經營大學院

經 營 學 科

申 晉 圭

가

指導教授 金 道 一

論文 經營學碩士學位論文 提出

1999年 6月

蔚山大學校 經營大學院

經 營 學 科

申 晉 圭

申晉圭 經營學碩士學位論文 認准

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審查委員 金 道 一 印

蔚山大學校 經營大學院

1999年 8月

가
가

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SERVPERF 가 가 가

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1	1
1	1
2	3
2	5
1	5
1.	5
2.	13
3.	가	19
2	33
1.	33
2.	36
3	41
1	41
1.	41
2.	42
2	44
1.	44
2.	47

4	51
1	가	51
1.	51
2.	가	52
3.	52
4.	53
2	53
3	59
1.	59
2.	59
4	가	63
1. 가	1	63
2. 가	2	64
3.	65
4. 가	3	65
5. 가	4	66
5	67
1	67
1.	67
2.	68
2	69
	70
	73
ABSTRACT	80

< 2-1>	가 10가	24
< 2-2>	5	26
< 3-1>		45
< 3-2>	가 (%)	45
< 3-3>		46
< 3-4>		49
< 3-5>		50
< 5-1>		54
< 5-2>		54
< 5-3>		54
< 5-4>		55
< 5-5>		55
< 5-6>		56
< 5-7>		56
< 5-8>		57
< 5-9>		57
< 5-10>		58
< 5-11>		58
< 5-12>		60
< 5-13>		62
< 5-14>		63

< 5- 15>	64
< 5- 16>		
	65
< 5- 17>	65
< 5- 18>	66
< 5- 19>	66

< 2-1>	가	17
< 2-2>		18
< 2-3>	Gronroos	21
< 2-4>		22
< 2-5>	SERVQUAL	25
< 2-6>		: 27
< 2-7>	1	28
< 2-8>	2	29
< 2-9>	3	29
< 2-10>	4	30
< 2-11>		31
< 4-1>		51

1

1

가 .

,

.

IMF

(International Monetary Fund)

가

가 가 가 .
가

가 ,

가

(Base)

가 ,

. 가

. 가

, 가 , . , . , .

가 , 가 가 .

(Needs)

, 가 , 가 .

가

,
,
가
,
,

가
가

2

가

5

1

2

3

4

가 , ,

.

5

.

2

1

1.

(Customer Satisfaction)

CS

가

가

가

가

가

가

80

'(Service America)

(Karl Albrecht)

‘ ’

,

가

(Strategy for Service) 가

가 ‘ ’

(MOT : Moment of Truth)

(Customer-oriented Frontline

People) 가 .

가

(Customer-friendly System) 가 .

가 1960

. 1970

1980 90

, .1)

(1)

(American Marketing Association) “

, ” (AMA 1960).

(K. J. Blois) “

” .2)

(Stanton) “

가 ” .3)

(2)

(Rathmell) “ ”

.4)

(Shostack) 가

.5) 가

(), (

), ()

1) , _____, _____, 1994, p.23.

2) Blois, K. J. “The Marketing of Service : An Approach,” *European Journal of Marketing*, Vol.8, No.2, pp.137-145

3) Stanton, W. J.9, *Fundamental of Marketing*, 6th Mcgraw-Hill., 1981

4) Rathmell, J. R, *Marketing in the Service Sector*, Cambridge, MA: Winthrop. 1974.

5) Shostack, G. L, “Breaking Free from Product Marketing,” *Journal of Marketing*, April, 72-80, 1977.

(3)
(Levitt)

6)

(4)

가 가
(1) (intangibility)

가 가

가 가

(2) (inseparability)

가

가

6) Levitt, T, "Production-line Approach to Service," *Harvard Business Review*,
September-October, 1972

가

가

(3) (heterogeneity)

가

가,

가가

(customization)

가

가

(4) (perishability)

가

가

7)

8)

가

7) , pp,25- 28.

8) , “ ”, 430 , 1997.

가 가 , 가 가 ,
가 , 가

, (MOT) ,
, ' ,
, ' 15

, 가
가 가
가, 가,
가,

가
,
, (MOT)
,
,

1 ,

가

9)

(1) - (win-win) (Motive)

가

(2)

가

(3)

(4)

9) E. L. Bryan / , “ ”, *Executive Excellence*, 1998.

(5)

,10)

(1)

가

가

가

가

1

(2)

(Service Industrialization)

가

(Service Paradox)

가

가

10)

(Service Industrialization)

, 가
, 가 가
, 가
,

‘가 ’

2.

1970

, 1980

?

가 . Garvin(1984)

가 .11)

11) Garvin, David A., “ What Does Product Quality Really Mean ” Sloan Management Review. Vol.26, No.1, 1984, p.25.

(transcendent approach)

3 ,

가 .

(product-based approach)

, ,

가

(user-based approach)

가

가

가

가

(ideal point)

(manufacturing-based approach) .

가

(conformance to requirement) .

가 (value-based approach)

가 가 .

가

가

가

Parasuraman, Zeithaml, Berry(1988)

.12)

가

. McDonald, Nordstrom,

IBM

.13)

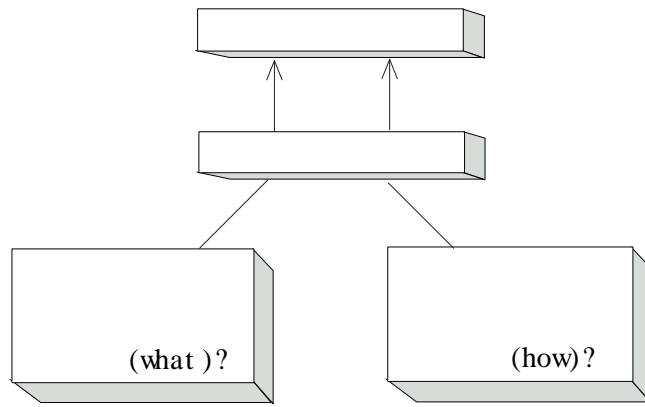
12) Zeithaml, Valarie A., "Consumer Perceptions of Price, Quality and Value : A Means End Model and Synthesis of Evidence", *Journal of Marketing*, Vol.52 (July 1988), pp.2- 22.

13) Zeithaml. V. A, , , 1993, pp.17- 18.

.14)

(perceived quality)
' 가 ,
가 .
, 가
가 (how) 가
가 (process
quality) . -
가, 가 가
(functional quality)
가 < 2- 1> .

14)



2-1

가

< 2-2 >

(desires or wants)

가

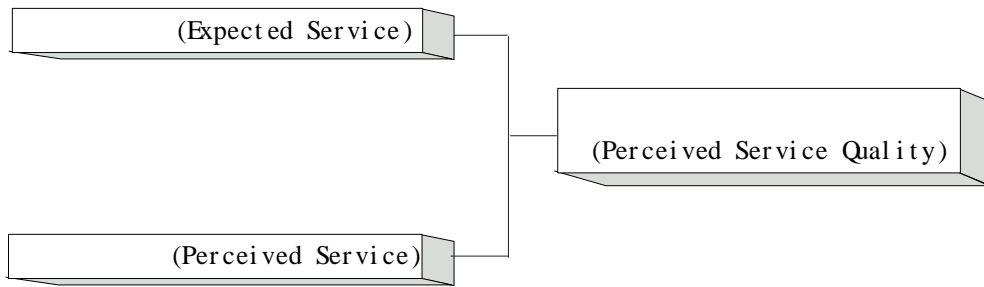
(prediction)

가

(event)

가

15) A. Parasuraman, & L. L. Berry (1985), "Problems and Strategies in Services Marketing," *Journal of Marketing*, 49, pp.33-46.



2-2

‘ 가 가
, .
(promise) , , 가 .

‘
, .
가
가 .

10

가 .16)

16) , “ 10 ”, , 403 , 1997.

(Needs)

가

3. 가

Gronroos

1)

1984 Gronroos

.17)

가

Gronroos 가

17) Gronroos. Christian, A Service Quality Model and Its Marketing Implications, *European Journal of Marketing*, Vol.18, No.4, 1984, pp.36-44.

가

가

가 가 Gronroos
가

2)

가

Gronroos

가

() (),

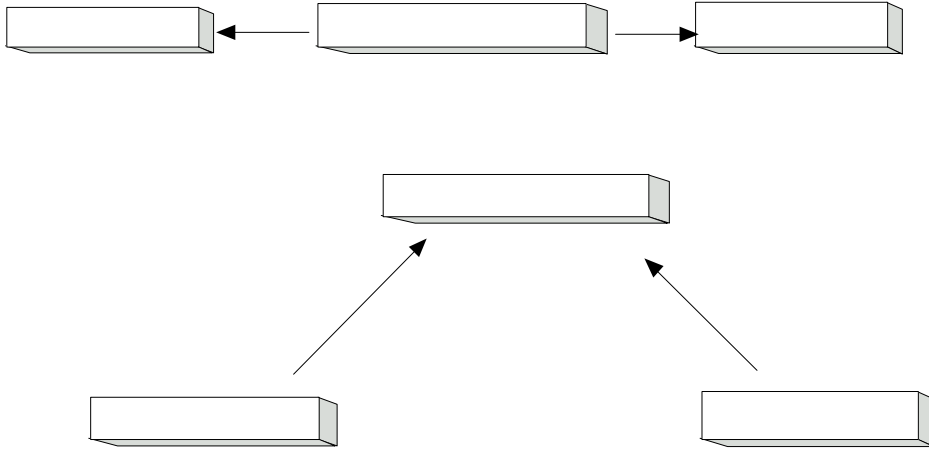
2-3

가 . Gronroos

가

가

가
가
가



: Gronroos. Christian, A Service Quality Model and Its Marketing Implication, *European Journal of Marketing*, Vol.18, No.4, 1984, p.40.

2-3 Gronroos

Gronroos 가
가 ,

1 :

2 : 10가

3 : 10 97

4 :
200
1

5 :
,
(- 가
(factor analysis)

6 : 7 34

7 : 4 34 . 200
(- , 가
(factor analysis)

8 : 5 34 가

9 : 5 22 (SERVQUAL)

10 : SERVQUAL , ,

11 : SERVQUAL 가

: Parasuraman, A., Zeithaml, V. L. L.(1988), "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality," *Journal of Retailing*, Vol. 64, pp. 12-40.

SERVQUAL

Zeithaml, Parasuraman, Berry

(1988)

(Gap's Model)

SERVQUAL

가

.18)

2-4

SERVQUAL

12

=

가

가

10

< 2-1 >

18) A. Parasuraman, Valarie A. Zeithaml, Leonard L. Berry, op. cit., pp.41-50.
Valarie A. Zeithaml, Leonard L. Berry and A. Parasuraman,
"Communication and Control Processes in the Delivery of Service Quality,
Journal of Marketing, April 1988, Vol.52, pp.35-48.

, 1993

< 2- 1>

가 10가

(Tangibles)	, , ,
(Reliability)	
(Responsiveness)	
(Competence)	
(Courtesy)	,
(Credibility)	,
(Security)	,
가 (Access)	가
(Communication)	,
(Understanding the Customer)	

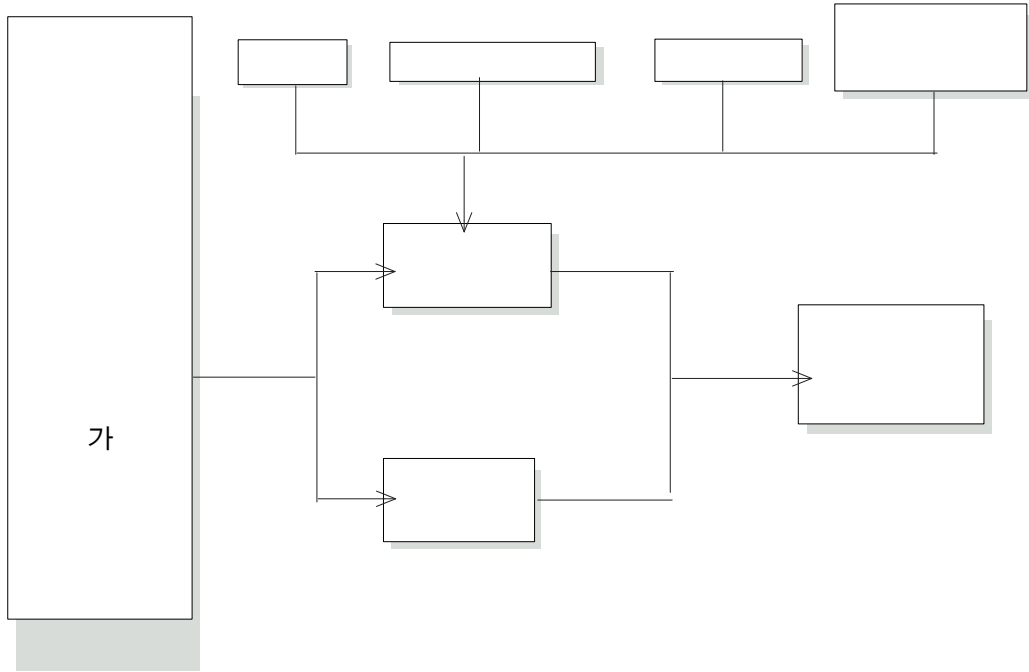
: Zeithaml, V. A., Berry, L.L. & Parasuraman, A.(1988), "Communication and Control Process in the Delivery of Service Quality", *Journal of Marketing*, p.36

10

, . 10 가

가 <

2-5>



2-5 SERVQUAL

SERVQUAL

22

가 22

SERVQUAL

10

< 2-1>

< 2-2>

< 2-2>

5

(Tangibles)	, ,
(Reliability)	
(Responsiveness)	
(Assurance)	,
(Empathy)	가

SERVQUAL 5

(, ,

, ,)

22

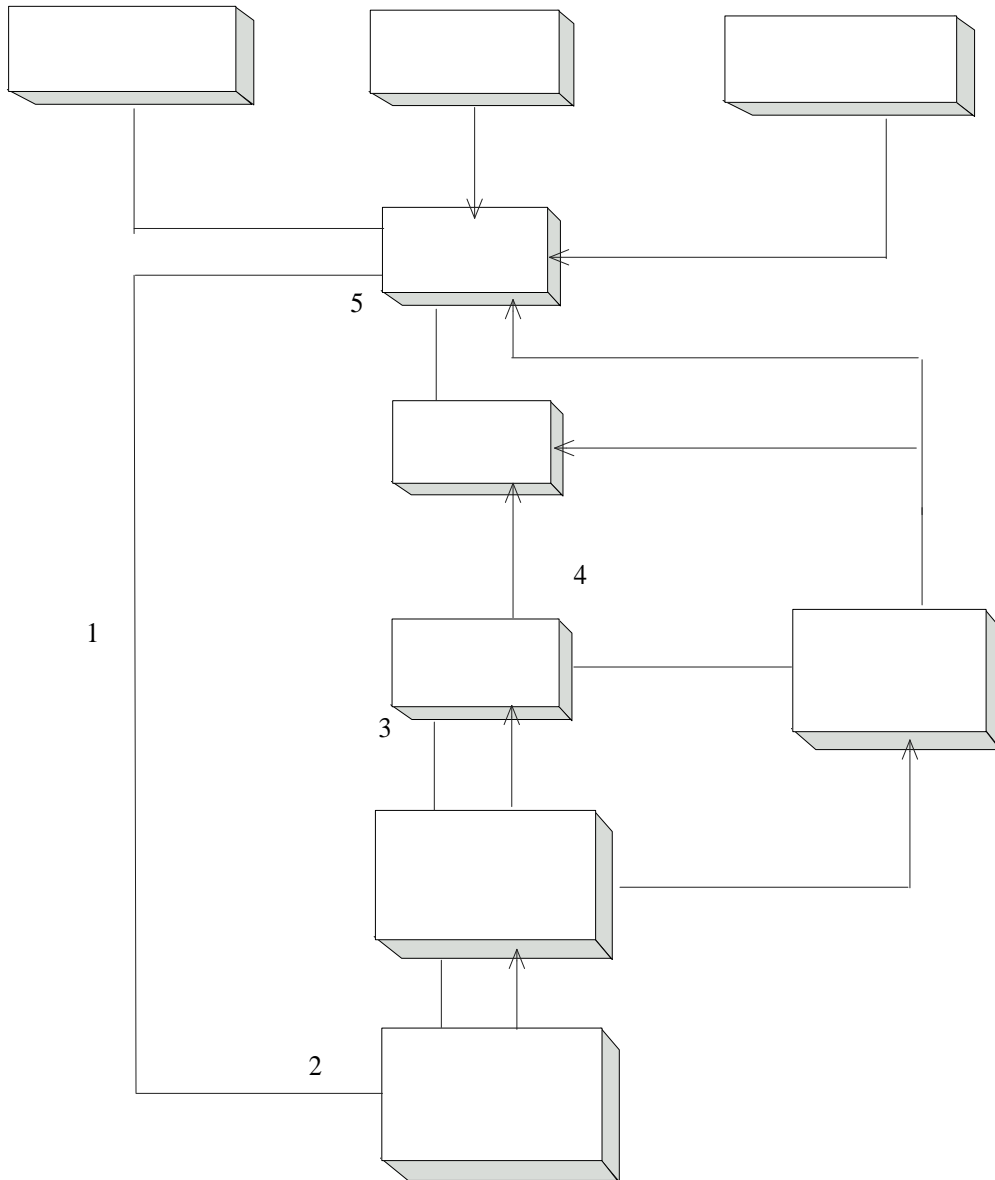
: Gap's Model

SERVQUAL

Gap

2-6

2-6



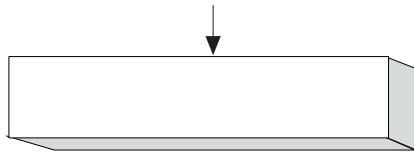
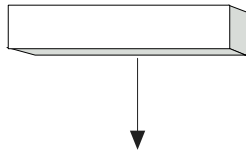
< 2-6>

:

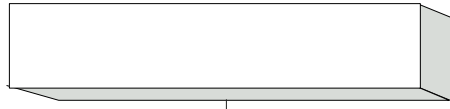
4 , 1 가
 , 2 가
 , 3
 , 4 .

(5) 4

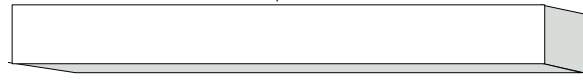
· , ·
 · < 2-7>, < 2-8>, <
 2-9>, < 2-10> .
 < 2-11>



< 2-7> 1



- 1.
- 2.
- 3.
- 4.



< 2-8 > 2



- 1.
- 2.
3. -
4. -
- 5.
- 6.
- 7.



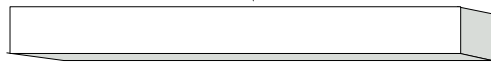
< 2-9 > 3



1.

-
-
- , ,

2.

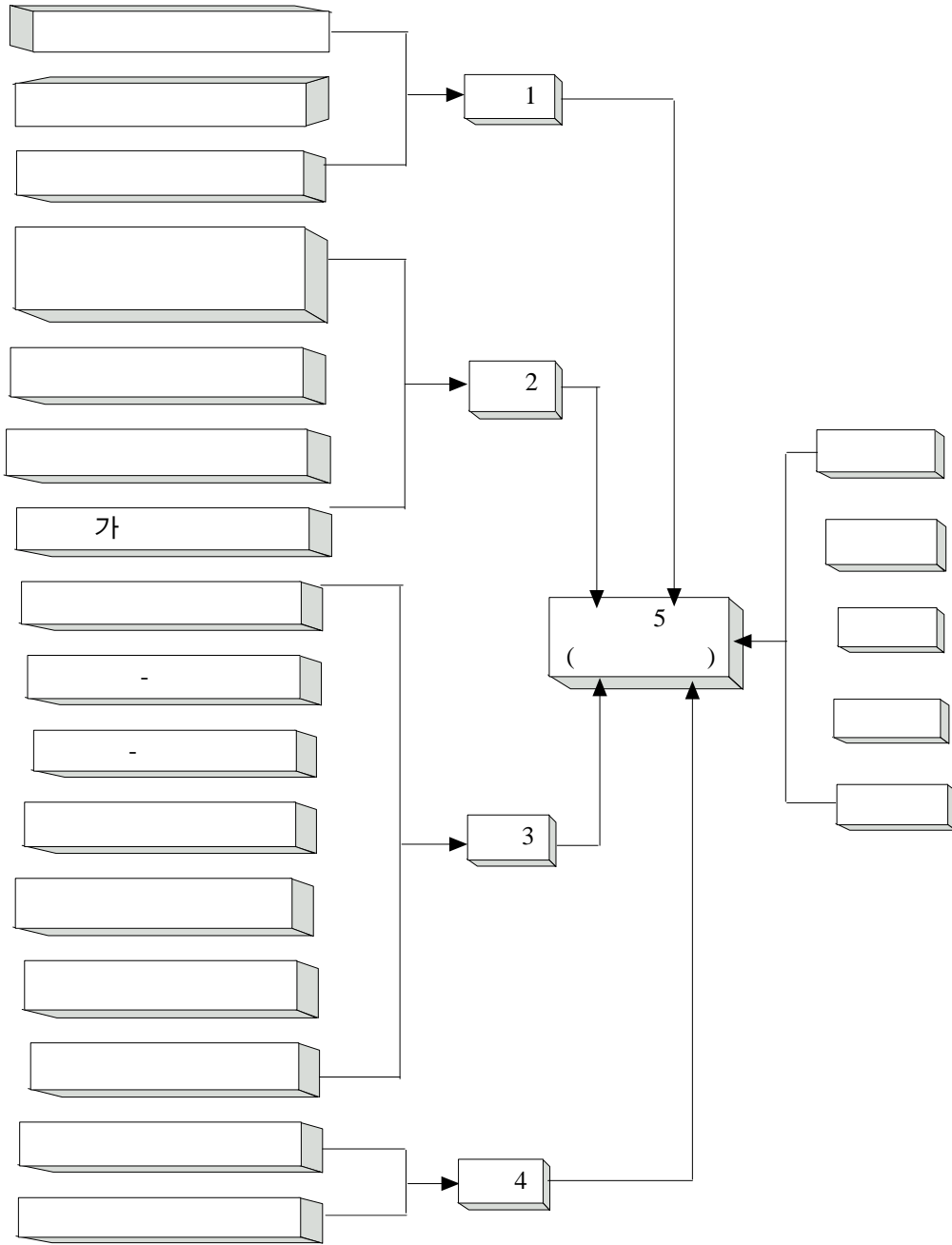


< 2-10> 4

< 2-7>, < 2-8>, < 2-9>, < 2-10>

Gap

< 2-11> .



2- 11

SERVPERF

Cronin Taylor(1992) . ‘ =
(Performance)’ SERVPERF

SERVQUAL . Cronin
Taylor , ,

Parasuraman SERVQUAL ,
SERVPERF .19)

가 . Cronin Taylor
SERVPERF 가 가

가 . 가

19) Cronin. J. Joseph Jr, and Steven A. Taylor, Measuring Service Quality:
A Reexamination and Extension, *Journal of Marketing*, Vol. 56, No. 3
July 1992, pp.55-68.

가

가 SERVQUAL 가

가 SERVPERF SERVQUAL

SERVPERF 가 가

가

가

SERVPERF 가

2

1.

1977

J.D 가

가 .

1981 가 . General Motore
 가 Core Group , General Electric Co. 가
 ‘Answer Center’ , (SAS)
 39 DIS
 SAS .
 가
 1985 . 5 1989
 92 ‘1992
 CS (Customer Satisfaction) ’
 20)

가 , .

. Howard and Sheth(1969) “ 가
 ” ,

Westbrook and Reilly(1983) “

20) , , 1993 , , pp.18- 19.

,
 ”
 . Oliver(1981) “
 가
 ” .
 가
 Hunt(1977) “
 가” , Engel and Blackwell(1982) “
 가”
 . Tse and Wilton(1988) “
 ”
 .
 ,
 , 가 ,
 가 .
 Hunt(1977)가
 , Westbrook(1980) “
 ,
 ” . Oliver(1981,
 1989) “

가”

.21)

Day (1984) “

가

” 가 가 . Hunt (1977) “

가 ” 가 -

.22)

2.

(Disconfirmation Paradigm)

(Expectation) (Performance)

가

() , ()

(Equity

21) Westbrook, Robert A. and Richard L. Oliver, “The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction,” *Journal Consumer Research*, Vol. 18(June), pp.84-91, 1991.

22) Spreng, Richard A., and Richard W. Olshavliy, “A Desires-As-Standard Model of Consumer Satisfaction: Implications for Measuring Satisfaction,” *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol.5, 1992. pp.45-53

Theory)

가

가

가

(Value Percept Disparity Theory)

가

가

,

,

가

가

가

Oliver(1977, 1980, 1981)

가가

가

가

.23)

가

(

가

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,

가

가

가가

가

.24)

Helson

(Adaptation Level Theory)

23) Richard L. Oliver (1977). "Effects of Expectation and Disconfirmation on Postexposure, Product Evaluation : An Alternative Interpretation" *Journal of Applied Psychology*, Vol.62. pp.480-486. Richard L. Oliver(1980). Op.Cit. pp.46-49. Richard. L. Oliver(1981). Op. Cit. pp.25-48

24) Richard. L. Oliver and Wayne. Desarbo (1988). "Response Determinants in satisfaction judgements." *Journal of Consumer Research*. Vol. 14 (March). pp. 495-507

25) “ 가

.” 가 .

(Context), (Organism)

가 ,

가 가 가

. Oliver

. Oliver

가 가 . ,

가 ,

. Bearden and Teal(1983)

가 . Oliver and Bearden(1983)

-

가

25) Stephen A. Latour and Nancy C. Peat (1979) “Conceptual and Methodological Issues in Consumer satisfaction Research” *Advances in consumer Research*, Vol.6. p.431.

Young (1985)

Fisk and
26)

가

가

Swan and Oliver(1985)

가

가

가

26) Raymond P. Fisk and Clifford E. Young (1985) "Disconfirmation of Equity Expectation : Effects on consumer Satisfaction with service." *Advances in consumer Research*. Vol.11. pp.340-345.

가

Westbrook and Reilly(1983)

가 -

(Value-Percept Disparity Theory)

가

가

, 가

가 가

가 가

Locke(1967)

가

Westbrook Reilly

가

가

(,)

가 가

, 가

가 가가

1

1.

가 가 가 , xx

가 , Grand Megasin() , Universal Provider() Big Store() , Warenhaus() 가 Department Store가

Grand Megasin Big Store , Universal Provider Warenhaus

“ ” “

가 25 가 20% ” , “ ” “

1 (7)

50% 5% ”

27)

(, , ,)

가 가

2.

가 (Know-how) ,

, 6.25 가

가 , 80

27) , , 1994, pp.68-69.

, 80

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(Promotion)

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2-3

가

가

가

가 .
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가 . 80
가
(28)

2

1.

IMF(International Monetary Fund)

96

E

가

가

가

97

IMF

가

가

28) , “
19-20.

”, , 1998 , pp.

3-1

(: %)

	97	1/4	2/4	3/4	4/4	98.1/4
	5.5	5.7	6.6	6.1	3.9	-3.8
가 가	6.3	9.3	8.5	7.0	0.6	-2.8
가	3.1	4.2	4.8	4.8	-1.0	-10.3
가	4.4	4.7	4.0	4.0	5.0	8.9
	2.6	2.5	2.6	2.4	2.8	4.7

: , / , 1998.

97

, 98

< 3-2>

< 3-2> 가 (%)

	96	97	98()
	15.8	3.9	-10.0
	12.2	5.2	0
	157.1	100.0	67.0
	5.0	6.1	-2.1
	12.6 (99.7)	8.3 (108.0)	0 (108.0)

: , / , 1998

90

가

IMF

< 3-3>

가 , ,

- : (95.12), (98.9)
- : (72), (95.2)
- : (95.8), (97.11)
- : (89.9), (95.8)

,

- : (98.7), (98.6)
- : (98.3), (98.3), (98.7)

< 3-3 >

		96 ()	
	14	17,383	
	4	5,695	
	3	3,538	
	4	3,850	
()	1	1,874	
()	2	1,000	
()	2	1,155	
()	1	1,051	
()	1	743	
()	2	454	
10	34		

: , / , 1998

COST CO-PRICE

CLUB

,

WAL-MART 98.7

MAKRO

4

· ,

29)

2.

· , ,

가

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가

가

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,

, IMF

.

29) 가

,

,

, 1998.

가 가

가

가

30)

3-4

(: , %)

		가		가		가	
			가		가		가
	98	50.57	- 16.9	61.95	- 5.2	112.52	- 10.8
	99	51.43	1.7	63.52	2.5	114.95	2.2
	98	50.57	- 16.9	59.00	- 9.7	109.57	- 13.1
	99	44.72	- 11.6	55.24	- 6.4	99.96	- 8.8
	98	50.57	- 16.9	51.92	- 20.5	102.49	- 18.8
	99	39.35	- 22.2	48.61	- 6.4	87.96	- 14.2

: (98 99)

30) , “ ”, , 492 , 1998.

3-5

(: , %)

			가		가		가
98		23.09	- 14.7	28.55	- 5.2	51.64	- 9.7
		27.48	- 18.6	30.45	- 13.6	57.93	- 16.0
99		21.43	- 7.2	27.23	- 4.6	48.66	- 5.8
		23.29	- 15.3	28.01	- 8.0	51.30	- 11.5

: (98 99)

4

1 가

1.

가

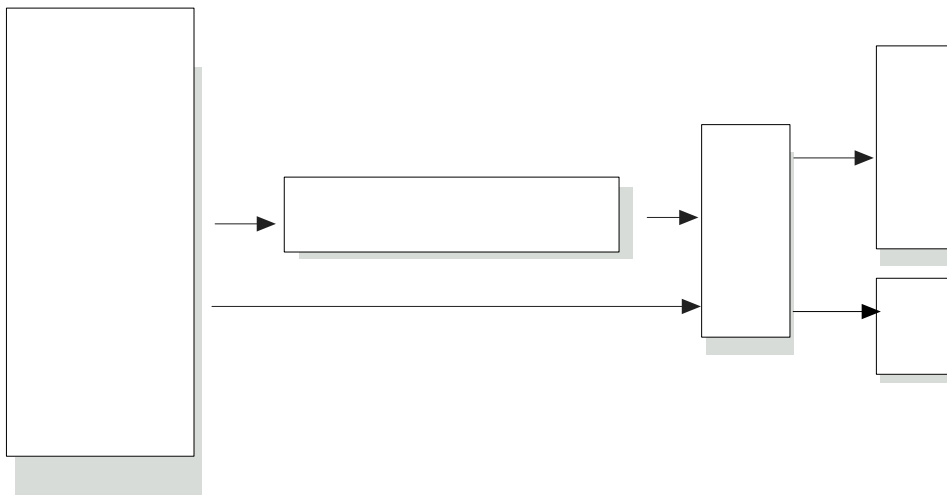
가

2

SERVPERF

Cronin Taylor (1992)

4-1



< 4-1 >

2. 가

가 .

가 1 :

가 2 :

가 3 :

가 4 :

3.

1)

20 60

1999 4 6 4 13

, , , . 202

2)

SERVQUAL

22

5 26 .

, .
, .
, .
, .
,

(Likert) 5 .

가 26 , 가 26 ,
가 1 , 가 9 , 가

10 .

4.

SAS .

(Factor Analysis) ,

Cronbach's .

2

1)

< 5-1> 가 28.9%, 가 71.1% .

< 5-1>

		(%)
	58	28.9
	143	71.1
	201	100

2)

< 5-2> 20 가 51.0%, 30 가 29.3%, 40 가 13.6%, 50 가 6.1%

< 5-2>

		(%)
20	101	51.0
30	58	29.3
40	27	13.6
50	12	6.1
	198	100.0

3)

< 5-3> 1.5%, 3.6%, 45.7%, 49.2%

< 5-3>

		(%)
	3	1.5
	7	3.6
	90	45.7
	97	49.2
	197	100.0

4)

< 5-4> 27.0%, 26.5%, 3.5%, 27.5%,
10.5%, 5.0%

< 5-4>

		(%)
	54	27.0
	53	26.5
	7	3.5
	55	27.5
	21	10.5
	10	5.0
	200	100.0

5)

< 5-5> 100 23.5%, 100~150 33.9%,
150~200 26.8%, 200~250 8.7%, 250 7.1%

< 5-5>

		(%)
100	43	23.5
100 150	62	33.9
150 200	49	26.8
200 250	16	8.7
250	13	7.1
	183	100.0

6)

< 5-6> 19.4%, 32.3%, 5.0%, 34.3%,
8.5%

< 5-6>

		(%)
	39	19.4
	65	32.3
	10	5.0
	69	34.3
	17	8.5
	200	100.0

7)

< 5-7> 46.0%, 54.0%

< 5-7>

		(%)
	93	46.0
	109	54.0
	202	100.0

8)

< 5-8> 57.7%, 42.3%

< 5-8>

		(%)
	116	57.7
	85	42.3
	201	100.0

9)

< 5-9> 1 24.5%, 2 3 25.2%, 4 5 22.4%, 6 7 9.8%, 8 9 7.7%, 10 10.5%

< 5-9>

		(%)
1	35	24.5
2 3	36	25.2
4 5	32	22.4
6 7	14	9.8
8 9	11	7.7
10	15	10.5
	143	100.0

10)

< 5-10> 1 2 20.1%, 3 4 29.1%, 5 6 20.1%, 7 8 11.1%, 9 10 8.5%, 11 11.1%

< 5- 10>

		(%)
1 2	40	20.1
3 4	58	29.1
5 6	40	20.1
7 8	22	11.1
9 10	17	8.5
11	22	11.1
	199	100.0

11)

5- 11

< 5- 11>

		(%)
	78	39.8
	58	29.6
	47	24.0
	13	6.6
	196	100.0

12)

2.49, 3.07

가

20 2.52, 30 2.91, 40 3.50, 50
 4.50 40 50 가 .
 2.66, 3.42, 3.00,
 2.75 .
 3.45, 3.05, 1.57,
 2.32, 2.85, 3.70 .
 100 2.69, 100 150
 2.88, 150 200 3.04, 200 250 3.62, 250 3.00
 200 250 .
 3.38, 2.52
 .
 3.18
 2.51 .
 10
 4.57 .

3

1.

, , 가 , , 가

가 .³¹⁾

31) , 2 , , 1992, pp.178- 179.

Cronbach's alpha . Cronbach's
 alpha 가
 . Nunnally
 가 0.5-0.6
 < 5- 12> 0.87
 0.72

< 5- 12>

		Cronbach's Alpha
	8	0.866152
	6	0.837241
	3	0.719602

2.

가

가

가가

가

가

가

가

(Eigenvalue) 1

, VARIMAX rotation

3

(Factor loading)

가

± 0.3

± 0.4

, ± 0.5

가

0.4

0.4

0.4

1

, 2

3

< 5-13 >

< 5- 13>

	1	2	3	Crobach 's Alpha	
SR23	0.76569	0.23079	0.17131	0.866152	8
SR7	0.64390	0.33350	0.17339		
SR24	0.65116	0.27202	0.08885		
SR21	0.57352	0.23713	0.31401		
SR22	0.57402	0.04306	0.14752		
SR25	0.56246	0.20155	0.25332		
SR6	0.51274	0.30676	0.33810		
SR11	0.46758	0.37154	0.09340		
SR13	0.11506	0.73224	0.21650	0.837241	6
SR9	0.16816	0.63986	0.24645		
SR10	0.38913	0.59114	0.14251		
SR12	0.32061	0.59308	0.15109		
SR14	0.21491	0.50701	0.26168		
SR17	0.33858	0.46216	0.36441		
SR20	0.32662	0.17064	0.69760	0.719602	3
SR1	0.08366	0.36650	0.60723		
SR2	0.30674	0.33993	0.49695		
	3.647212	3.207879	2.007467		

< 5- 14>

SR23		*
SR7		*
SR24		*
SR21		*
SR22		* 가
SR25		* 가
SR6		*
SR11		*
SR13		
SR9	*	
SR10	*	
SR12	* ,	
SR14	*	
SR17	*	
SR20	* 가	
SR1		*
SR2		*

4 가

1. 가 1

가 1:

.

=0.05

2 가

< 5- 15 >

			p
	3.023933	0.04572619	0.0001
1	0.197910*	0.05223312	0.0002
2	0.279647*	0.05872327	0.0001
3	0.194533*	0.06159120	0.0019

: * =0.05 , R² 0.3064

2. 가 2

가 2 :

=0.05

1 가

가

< 5- 16>

			P
	3.000000	0.04334555	0.0001
1	0.281529*	0.04919898	0.0001
2	0.244697*	0.05144139	0.0001
3	0.233969*	0.05492806	0.0001

: * =0.05 , R² 0.3341

3.

가 =0.05

< 5- 17>

			P
	0.832486	0.20675198	0.0001
	0.712987*	0.06706781	0.0001

: * =0.05 , R² 0.4248

4. 가 3

가 3 :

=0.05

가

가

< 5- 18>

			p
	1.564263	0.22142904	0.0001
	0.566038*	0.07174766	0.0001

: * =0.05 , R² 0.2373

5. 가 4

가 4 :

=0.05

가

가

< 5- 19>

			p
	1.363438	0.27153262	0.0001
	0.523171*	0.08813144	0.0001

: * =0.05 , R² 0.1504

5

1

가 .
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1.

3 , , .
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가 , .
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가 , ,
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2

가

가

가

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SERVPERF

가

SERVQUAL

SERVPERF

가

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가 , , , 1998.
 . , , , 1993
 , “ 10 ”, , 403 , 1997.
 . , , , 1994.
 , “ ”, , 1998 .
 , _____, , 1994.
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?

“ ”

가

1999 4

:
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: 052-250-4322

1 5 ,

1	2	3	4	5
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1. 1 2 3 4 5
2. 가 , , 1 2 3 4 5
3. 1 2 3 4 5
4. 1 2 3 4 5
5. 1 2 3 4 5
6. 1 2 3 4 5
7. 1 2 3 4 5
8. 가 1 2 3 4 5
9. 가 1 2 3 4 5
10. 1 2 3 4 5
11. 1 2 3 4 5
12. , 1 2 3 4 5

13.				1	2	3	4	5
14.		가		1	2	3	4	5
15.				1	2	3	4	5
16.				1	2	3	4	5
17.				1	2	3	4	5
18.				1	2	3	4	5
19.	가			1	2	3	4	5
20.		가		1	2	3	4	5
21.				1	2	3	4	5
22.		가		1	2	3	4	5
23.				1	2	3	4	5
24.				1	2	3	4	5
25.	가			1	2	3	4	5
26.				1	2	3	4	5

- | | | | | | | |
|-----|---|---|---|---|---|---|
| 9. | | 1 | 2 | 3 | 4 | 5 |
| 10. | | 1 | 2 | 3 | 4 | 5 |
| 11. | | 1 | 2 | 3 | 4 | 5 |
| 12. | , | 1 | 2 | 3 | 4 | 5 |
| 13. | | 1 | 2 | 3 | 4 | 5 |
| 14. | 가 | 1 | 2 | 3 | 4 | 5 |
| 15. | | 1 | 2 | 3 | 4 | 5 |
| 16. | | 1 | 2 | 3 | 4 | 5 |
| 17. | | 1 | 2 | 3 | 4 | 5 |
| 18. | | 1 | 2 | 3 | 4 | 5 |
| 19. | 가 | 1 | 2 | 3 | 4 | 5 |
| 20. | 가 | 1 | 2 | 3 | 4 | 5 |
| 21. | | 1 | 2 | 3 | 4 | 5 |
| 22. | 가 | 1 | 2 | 3 | 4 | 5 |
| 23. | | 1 | 2 | 3 | 4 | 5 |
| 24. | | 1 | 2 | 3 | 4 | 5 |

25. 가 1 2 3 4 5

26. 1 2 3 4 5

· ?

1 2 3 4 5

· ·

1	2	3	4	5
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1. 1 2 3 4 5

2. 1 2 3 4 5

3. 1 2 3 4 5

4. 가 1 2 3 4 5

5. 1 2 3 4 5

6. 1 2 3 4 5

7. 가 1 2 3 4 5

8. 가 1 2 3 4 5

9. TV 가 1 2 3 4 5

1. ? ()

2. 20 ? () 40 50 60
30

3. ? ()

4. ? ()

5. 가 ? ()
100 100~150 150~200
200~250 250

6. ? ()

7. ? ()

8. ? ()

9. 1 2~3 4~5 6~7 ? 8~9 10

10. 1~2 3~4 5~6 ? () 9~10 11
7~8

ABSTRACT

The Study of the Department Store's Service Quality
Evaluation, Satisfaction, and Repurchase Intention

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**Department of Business Administration
Graduate School, University of Ulsan,
Ulsan, Korea
(Supervised by Professor Kim, Doyle)**

The purpose of This study aims to examine the factors which influence the evaluation of department stores service, to identify the relationship of quality, customer satisfaction, repurchase intention, and thus to present useful information which can be used in marketing department stores.

So the main purposes of this paper are to examine:

1. Service quality dimension, the factors which influence the evaluation of service value by using SERVPERF scales
2. The relationship between service quality and overall service quality.
3. The relationship between service quality and overall customer satisfaction.
4. The relationship between overall service quality and customer satisfaction.

5. The relationship between overall customer satisfaction and repurchase intention.

6. The relationship between overall customer satisfaction and word of mouth.

The data for testing these were collected through survey questionnaire from 202 customers in Ulsan.

The results of empirical evidence of this study are as follows :

First, three dimensions of service quality - empathy, responsiveness, tangibles appeared.

Second, the service quality affects the overall service quality.

Third, the service quality affects the customer satisfaction.

Fourth, the overall service quality affects customer satisfaction.

Fifth, customer satisfaction affects purchase intention.

Sixth, customer satisfaction affects word of mouth.

Measuring all dimensions relevant to service production is essential for a service company. Based on the measurements, firms can identify the most appropriate action and allocate resources more efficiently along the production process.

These measures enable a company to focus on the areas which are important and in which customer service is not good.

So, service providers can upgrade the perception of service performance.

