

세션 5 (호텔관광외식)

장소: 경희대학교 별201호

16:00 ~ 16:20	. 가	() ()	() ()	()
16:20 ~ 16:40	. : , ,	() ()	() ()	
16:40 ~ 16:50	· Break time			
16:50 ~ 17:10	. , ,	() ()	() ()	()
17:10 ~ 17:30	. 가	() ()	() ()	

노인관광산업에서 여행가이드의 진실성의 중요성에 관한 연구

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1985).

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2000; waddell, 1975). 가

가 (. , 2015; Tsaur, S. H. ·

Teng, H. Y., 2017). 가

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2004). 가 (, 2009; Gladwell, N. J. Bedini, L. A.,
가

가, 가 가
(Grace · O ' Cass, 2005; Winkielman ·
Zajonc · Norbert Schwarz, 1997).

(
· , 2010; Oliver, 1999).
(· , 2006; , 2008).

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가 . , 가 가
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가 가

2.1.

2.1.1. 가 (authenticity)
가 , (, 2014).

(Ekman · Davidson · Friesen, 1990; Sartre, 1956).

가

가

(Hennig - Thurau

· Groth · Paul · Gremler, 2006; Sirianni · Bitner · Brown · Mandel, 2013).

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가

(· · , 2010). ,

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(, 2014). 가

(Cohen, 1985).

가

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2.1.1.

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가 (Zeithaml,

1988).

Parasuranman · Zeithaml ·

Berry(1985) SERVQUAL

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가 (·

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(· · , 2007; · · , 2010).

2.1.2.

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Oliver, 1980).

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2.1.3.

가
(· , 2014; Mitchell · Olson, 1981).
가
(Petty · Cacioppo, 1986).
가
(Keller, 2003; Winkielman · Zajon · Norbert,
1997).
(2011) 가 가 (2015), ·
(2019)
가

2.1.4.

가
(Jone · Sasser, 1995).
가 (· , 2013).
(Morgan · Hunt, 1994). 가 가
가
(Oliver, 1999).
(Anderson · Fornell · Lehmann,
1994; Reichheld, 1993; Bliemel · Keller · Kotler, 2007).

2.2. 가

2.2.1. 가

가
가
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H1. 가

H2. 가

2.2.2.

가 (Yi La, 2004).
(2010) (+)

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가

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H3.

2.2.3.

가

가

(Ganesan, 1994).

(2016)

가

(+)

Caruana(2002)
(2015)

가

H4.

H5.

2.2.4.

가

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Petrick, 2004).

(, 2012;
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(2007)

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H6.

H7.

2.2.5.

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(Morgan Hunt, 1994).

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H8.

3.1.

(A, Chang, 2014; Hennig - Thureau, Gwinner , & Gremler, 2002; Lee, Jeon & Kim, 2011; Mitchell & Olson, 1981; Zeithaml, Berry, & Parasuraman, 1996). 7 (1 = , 7 =) 가

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50

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“65 ?”

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, Cronbach

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3.2.

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51

가

331 . 1 .
 331 96 (29.0 %) 235 (71.0 %) 69.18
 (n = 183, 55.3 %).
 (n = 319, 96.4 %). 가 48.0 %가 , 가
 US \$ 3,001~US \$ 4,000(n = 72, 218 %)

Table 1. Profile of survey respondents (n = 331)

Variable	n	Percentage
Gender		
Male	96	29.0
Female	235	71.0
Education Level		
High school diploma	74	22.4
Associate ' s degree	30	9.1
Bachelor ' s degree	183	55.3
Graduate degree	44	13.3
Marital Status		
Single	4	1.2
Married	319	96.4
Others (divorced and widow/widower)	8	2.4
Occupation		
Company employee	12	3.6
Self - employed	54	16.3
Sales/service	8	2.4
Professional	4	1.2
Housewife	159	48.0
Retired	84	25.4
Other	10	3.0
Monthly income		
Less than US\$ 1,000	8	2.4
US\$ 1,001 ~ US\$ 2,000	54	16.3
US\$ 2,001 ~ US\$ 3,000	58	17.5
US\$ 3,001 ~ US\$ 4,000	72	21.8
US\$ 4,001 ~ US\$ 5,000	60	18.1
US\$ 5,001 ~ US\$ 6,000	48	14.5
More than US\$ 6,001	31	9.4
Mean age = 69.18 years old		

4.1.

2 , 가 .
 (CFA) ($\chi^2 = 207.886$, $df = 80$,
 $\chi^2 / df = 2.599$, $p < .001$, $NFI = .970$, $IFI = .981$, $CFI = .981$, $TLI = .976$, $RMSEA = .070$).
 .882 ($p < .001$).

Table 2. Confirmatory factor analysis: Items and loadings

Construct and scale items	Standardized Loadings
Authenticity	
The tour guide had a true passion for his/her business.	.921
The tour guide wanted to do his/her best at providing service.	.944
The tour guide was devoted to what he/she did.	.909
Tour quality	
The package tour provided good quality.	.954
The quality of the package tour was reliable.	.961
The package tour provided a high level of quality.	.913
Tour satisfaction	
I was satisfied with the package tour.	.928
I was happy with the package tour.	.957
I was delighted with the package tour.	.947
Consumer attitude toward a brand	
Unfavourable – Favourable	.904
Dislike – Like	.951
Bad – Good	.934
Brand loyalty	
I would like to use the travel agency in the future.	.958
I would select the travel agency if I take a trip.	.958
I would like to recommend the travel agency to others.	.882
Goodness - of - fit statistics: $\chi^2 = 207.886$, $df = 80$, $\chi^2 / df = 2.599$, $p < .001$, $NFI = .970$, $IFI = .981$, $CFI = .981$, $TLI = .976$, $RMSEA = .070$	

Notes 1: a All factors loadings are significant at $p < .001$

Notes 2: $NFI =$ Normed Fit Index, $IFI =$ Incremental Fit Index, $CFI =$ Comparative Fit Index, $TLI =$ Tucker - Lewis Index, $RMSEA =$ Root Mean Square Error of Approximation

3 . .947 .961 ,
 Bagozzi and Yi (1988)가 0.600 .
 (AVE) Hair 0.500 . (2006),
 AVE

Table 3. Descriptive statistics and associated measures

	No. of Items	Mean (SD)	AVE	(1)	(2)	(3)	(4)	(5)
(1) Authenticity	3	4.43 (1.07)	.855	.947^a	.719 ^b	.715	.663	.658
(2) Tour quality	3	4.45 (1.07)	.889	.517 ^c	.960	.805	.651	.790
(3) Tour satisfaction	3	4.32 (1.17)	.891	.511	.648	.961	.708	.706
(4) Consumer attitude toward a brand	3	4.46 (1.15)	.865	.440	.424	.801	.950	.691
(5) Brand loyalty	3	4.44 (1.06)	.871	.433	.624	.498	.477	.953

Notes 1: a. Composite reliabilities are along the diagonal; b. Correlations are above the diagonal; c. Squared correlations are below the diagonal.

Notes 2: AVE = Average Variance Extracted, SD = Standard Deviation

4.3.

가 ($\chi^2 = 239.724, df = 82, \chi^2 / df = 2.923,$
 $p < .001, NFI = .966, IFI = .977, CFI = .977, TLI = .971, RMSEA = .076$). 8 가
 6 가 , SEM 가
 ($\chi^2 = .825, p < .05$) ($\chi^2 = .261, p < .05$)
 가 1 2가 가 3
 ($\chi^2 = .681, p < .05$), 가 4
 가 5
 ($\chi^2 = 659, p < .05$), ($\chi^2 = .549, p < .05$)
 ($\chi^2 = .296, p < .05$)
 가 6 8 가 7

가
, 가 가
가
(2015) ,
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(2016), Caruana(2002)
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(2007), Suh Yi(2006)
(2011), (2008) 가
가 가
가 (2012)
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(2004), (2017) 가

- , & . (2017). , , . , 54(3), 107 - 148.
- , & . (2007). . , 10, 237 - 252.
- , & . (2015). 가 . , 29(7), 43 - 56.
- , , , & . (2015). 가 . , 133 - 147.
- , & . (2010). . , 8(1), 1 - 13.
- , & . (2016). . , 25(2), 21 - 35.
- . (2016). . , 16(6), 374 - 386.
- , & . (2007). e-CRM . , 21(2), 237 - 255.
- , & . (2018). 가 . , 27(1), 55 - 71.
- , & . (2016). - . Journal of the East Asian Society of Dietary Life, 26(1), 1 - 10.
- . (2009). . , 19(2), 79 - 103.
- , & . (2011). . , 23(3), 7 - 22.
- , & . (2010). : . , 39(6), 1391 - 1423.
- . (2017). , , : . , 31(12), 237 - 258.
- , & . (2004). 가 . , 8(4), 41 - 51.
- , & . (2018). . , 27(7), 31 - 49.
- , & . (2013). , 19(3), 173 - 193.
- . (2015). 가 : . , 8(2), 5 - 24.
- . (2000). 21], .
- . (2010). 가 , . , 25(5), 101 - 122.
- . (2008). , , . , 4(2), 123 - 138.
- , & . (2006). . , 6(10), 72 - 79.

- , & . (2015). (Flagship store), 24(1), 1 - 22.
- (2000).
- , & . (2018). 가, 30(10), 187 - 207.
- , & . (2011). 가 가, 24(2), 817 - 835.
- , & . (2018). 가 : , 27(2), 1 - 19.
- , & . (2010). , 19(1), 219 - 235.
- , & . (2018). 가 가 : , 27(1), 73 - 89.
- , & . (2018). UCC (User Created Content), 27(2), 163 - 179.
- , & . (2012). 가 : , 24(2), 61 - 77.
- , & . (2019). , 28(1), 77 - 90.
- , & . (2019). : , 28(2), 197 - 216.
- . (2019).
- , & . (2012). 가 , 24(6), 195 - 214.
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외식산업에서 키오스크의 서비스 품질, 만족도, 행동의도에 관한 연구

- 인구통계학적 특성을 중심으로 -

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IT (Self - Service Technologies: SSTs) (Carol, 2012; Dixon, Kimes, & Verma, 2009; , , , 2013).

가 (, 2019).

가 (, 2017).

2019 1 1350 825 , KFC

440 220

200 100% 2,500 2017

(, 2017).

(, 2018). 2018 7530 1 2019 8350

(, 2019).

가 가 가 (, 2017).

IT . 2018

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가 , 가 (, 2018).
가 ,

2.1.

2.1.1.

Dabholkar, P. A. (1996)

(Meuter et al., 2000).
가 , MarketsandMarkets(2016)
2015 473 , 2020 734 9.2%

(Carol, 2012; Dixon et al., 2009; , 2013).

가

2.1.2.

가 가
(Parasuraman et al., 1985). 가

. Dabholkar(1996)

TBSS()

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가 (e-SERVQUAL) Zeithaml et al.(2000) , ,

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Beatson et al.(2007) TBSS , , , ,

6가 . 가

. , , , 4가 .

2.1.3.

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2.1.4.

Oliver(1997)

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(Reichfeld, 1993; Lai et al.,

2009).

, 2008; , 2012; , 2015). , , 가

(, 2004).

가 .

2.1.5.

(Boulding et al., 1993; , 2007;. , 2012; . ,

2016). . 가

, 가 (, 2005).

, ,

(Zeithaml · Parasuman&Berry, 1996).

가 가 (, 2011).

2.2. 가

2.2.1.

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(2019)

가

가

(2013)

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가 1:

가

2.2.2.

(SERVPERF)

Brady et al.(2002)

. Parasuraman et al.(1985) Cronin Taylor(1992)

. (Anderson and Sullivan 1993; Spreng and Mackoy 1996;

1999)

가

가 2:

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2.2.3.

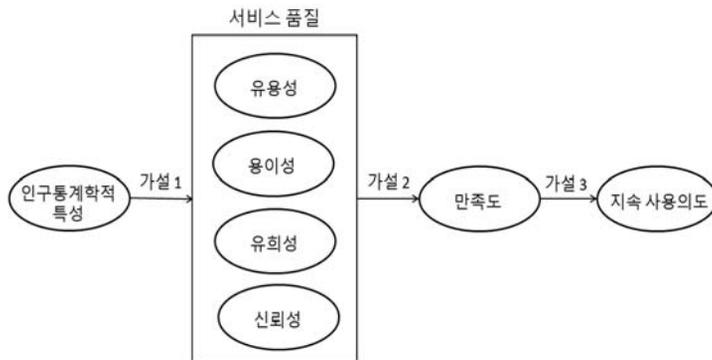
(Anderson et al., 1994; Reichheld, 1993). 가 가
Kuo et al.(2009)

(, 2018; , 2018). 가

가 3: (+)

3.1.

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3.2.

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3.3.

3가 가
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 388 6
 71 , Visual Inspection 4
 313(80.67%)
 SPSS

4.1.

<Table 1> , , , , , 313
 176 (56.2%) 137 (43.8%)
 25 10 20 가 233 (74.4%) 가
 가 159 (50.8%)가 가 4 117 (27.4%), 31
 (9.9%), (1.9%) (279 , 89.1%),
 51 100 가 159 (50,8%)가 가

213 (68.1%) 가 .

Table 1. Respondent profile (n=313)

Variable	n	%
성별		
남자	137	43.8
여자	176	56.2
나이		
25세 이하	233	74.4
26 - 35	48	15.3
36 - 45	15	4.8
46세 이상	17	5.4
학력		
고등학교 졸업 이하	159	50.8
전문대 졸업	31	9.9
4년제 대학교 졸업	117	27.4
대학원 졸업	6	1.9
결혼 여부		
미혼	279	89.1
기혼	34	10.9
지출		
50 만원 이하	87	27.8
51 만원 ~ 100 만원 이하	159	50.8
101 만원 ~ 150 만원 이하	36	11.5
151 만원 ~ 200 만원 이하	16	5.1
201 만원 ~ 250 만원 이하	3	1.0
251 만원 ~ 300 만원 이하	5	1.6
301 만원 이상	7	2.2
직업		
학생	213	68.1
관리/사무직 (회사, 공무원 등)	31	9.9
판매/서비스직	18	5.8
전문직	16	5.1
자영업/개인사업	7	2.2
주부	6	1.9
기타	22	7.0

4.2.

가
 varimax() eigen value() 1.0
 0.4
 가 Cronbach ' s ()

Nunnally(1978)가 Cronbach 's 가 0.7
 <Table2>
 Cronbach 's 가 0.7
 0.4 0.808 0.906 . KMO((Kaise
 r - Meyer - Olkin) 0.813, Bartlett (Approximate Chi - Square) p<0.001
 80.527% .
 <Table 3> . Cronbach 's 가 0.913 0.7
 0.4 0.912 0.934 .
 KMO((Kaise r - Meyer - Olkin) 0.754, Bartlett (Approximate Chi - Square)
 p<0.001 85.202% .
 <Table 4> . KMO((Kaise r - Meyer - Olkin) 0.699,
 Bartlett (Approximate Chi - Square) p<0.001
 73.2692% . Cronbach 's 가 0.812 0.7
 0.4 0.883 0.810 .

Table 2. Exploratory factor analysis for service quality

Variables	Standardized factor loadings	Eigenvalue	Explained variance	Cronbach's alpha
유용성		2.520	20.996	.901
키오스크는 효율적이다.	.864			
키오스크는 도움이 된다.	.883			
키오스크는 유용하다.	.839			
용이성		2.463	20.528	.888
키오스크의 사용 방법을 습득하기 쉽다.	.827			
키오스크를 이용하기 쉽다.	.879			
키오스크를 쉽게 작동할 수 있다.	.847			
유회성		2.450	20.415	.883
키오스크를 사용하는 것은 오락적이다.	.851			
키오스크를 사용하는 것은 재미있다.	.906			
키오스크를 사용하는 것은 즐겁다.	.874			
신뢰성		2.230	18.587	.814
키오스크를 사용할 때 나의 개인정보는 안전하다.	.832			
키오스크를 사용할 때 거래환경이 안전하다고 느낀다.	.892			
키오스크를 사용할 때 나의 프라이버시가 보장되는 것 같다.	.808			

Note: Total explained variance = 80.527%, KMO measure of sampling adequacy = .813, Bartlett's test of sphericity ($p < .001$).

Table 3. Exploratory factor analysis for satisfaction

Variables	Standardized factor loadings	Eigenvalue	Explained variance	Cronbach's alpha
만족도		2.556	85.202	.913
키오스크 이용에 대하여 만족한다.	.912			
키오스크를 이용하여 상품을 구매하기까지의 과정은 만족스러웠다.	.923			
키오스크가 전반적으로 만족스럽다.	.934			

Note: Total explained variance = 85.202%, KMO measure of sampling adequacy = .754, Bartlett's test of sphericity ($p < .001$).

Table 4. Exploratory factor analysis for behavior intention

Variables	Standardized factor loadings	Eigenvalue	Explained variance	Cronbach's alpha
행동의도		2.198	73.269	.812
나는 키오스크를 지속적으로 이용할 것이다.	.883			
나는 키오스크 사용매장에 다시 방문할 것이다.	.873			
나는 주변 사람들에게 키오스크 사용을 추천할 것이다.	.810			

Note: Total explained variance = 73.269%, KMO measure of sampling adequacy = .699, Bartlett's test of sphericity ($p < .001$).

4.3.

<Table5> 가 2
 가 3 . <Table5> (=0.408), (=0.249),
 (=0.130), (=0.209) 가 53%
 (=0.798) 64%
 가 2 가 3

Table5. Results of regression analysis

			Coefficients	t-value	R ²	Hypothesis
H2-1	유용성	→	만족도	.408	8.369*	Supported
H2-2	용이성	→	만족도	.249	5.039*	Supported
H2-3	유회성	→	만족도	.130	3.032*	.525 Supported
H2-4	신뢰성	→	만족도	.209	5.030*	Supported
H3	만족도	→	행동의도	.798	23.283*	.635 Supported

Note: * $p < .05$

4.4.

<Table6> 가 (, , ,)
t - test one - way ANOVA

가
가

Table 6. Results of t-tests and one-way ANOVA: Perceptions of service quality respondents' demographic profiles

서비스 품질	성별	남자		여자		t-value	p-value										
		유용성	3.86	3.95	-1.090			.277									
서비스 품질	유용성	3.76		3.85		-0.905	.366										
	응이성	2.59		2.58		.157	.875										
	유회성	3.25		3.20		.572	.567										
	신뢰성																
서비스 품질	나이	25 세 이하		26 ~ 35		36 ~ 45		46 세 이상		F-value	p-value						
		유용성	3.92	3.90	3.84	3.96	.073	.974									
서비스 품질	유용성	3.83		3.77		3.62		3.88		.380	.767						
	응이성	2.61		2.51		2.64		2.43		.359	.782						
	유회성	3.22		3.29		3.20		3.18		.179	.911						
	신뢰성																
서비스 품질	학력	고등학교 졸업 이하		전문대 졸업		4 년제 대학교 졸업		대학원 졸업		F-value	p-value						
		유용성	3.93	3.77	3.92	4.33	1.045	.373									
서비스 품질	유용성	3.81		3.80		3.78		4.44		1.287	.279						
	응이성	2.65		2.53		2.54		2.06		1.163	.324						
	유회성	3.25		3.24		3.19		3.44		.333	.802						
	신뢰성																
서비스 품질	결혼 여부	미혼		기혼		F-value	p-value										
		유용성	3.93	3.80	.930			.353									
서비스 품질	유용성	3.83		3.63		1.402	.162										
	응이성	2.58		2.62		-.281	.780										
	유회성	3.23		3.22		.108	.914										
	신뢰성																
서비스 품질	지출	50 만원 이하		51 만원 ~ 100 만원 이하		101 만원 ~ 150 만원 이하		151 만원 ~ 200 만원 이하		201 만원 ~ 250 만원 이하		210 만원 ~ 300 만원 이하		301 만원 이상		F-value	p-value
		유용성	3.94	3.91	4.02	3.73	3.00	3.40	4.19	1.636	.137						
서비스 품질	유용성	3.81		3.81		3.87		3.92		3.00		3.27		4.14		1.157	.329
	응이성	2.60		2.60		2.57		2.63		2.00		2.13		2.62		.475	.827
	유회성	3.21		3.23		3.33		3.27		3.00		2.87		3.05		.504	.805
	신뢰성																
서비스 품질	직업	관리/사무직		학생		판매/서비스직		전문직		자영업/개인사업		주부		기타		F-value	p-value
		유용성	3.92	3.81	3.83	3.60	3.76	4.06	4.30	1.646	.134						
서비스 품질	유용성	3.80		3.56		3.76		3.96		3.52		4.06		4.20		1.698	.121
	응이성	2.55		2.39		2.63		2.81		3.24		2.33		2.88		1.748	.110
	유회성	3.21		3.20		3.15		3.23		3.33		3.44		3.36		.314	.930
	신뢰성																

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

IT
가 .

(Self - Service Technologies: SSTs),

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6

4가

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가가

, 25 가 74.4% .
 68.1%
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Structural relationship between labor flexibility, job Insecurity, organizational change commitment, turnover intention of hotel enterprise employees'

* . **

Park, Jong - chul · Kwon, Bong - heon

ABSTRACT

The purpose of this study is test to the structural relationships of labor flexibility and job insecurity, organizational change commitment, turnover intention in the hotel industry. To accomplish the goals, a field survey was conducted on the employees' of deluxe hotels in the Seoul area. The statistical tools to be undertaken in this research were frequency analysis, exploratory factor analysis, reliability analysis, correlation analysis, confirmatory factor analysis, and covariance analysis using the statistical package of SPSS (12.0) and AMOS (6.0). The results of this study could be summarized as follows; First, the labor flexibility(functional flexibility, external quantity flexibility, wage flexibility) have a positively affects the level of hotel employees' job insecurity. Second, the labor flexibility(functional flexibility, external quantity flexibility, wage flexibility) have a negatively affects the level of hotel employees' organizational change commitment. Third, the labor flexibility(functional flexibility, external quantity flexibility, wage flexibility) have a positively affects the level of hotel employees' turnover intention. Fourth, the job insecurity have a negatively affects the level of hotel employees' organizational change commitment. Fifth, the job insecurity have a positively affects the level of hotel employees' turnover intention. In the last chapter, the paper concludes with discussions and the managerial implications for effective personnel policies.

key words : Labor Flexibility, Job Insecurity, Organizational Change Commitment, Turnover Intention

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** (). : , e-mail:bongdal2050@naver.com

(Lee, 2019).

(flexible employment arrangement),

(restructuring), (downsizing)

(, 2019; , 2019; Franklin & Labonne, 2019).

(, 2012; . ,

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(. , 2017; Franklin & Labonne, 2019).

1.

(2019) (labor flexibility) ((, ,) (, 2019; , 2013; , 2013; , 2016; Lee, 2019). (2019) (, 2012; Kato & Zhou, 2018), (, 2019; Franklin & Labonne, 2019), (, 2015; , 2019; Martincova, 2016), (, 2019; , 2018; Lee, 2019). 가가 (, 2013; , 2016; Ono, 2017), (, 2017; Franklin & Labonne, 2019). (, ,) , 4가 .

2.

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 가 (, 2012; , 2019;
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 (, 2018; , 2016; Cheung, Wu
 & Ching Chi, 2019).

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 (, 2012; , 2018; , 2016; , 2018;
 Richter & Näswall, 2019; Van Hootegem et al., 2019).

3.

(2019)
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 2018; , 2015; Loo, Lee, & Low, 2017; Seggewiss, Straatmann, Hatstrup &
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(, 2018; , 2012; , 2015; Barton &
 Ambrosini, 2013; Bouckenoghe, 2012).

(, 2019; , 2017; Do & Yeh, 2015),

가 (, 2018; , 2012; .
 , 2018; , 2015; Do & Yeh, 2015; Jing, Xie & Ning, 2014; Kool & Dierendonck,
 2012).

4.

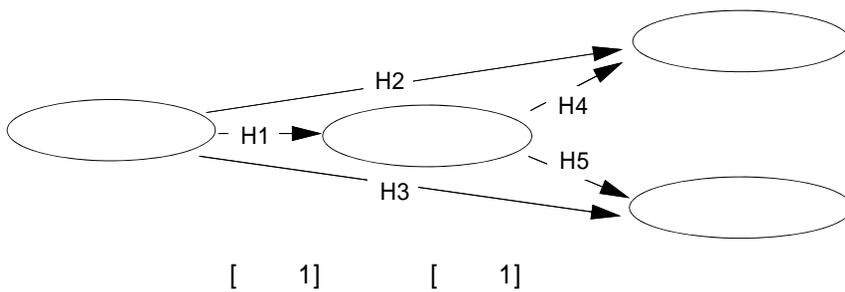
(turnover intention)

(, 2017; Akgunduz & Eryilmaz, 2018),
 (, 2018; Li et al., 2019). Baoguo et al.(2016)

(, 2018; , 2017; , 2018; Chan & Ao, 2019; Chang et al., 2012).
 (2016) ,
 (, 2018; , 2010; , 2017; Xie et al., 2015),
 (, 2017; Wen & Liu, 2015; Xie et al., 2015),
 (, 2016; , 2018; Baoguo et al., 2016; Li et al., 2019).

1. 가

[Figure 1] 가



2. 가

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가 (, 2018; Li et al., 2019). 가 .

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(2019) : 가 (, 2012; , 2019; Akgunduz & Eryilmaz, 2018; Richter & Näswall, 2019), 가 (, 2018; , 2016; , 2018; Richter & Näswall, 2019; Van Hootegem et al., 2019). (2018) (, 2019; Akgunduz & Eryilmaz, 2018), (, 2019; , 2018; Van Hootegem et al., 2019). 가

< 가 4> (-) .

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(2018) 1 , 가 (, 2013; , 2017; Van Hootegem, De Witte, H, De Cuyper & Vander Elst, 2019). (2019) , 가 가 (, 2016; , 2018; Li et al., 2019). 가

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Lee(2019), (2019), (2013), (2019), (2013), (2016),
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 (2018), (2016), (2018), Richter & Näswall(2019)
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 (2015), Loo et al.(2017), Seggewiss et al.(2019) (2018), (2018),
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 Li et al.(2019) (2018), (2018), (2017), Baoguo et al.(2016),
 4 Likert 5

4.

2019 3 1 ~3 31 (4 , 5)
 (non - sampling error method)
 (convenience sampling)
 (self - administered)
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 450 , 439
 430 SPSS 12.0 AMOS 6.0
 SPSS , AMOS

1.

[1]

		()	(%)
		230	53.5
		200	46.5
		242	56.3
		188	43.7
		141	32.8
		180	41.9
		109	25.3
	200	120	27.9
	200 - 249	161	37.4
	250 - 299	83	19.3
	300	66	15.4
		113	26.3
	/	155	36.1
		60	13.9
	/	54	12.5
		48	11.2
		202	46.9
		128	29.8
	/	52	12.1
	/	48	11.2

2.

,
 ,
 (measurement model)
 CR(Composite Reliability) 0.819~0.910 0.7 ,
 AVE 0.552~0.759 0.5 , C.R.
 0.7 ((Hair et al, 2014). , [2]
 , $\chi^2 = 234.595$, $df = 175(1.341)$, $p = 0.000$, $GFI = 0.957$, $AGFI = 0.926$, $NFI = 0.973$, $CFI = 0.993$,

RMSEA=0.028, RMR=0.022

[2]

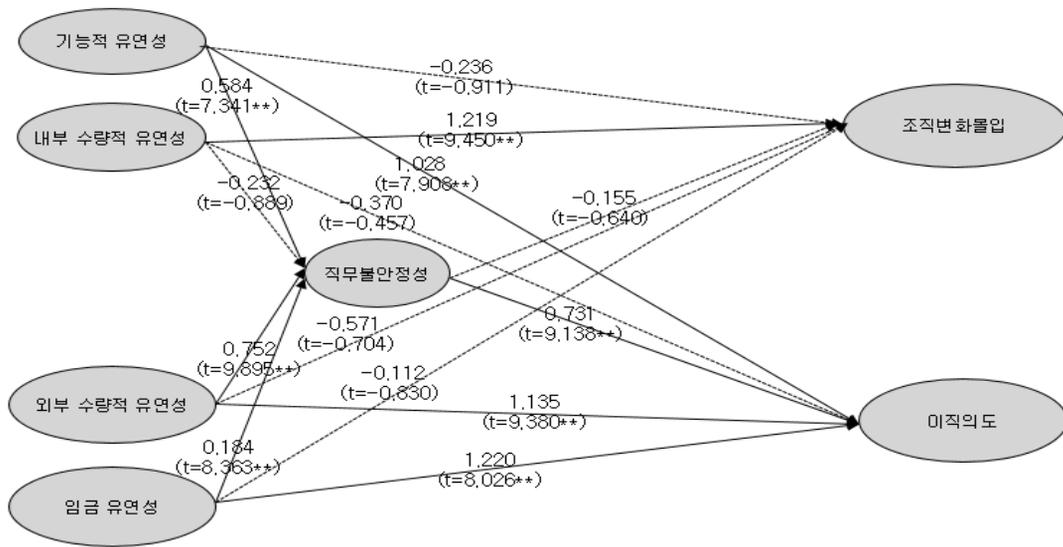
[2]

			t		CR	AVE	
1 :							
	가	1.000		0.842	.702	.876	
	가	1.033	0.036	28.631			0.844
	가 가	0.989	0.049	20.276			0.828
2 :							
	()	1.000		0.858	.711	.881	
	()	1.017	0.045	22.797			0.853
	() 가	0.926	0.044	21.259			0.818
3 :							
	가	1.000		0.884	.759	.863	
	가 가	0.917	0.040	22.946			0.858
4 :							
		1.000		0.754	.602	.819	
		0.989	0.069	14.316			0.730
	가	1.109	0.066	16.764			0.839
5 :							
	가	1.000		0.871	.672	.910	
	가	1.009	0.042	24.236			0.866
	가	0.971	0.043	22.641			0.837
	가	0.932	0.050	18.777			0.766
	가 가 , 가	0.896	0.047	19.052			0.752
6 :							
	가	1.000		0.776	.552	.830	
	가	1.005	0.067	14.975			0.719
		0.956	0.068	14.030			0.674
	가	1.075	0.063	17.123			0.796
7 :							
		1.000		0.822	.603	.859	
	가	0.960	0.042	22.997			0.801
	가	0.944	0.055	17.201			0.727
	가	0.935	0.050	18.700			0.753

fit index: $\chi^2 = 234.595$, $df = 175(1.341)$, $p = 0.000$, $GFI = 0.957$, $AGFI = 0.926$, $NFI = 0.973$, $CFI = 0.993$, $RMSEA = 0.028$, $RMR = 0.022$

3.

GFI, AGFI, NFI, CFI 0.9 ,
 RMR 0.05 , RMSEA 0.1 가
 $\chi^2 = 172.103, df=160(1.076), p=0.000, GFI=0.968, AGFI=0.941,$
 NFI=0.980, CFI=0.999, RMSEA=0.013, RMR=0.018



Note: *p<0.05, **p<0.01
 $\chi^2=172.103, df=160(1.076), p=0.000, GFI=0.968, AGFI=0.941, NFI=0.980, CFI=0.999, RMSEA=0.013, RMR=0.018$
 [2]

4.

가 , 가 , [3]
 가 p<0.01 가
 가
 [3] 가
 AVE()
 (Fornell & Larcker, 1981), 가 AVE가 ()

(Hair et al., 2006).

[3]

	1						
	-.297** (.088)	1					
	.324** (.106)	-.402** (.162)	1				
	.247** (.061)	-.323** (.104)	.521** (.271)	1			
	.239** (.057)	.364** (.132)	.530** (.281)	.551** (.304)	1		
	-.265** (.070)	.284** (.081)	-.482** (.232)	-.501** (.251)	-.552** (.305)	1	
	.236** (.056)	-.365** (.133)	.532** (.283)	.550** (.303)	.542** (.294)	-.552** (.305)	1
	4.161	4.420	4.941	4.822	4.423	4.461	4.624
	1.178	1.071	1.220	1.124	1.123	1.123	1.126

Note: **p<0.01,
Numbers in parenthesis are squared correlations.
Bold-type number indicates value of AVE.

5. 가

[4] 가

가				t	p
가 1			0.584	0.080	7.341 0.001**
			-0.232	0.261	-0.889 0.136
			0.752	0.076	9.895 0.000**
			0.184	0.022	8.363 0.000**
가 2			-0.236	0.159	-0.911 0.180
			1.219	0.192	9.450 0.000**
			-0.571	0.810	-0.704 0.326
가 3			-0.112	0.135	-0.830 0.262
			1.028	0.130	7.908 0.001**
			-0.370	0.810	-0.457 0.627
			1.135	0.121	9.380 0.000**
가 4			1.220	0.152	8.026 0.000**
			-0.155	0.242	-0.641 0.423
가 5			0.731	0.080	9.138 0.000**

*p<0.05, **p<0.01

가
가 , , 가
가 .

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오너리스크가 기업 이미지 및 브랜드 신뢰에 미치는 영향에 관한 연구

A Study on the effect of owners' risk on corporate image and brand trust

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(Craig & Gustafson, 1998; Davis & Rothstein, 2006; Dineen et al., 2006; Jiang et al., 2011; Kannan - Narasimhan & Lawrence, 2012; Simons,

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