

**세션 2 (외식)**

**장소 : 경희대학교 본303호**

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



# 외식 기업명성, 소비자기반 모브랜드자산, 확장브랜드태도 관계

## - 지각된 적합성의 조절역할 -

### Relationship among corporate reputation, parent-CBBE(parent-consumer based brand equity), and attitude of an extended brand in food service companies

- The moderating effect of perceived fit -

\* . \*\*

Yoo, Se-ran · Choi, woong

#### ABSTRACT

This study aims to verify the influence of corporate reputation and parent-CBBE on extended brand attitude of food service enterprises. We also want to study the moderating effect of perceived fit between the parent-brands asset and the extended brand attitude. The final 5 selected companies(parent-brands) and 5 expanded brands were commissioned to an online survey company(T Company) for 10 days from 1 April 2019 to 9 April 2019. In addition, SEM and MSEM were performed, and all collected data were analyzed using SPSS 21.0 and AMOS 20.0. The findings were as follows: first, corporate reputation had significant positive impacts on the parent-CBBE(brand recognition, brand association, perceived quality, and brand loyalty): second, parent-CBBE(brand recognition, brand association, and brand loyalty) was found to have significant effects on extended brand attitude: finally, the study tested the moderating effect of perceived fit on the influential relations between parent-CBBE and the attitude of an extended brand and found that both of them had moderating effects between them. Based on those findings, the study provided a framework to understand the integrated perspective of food service brand extension, thus offering basic data to help food service enterprises build their brand assets and strategic implications for them to take an ongoing competitive advantage in the food service market.

**key words** : Corporate Reputation, Parent-Consumer Based Brand Equity, Attitude of an Extended Brand, Perceived Fit, Food service brand extension

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(NRF-2018S1A5B5A01036198).

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\*\* , innjae@gwnu.ac.kr, : , ( )

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(Aaker & Keller, 1990; Boush & Loken, 1991; , 2011; , 2016).  
(Reddy, Holak & Bhat, 1994; , 2014)  
(Smith & Park, 1992; Keller & Aaker, 1998; Martinez & Pina, 2010).  
( , 2014)  
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가 (Chernatony & McDonald, 2003)  
(Cai, 2002) ( , 2010).  
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(Fomburn & Van Riel, 2004).  
(Brady, 2003; Jones, 2005).  
(Fomburn, Gardberg & Barnett, 2000; Porter & van der Linde, 1995; Sen, Bhattacharya, & Korschum, 2006),  
(Keller, 2012).  
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, Satir(2006)

가 Fomburn, Gardberg & Server(2000) / 6 가 (Fomburn & Van Riel, 2004).

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가 가 (Yoo, Douthu & Lee, 2000) 가 가 (Chernatony & McDonald, 2003; Vazquez, Belen del Rio & Iglesias, 2002). ( , 2010) 가 (Blain, Levy & Ritchie, 2005). Aaker(1991), Keller(1993), Yoo, Douthu & Lee(2000) 가 (Lassar, Mittal & Sharma, 1995; Cobb - walgren, Ruble & Donthu, 1995, Keller, 2012), Aaker(1991)가 가 가 (Yoo & Douthu, 2001; Kim & Kim, 2005; Buil, Martinez & de Chernatony, 2013; , 2016).

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(Fishbein & Ajzen, 1975), 가 가 ( , 2004). (Fishbein & Ajzen 1975). 가 (Wilkie, 1990), 가 (Haugtvedt & Petty, 1992; , 2014). (Keller, 2012), 가 (Dodds, Monroe &

Grewal, 1991).

#### 4.

(Kirmani, Sood & Bridge, 1999)

가 (Tauber, 1988).

(John, Loken & Joiner, 1998; Park, McCarthy & Milberg, 1993)

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(Aaker & Keller, 1990; Smith & Park, 1990; Park, Milberg & Lawson, 1991; Milberg, Park & McCarth, 1997).

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(Martinez & Chernatony, 2004; Salinas, & Pérez, 2009),

(MacInnis & Nakamoto, 1990;

2014). , Park, Milberg & Lawson(1991)

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(Park, Milberg & Lawson, 1991; Iyer, Banerjee & Garberlyer, 2011; , 2016).

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- 1c. (+)
- 1d. (+)

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 , Buil, Martinez & Chernatony(2013)

( , 2016; , 2015), (Martinez & Pina, 2010; , 2012; , 2014), (Martinez, Polo & Chernatony, 2008; Lin, Mashall & Dawson, 2009; , 2016), ( , 2006; , 2016)

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- 2a. (+)
- 2b. (+)
- 2c. (+)
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(Boush & Loken, 1991; Aaker

& Keller, 1990; Park, Milberg & Lawson, 1991).

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(Keller & Aaker, 1992; Park, Milberg & Lawson, 1991; , 2016).

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 22 (Fomburn, Gardberg &

Server, 2000).

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(CBBE) 가 4가  
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가 (Zeithaml, 1988)  
 가 (Dick & Basu, 1994)  
 Yoo & Donthu(2001), Washburn & Plank(2002), Netemeyer,  
 Krishnan, Pullig, Wang, Yagci, Dean, Ricks & Wirth(2004) 14

가(Keller & Aaker, 1992)  
 (Holbrook & Batra, 1987), (Oliver, 1980) 5  
 (Humayun, 2007),  
 6 (Park, Milberg & Lawson, 1991;  
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(96.3%)

(SEM) (MSEM)

SPSS 21.0 AMOS 20.0

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491 [ 1 ]

54.5%(267 ), 45.6%(224 ) 30

29.3%(144 ), 40 25.5%(125 ), 20 22.6%(111 ) 50 22.6%(111 )

57.8%(284 )

가 18.9%(93 ) 14.1%(69 ),

9.2%(45 ) / 53.6%(263 ), 14.5%(71 ),

/ 9.8%(48 ), 6.5%(32 )

300 23.2%(114 ) 400 21.0%(104 ), 200 18.3%(92 ), 500 16.3%(91 )



[ 2]

Construct (Cronbach ' s α)	Items	Standardized estimate	S.E.	t - value	CCR <sup>1)</sup>	AVE <sup>2)</sup>
Corporate reputation (0.904)	Emotional appeal	0.817	0.149	19.418***	0.950	0.760
	Products & services	0.792	0.169	18.708***		
	Financial performance	0.738	0.251	17.112***		
	Vision & leadership	0.743	0.192	16.147***		
	Workplace environment	0.781	0.192	20.927***		
	social responsibility	0.783	0.186	fixed		
Parent - brand awareness (0.797)	I know about the parent - brand.	0.605	0.401	fixed	0.837	0.565
	I can recognize the parent - brand among other competitors.	0.681	0.352	11.392***		
	It is easy to remember the name of the parent - brand.	0.768	0.264	12.212***		
	I know the characteristics of the parent - brand.	0.649	0.410	11.042***		
Parent - brand image (0.806)	The parent - brand is a friendly image.	0.680	0.340	fixed	0.792	0.560
	The parent - brand has a belief.	0.702	0.299	13.392***		
	The parent - brand has a good(strong) image.	0.617	0.413	12.006***		
Parent - brand perceived quality (0.848)	The quality of the parent - brand is good.	0.772	0.245	fixed	0.836	0.678
	The parent - brand provides consistent quality.	0.742	0.283	16.190***		
	The parent - brand provides reliable product/service.	0.772	0.300	16.885***		
Parent - brand loyalty (0.870)	I will recommend the parent - brand to others.	0.732	0.295	fixed	0.875	0.636
	I will continue to use the parent - brand.	0.764	0.311	16.325***		
	I will consider this parent - brand first.	0.797	0.257	17.048***		
	I will talk positively about the parent - brand.	0.696	0.418	14.849***		
Attitude of extended brand (0.887)	I am interested in the extended brand.	0.797	0.256	fixed	0.908	0.710
	I have a good feeling for the extended brand.	0.789	0.259	18.393***		
	I think about the extended brand positively.	0.785	0.261	18.291***		
	I like the extended brand.	0.785	0.239	18.276***		
Perceived fit (0.858)	The parent - brand and the extended brand are similar in general.	0.764	0.324	fixed	0.873	0.632
	The quality of parent - brand and extended brand is similar.	0.719	0.351	15.185***		
	The parent - brand and the extended brand have similar service.	0.767	0.302	16.181***		
	The image of the parent brand and the extended brand is similar.	0.753	0.338	15.899***		

$\chi^2 = 599.405(p < 0.001)$ ,  $df = 323$ ,  $\chi^2/df = 1.856$ ,  $GFI = 0.920$ ,  $AGFI = 0.915$ ,  $RMR = 0.025$ ,  $RMSEA = 0.042$ ,  $CFI = 0.963$ ,  $NFI = 0.924$ ,  $IFI = 0.963$ ,  $TLI(NNFI) = 0.957$

1) CCR: Composite Construct Reliability

2) AVE: Average Variance Extracted

\*\*\*  $p < 0.0015$

[ 3] ( )

		1	2	3	4	5	6	7	M ± SD <sup>1)</sup>
1	Corporate reputation	1.000							3.347 ± 0.567
2	Parent - brand awareness	0.623***	1.000						3.578 ± 0.723
3	Parent - brand image	0.645***	0.699***	1.000					3.552 ± 0.645
4	Parent - brand perceived quality	0.611***	0.616***	0.647***	1.000				3.445 ± 0.667
5	Parent - brand loyalty	0.701***	0.630***	0.698***	0.701***	1.000			3.201 ± 0.737
6	Attitude of an extended brand	0.581***	0.517***	0.709***	0.631***	0.631***	1.000		3.492 ± 0.695
7	Perceived fit	0.618***	0.419***	0.533***	0.597***	0.548***	0.556***	1.000	3.336 ± 0.690

1) Mean ± Standard Deviation  
 \*\*\* p<0.001

3. 가

가

(p>0.05)

[ 4] ,  $\chi^2=364.537(p<0.001)$ ,  $df=143$ ,  $\chi^2/df=2.549$ ,  $GFI=0.928$ ,  $AGFI=0.905$ ,  $RMR=0.024$ ,  $RMSEA=0.056$ ,  $CFI=0.957$ ,  $NFI=0.932$ ,  $IFI=0.976$ ,  $TLI(NNFI)=0.949$

[ 4] 가

Hypothesized path			Standardized coefficients	t - value	Results
H1 Corporate reputation → Parent-CBBE	H1a	Corporate reputation → Parent-brand awareness	.715	10.301***	Accepted
	H1b	Corporate reputation → Parent-brand image	.772	11.941***	Accepted
	H1c	Corporate reputation → Parent-brand perceived quality	.834	15.056***	Accepted
	H1d	Corporate reputation → Parent-brand loyalty	.890	14.878***	Accepted
H2 Parent-CBBE → Attitude of an extended brand	H2a	Parent-brand awareness → Attitude of an Extended Brand	.229	3.094**	Accepted
	H2b	Parent-brand image → Attitude of an Extended Brand	.228	2.956**	Accepted
	H2c	Parent-brand perceived quality → Attitude of an Extended Brand	.059	.699ns	Rejected
	H2d	Parent-brand loyalty → Attitude of an Extended Brand	.339	3.625**	Accepted

$\chi^2=364.537(p<0.001)$ ,  $df=143$ ,  $\chi^2/df=2.549$ ,  $GFI=0.928$ ,  $AGFI=0.905$ ,  $RMR=0.024$ ,  $RMSEA=0.056$ ,  $CFI=0.957$ ,  $NFI=0.932$ ,  $IFI=0.976$ ,  $TLI(NNFI)=0.949$

Parent - CBBE: Parent - Consumer Based Brand Equity  
 \*\* p<0.01, \*\*\* p<0.001, ns Not significant.

가 1 , 가  
 0.715(t=10.301, p<001), 0.772(t=11.914, p<001), 0.834(t=15.065, p<001), 0.890(t=14.878, p<001) 가 1a, 1b, 1c, 1d (+) 가 . 가 2  
 ,  
 ( =0.059, t=0.699), 3 가 0.229(t=3.904, p<01),  
 0.228(t=2.956, p<01), 0.339(t=3.625, p<01) (+) 가 .

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(MSEM) .  
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 free ( )  
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H3	Perceived fit				Free model $\chi^2$ (282)	Constrained model $\chi^2$ (283)	$\chi^2$ (1)	Results
	low - level		high - level					
		t - value		t - value				
H3a	0.058	0.536ns	0.398	3.613***	491.191	497.823	6.632	Accepted
H3b	0.408	2.664**	0.137	1.517ns		495.064	4.073	Accepted
H3c	0.091	0.521 <sup>ns</sup>	0.193	1.994*		493.999	2.808	Rejected
H3d	0.311	1.633 <sup>ns</sup>	0.179	1.699ns		492.999	1.808	Rejected

$\chi^2=491.191$ (p<0.001), df=282,  $\chi^2/df=1.742$ , GFI=0.898, AGFI=0.860  
 RMSEA=0.042, RMR=0.029, CFI=0.942, IFI=0.943, TLI(NNFI)=0.930

\* p<0.05, \*\* p<0.01, \*\*\* p<0.001, <sup>ns</sup> Not significant.

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 가 ,  $\chi^2=491.191$ (df=282, p<001),  
 GFI=0.898, AGFI=0.860, RMSEA=0.042, RMR=0.029, CFI=0.942, IFI=0.943, TLI(NNFI)=0.930  
 (n=227) (n=264)

$\chi^2(1)=4.073(p<001)$        $\chi^2(1)=6.632(p<001)$       가  
 $\chi^2(1)>3.84$

가 (Aaker & Keller, 1990; , 2016). (Aaker, 1991), (Aaker, 1991) (+) 가 1 (Keller, 2012), (Gosti & Wilson, 2001) ( , 2011; , 2008). 가 ((Dowling, 2001) (Pitta & Katsansi, 1995; , 2011;), Fomburn, Gardberg & Server(2000)가 , / , / , / , 가 (+) 가 , 가 2a, 2b, 2d ( ; Aaker & Keller, 1990; Keller, 1993; Aaker & Jacobson, 1994; , 2016; , 2015) 가 (Broniarczyk & Alba, 1994; , 2006; , 2014; , 2016). 가 (Aaker & Jacobson, 1994; Keller, 2012; , 2017).

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(Boush & Loken, 1991; Aaker & Keller, 1990; Park, Milberg & Lawson, 1991). (Martinez & Chernatony, 2004; Salinas, & Pérez, 2009)

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**참고문헌**

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# 패밀리 레스토랑 직원의 직무착근도가 서비스지향성에 미치는 영향

## - LMX의 매개효과 중심으로 -

### The Effect of Job Attendance on Service Orientation of Family Restaurant Employees

- Focusing on the Mediating Effect of LMX -

\* . \*\*

Park, Young - ki · KIm, Min - jun

#### ABSTRACT

The purpose of this study is to study the relationship between the job orientation factors of family restaurant employees on service orientation and the relationship between LMX(Leader Member Exchange) as a parameter. In addition, this study suggests the importance of the relationship between human service and relationship, this study suggests practical implications in terms of securing excellent employees and managing employees in family restaurants. For this study, the survey was conducted from April 1, 2019 to April 30, 2019 and 217 copies were analyzed. The results of the study were as follows. First, the results of verifying the effect of family restaurant staff's job approach on service orientation showed that fitness, connection, and sacrifice were statistically significant in service orientation. Second, as a result of analyzing the mediating effect of LMX on the effect of family restaurant employees' job attendance on service orientation, the factors of loyalty, respect, attachment and willingness to contribute by LMX. It was found that they play a mediating role in the relationship between the restaurant's job attendance and service orientation. Practical implications are that managers should recognize that employees who want to maintain a good relationship with their peers are employees for customers in order to achieve corporate goals.

**key words** : Family Restaurant, Job Attendance, Service Organization, LMX

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 & Schneider, 1985).  
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 Mitchell, Holtom, Lee & Erezl(2001) . (2013)  
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 ( . , 2012), Mitchell et al(2001)  
 , (Shaw, Delery, Stanton & Gupta,  
 1998). ( ,  
 2016) 가 , ,  
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 가 ,  
 ( , 2005).  
 (LMX: Leader Member Exchange)  
 (Graen & Uhi - Bien, 1995), (2011)  
 LMX  
 ( . , 2013; . ,  
 2011; , 2008). . , (2012) . (2012) LMX

가 ( , 2019; , 2018; , 2018),  
 VIPS, (Ashley),

가  
 . ( , 2010).  
 (LMX) ( , 2019; .  
 , 2019)

가  
 LMX

1.

1980 가 가 ,  
 가 1986 1988  
 CoCo's, T · G · I Friday's, Vennigan's, VIPS, Outback Steakhouse  
 ( , 2015).  
 가 2000

2015  
 가 ,  
 , 가  
 가 가 , ( , 2017; , 2007), 가 , ,

가

가 ( , 2008). 가  
가 ,  
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(2017) (2008) ( , 2007).  
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가, , , ,가

2.

가 ( , 2018),  
Mitchell et al.(2001)  
(2016)  
Mitchell et al.(2001)  
(2011) 가 , ,  
(2012)  
(2012)  
Mitchell et al.,(2001)  
(2012) (2008)  
가 가 .  
( , 2013).  
(Shaw, Delery, Stanton,

& Gupta (1998).

3.

가 ( , 2018).

( , 2010; , 2011). Lytle(1994)

, Lytle et al.(1998)

( , 2018; , 2018), 가 ( , 2015).

가 ( , 2017; , 2010).

( , 2002). (2015)

(2010)

가 ( , 2017; Schlesinger & Heskett,1991).

( , 2006; Pynes, 2004).

( , 2012)

( , 2018; , 2018)

가

가 1. (+)

- 가 1-1: (+) .
- 가 1-2: (+) .
- 가 1-3: (+) .

4. LMX

(LMX)

( , 2013).

( , 2007) .

LMX(Leader Member Exchange Theory)

(Graen & Uhi - Bien, 1995). LMX

가

(Pascale, Le Blanc & Vicente, 2012).

( , 2015; , 2014; , 2013), 가

LMX

(2016) LMX

, LMX , ,

Graen & Uhl - Bien(1995) LMX 2 14

Liden & Maslyn(1998)

LMX LMX , 12

LMX , , , 가

가

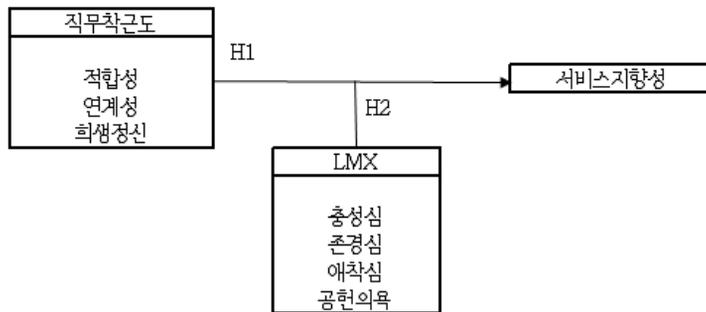
- 가 2. LMX 가
- 가 2-1: 가
- 가 2-2: 가
- 가 2-3: 가

가 2-4:

가

### 1. 가

가 ( , 2015; , 2013). ( , 2017; , 2011).



[ 1 ]

LMX,

[ 1 ]

### 2.

( , 2018; , 2016; , 2013; , 2013; , 2012; Mitchell et al., 2001) , , 16 ( , 2018; , 2017; , 2016; , 2006; Pynes, 2004; Lytle, 1994) 7 . LMX( , 2013; Liden & Maslyn, 1998; Graen & Uhi - Bien, 1995) , ,

가

15 5

[ 1]

	, 2018; , 2016;	
	, 2013; , 2013;	
	, 2012; Mitchell et al., 2001	
	, 2018; , 2017;	
	, 2016; 2006; Pynes, 2004; Lytle, 1994	
LMX	, 2013; Liden & Maslyn, 1998; Graen & Uhi - Bien, 1995	
	, 2018; , 2016;	
	, 2013; 2006	

### 3

2019 4 1 4 30 4 250  
 231 (92.4%)가 14  
 217 (86.8%)

### 4

SPSS 23.0  
 , LMX  
 Cronbach ' s a 가  
 LMX  
 3

1.

[ 2] . 158 118  
 (54.4%), 99 (45.6%) , 20 78 (35.9%), 30 67 30.9%),  
 40 42 (19.4%), 50 30 (13.8%) . 123 (56.7%), 94  
 (43.3%) , 86 (89.6%), 69 (31.8%), 28(12.9%),  
 15 (6.9%), 19 (8.8%) . 17 (7.8%), 56 (25.8%),  
 31 (14.3%) .

[ 2]

		( )	(%)
		118	54.4
		99	45.6
	20	78	35.9
	30	67	30.9
	40	42	19.4
	50	30	13.8
		123	56.7
		94	43.3
		86	39.6
		69	31.8
		28	12.9
		15	6.9
		19	8.8
		17	7.8
		56	25.8
		113	52.1
		31	14.3
		217	100

2.

Cronbach's Alpha ( , 2008). 가 .6

가

가 , [ 3] .717  
 .897 ,  
 (Factor Analysis) ,  
 (Varimax) (Principle Component Analysis) ,  
 (Eigen Value) 1.0 8 .

[ 3]

		Cronbach's a
	6	.814
	6	.762
	4	.781
	7	.852
	6	.717
	3	.803
	3	.897
	3	.823

Barlett 2624.631, 203 KMO MSA .812,  
 .000  
 , 3 61.083% [ 4] .

[ 4]

		Eigen Value	(%)	(%)	
		.871 .853 .792 .754 .683 .588	4.644	28.186	28.186
	가	.823 .801 .772 .648 .613 .542	3.292	18.293	46.479
	가	.832 .735 .620 .503	1.983	14.604	61.083

: KMO : .812, Bartlett ( ) : 1624.631 : 203, : .000

1  
 KMO MSA .846, Bartlett  
 118.452, 6, .00  
 63.314%

[ 5]

[ 5]

			Eigen Value	(%)	(%)
		.823			
		.811			
		.768			
		.740	3.294	63.314	63.314
		.713			
		.699			
		.602			

: KMO : .846, Bartlett ( ) : 118.452, : 6, : .000

LMX 1  
 KMO MSA .813, Bartlett  
 247.032, 23, .000  
 72.047%

[ 6]

[ 6] LMX

			Eigen Value	(%)	(%) (
		.815			
		.803			
	가	.771	3.643	28.142	28.142
		.638			
		.596			
		.531			
		.779			
		.642	3.189	17.528	45.724
		.596			
		.803			
		.726	2.423	14.349	60.073
		.614			
		.785			
		.716	1.963	11.974	72.047
		.632			

: KMO : .813, Bartlett ( ) : 247.032, : 23, : .000

가

3. 가

(Tolerance) (Variance Inflation Factor) , LMX

1)

[ 7]

(LMX) (+) 가 , LMX  
(+) 가 (p<001).

[ 7]

					LMX			
	1							
	.471***	1						
	.463***	.415***	1					
	.389***	.401***	.326***	1				
	.426***	.372***	.347***	.284***	1			
	.435***	.299***	.292***	.330***	.261***	1		
	.398***	.285***	.284***	.318***	.304***	.388***	1	
	.418***	.291***	.313***	.296***	.361***	.321***	.358***	1

: \*\*\*P<0.01

2)

[ 1]

“가 H1: 가

(+)

” R : 326, F : 22.713,

(p<0.00)

[ 7].

가 H1-1: “

(+)

”

.318, t 6.813, .000(p < 0.01)

가 H1-2: “

(+)

”

.147, t 4.392, .000(p < 0.01)

가 H1-3: “ (+)  
 ” .125, t 2.514, .012(p < 0.05)

[ 8]

			t			VIF
	2.427		7.661	.000		
	.318	.082	6.813	.000**	.871	1.693
	.147	.054	4.392	.000**	.902	1.823
	.125	.061	2.514	.012*	.869	1.241
R : .326, F :22.713, : .000						

: \*P<0.05, \*\*P<0.01

2)

Baron & Kenny(1986)가 3

(2012)

3

가

, 3

가

가

가

가 2. LMX

가

가 2-1:

가

[ 9]

LMX

( , , )

(p<000). ,

가

2 ( =.381, p<000), 3 2  
 ( =.301. p<000), ( =.292. p<000),  
 ( =.299. p<000)

[ 9]

		t	p		t	p		t	p
1	.412	7.232	.000***	.371	6.419	.000***	.214	5.937	.000***
2	.381	8.136	.000***	.326	5.762	.000***	.364	5.428	.000***
3( )	.297	6.314	.000***	.314	5.491	.000***	.344	6.751	.000***
4( )	.301	5.789	.000***	.292	6.101	.000***	.299	5.767	.000***
F - value	42.734			45.126			44.523		
Adj. R <sup>2</sup> ( )	.312			.304			.247		

: step1 , step2 , step3  
 , R<sup>2</sup> ( ) F step3  
 \*\*\*P<0.001

가 2-2: 가

[ 10]

(p<000). , 2  
 ( =.326, p<000), 3 2  
 ( =.258. p<000), ( =.302. p<000),  
 ( =.247. p<000)

[ 10]

		t	p		t	p		t	p
1	.435	6.182	.000***	.318	6.126	.000***	.315	6.927	.000***
2	.326	7.244	.000***	.362	4.968	.000***	.436	7.231	.000***
3( )	.258	5.232	.000***	.349	5.218	.000***	.313	6.621	.000***
4( )	.251	5.636	.000***	.302	6.349	.000***	.247	5.483	.000***
F - value	52.176			46.371			43.298		
Adj. R <sup>2</sup> ( )	.268			.323			.263		

: step1 , step2 , step3  
 , R<sup>2</sup> ( ) F step3  
 \*\*\*P<0.001

가 2-3:

가

[ 11]

(p<000).

[ 11]

		t	p		t	p		t	p
1	.408	9.312	.000***	.281	5.628	.000***	.316	6.458	.000***
2	.379	7.417	.000***	.347	6.341	.000***	.347	6.527	.000***
3( )	.263	6.615	.000***	.362	6.712	.000***	.381	5.534	.000***
4( )	.331	5.462	.000***	.354	5.915	.000***	.388	7.818	.000***
F - value	51.238			43.238			51.456		
Adj. R <sup>2</sup>	.256			.341			.298		

: step1 , step2 , step3  
 , R<sup>2</sup> F step3  
 \*\*\*P<0.001  
 , 2 ( =.379p<000), 3  
 2 ( =.331p<000),  
 ( =.25 p<000), ( =.388p<000)

가 2-4:

가

[ 12]

(p<000).

2 ( =.371, p<000), 3 2  
 ( =.321, p<000), ( =.342, p<000),  
 ( =.312, p<000)

가





(2018). 『 』, 30(10), 409 - 423.

(2013). 『 』, 28(4), 157 - 176.

(2012). 『 』, 26(1), 351 ~ 366.

(2016). 『 』, 36: 267 - 280.

(2012). 『 』, 22(1), 191 - 212.

(2010). 『 』, 19(6), 135 - 152.

(2013). 『 』, 12(2): 199 - 216.

(2012). 『 』, 26(1), 351 ~ 366.

(2013). 『 』, 22(4): 217 - 233.

(2008). 『 』, 14(4): 188 - 202.

(2008). 『 』, 32(5): 143 - 166.

(2017). 『 』, 31(5): 197 - 213.

(2013). 『 』, 38(3), 75 - 98.

(2007). 『 』, 19(4): 149 - 267.

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(2006), 『 』, 18(2), 389 - 402.

(2008). 『 』, 10(1), 418 - 428.

(2006). 『 』, 9(1): 197 - 216.

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- (2017). 가  
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- (2018). , 12(2): 15 - 28.
- (2008). SPSS 14.0 : .
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- (2007). 가 , 22(1): 199 - 220.
- (2019). (LMX) 가 , 9(2), 143 - 167.
- (2018). 가 , 30(11), 479 - 500.
- (2017). 가 , 111(5):301 - 310.
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24(10), 116 - 128.
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# 베이커리 종사원의 직무스트레스가 일-가정 갈등 및 조직몰입에 미치는 영향

## The Effects of Bakery Employees' Job stress on work-family conflict and Impact on Organizational Commitment

\* . \*\* . \*\*\*

Choi, Young - kyu · Kim, Won - cik · Lee, Seung - chul

### ABSTRACT

The purpose of this study was to investigate how the factors affecting job stress of bakery workers on work-family conflict and organizational commitment. Among the bakery companies, research was conducted mainly in Seoul, Gyeonggi, Daejeon, and Gwangju on the employees who are operated by the bakery craftsmen. In order to achieve the purpose of this study, questionnaire was used as a measuring tool and SPSS 21.0 statistical package program was used after data coding. The summary of the study results for the hypothesis verification results of this study is as follows. Among the sub-factors of job stress (career development, compensation system, role overload, role ambiguity, role conflict) in Hypothesis 1-1, stress on the compensation system and role conflict has a significant effect on the work conflict caused by the family. Job stress of Hypothesis 1-2 (career development, compensation system, role overload) has a significant effect on family conflict due to work. sub-factors of role overload, role ambiguity, and role conflict among the sub-factors of job stress (career development, reward system, role overload, role ambiguity, role conflict) in Hypothesis 2 have a significant negative effect on organizational commitment. The relationship between work-family conflict and organizational commitment of bakery workers in Hypothesis 3 showed that sub-factors of family conflict due to work had a negative effect on organizational commitment. As a result, it is necessary to improve the compensation system and role stress among sub-factors of job stress. In addition, this suggests the bakery manager to do a human management plan that can minimize work-family conflict and increase the organizational commitment of bakery employees by creating a workplace atmosphere that can minimize job stress.

**key words** : Bakery Employees', Job stress, work-family conflict, Organizational Commitment

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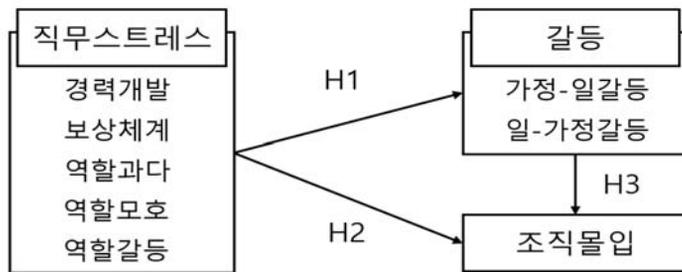
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[ 1 ]

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 가 1 -가  
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 & Allen(2012) -가 가  
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 가 -가  
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, 2016). -가

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(Allen & Meyer, 1990).

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3.

가 50 1 2019 9 15 ,

. 2 2019 10 15 11 1 200 100 500 , , 451

SPSS 21.0

Cronbach's

가 , -가 , 가

1.

271 (60.1%), 379 (83.4%)  
 , 2000 - 3000 (54.8%), 256 (56.8%),  
 300 (66.5%), 354 (78.5%) .  
 , 5 ,

[ 1] .

[ 1] (n=451)

	( )	(%)		( )	(%)
	180	39.9		376	83.4
	271	60.1		75	16.6
20	323	71.6	5	323	71.6
30	82	18.2	5~10	60	13.3
40	34	7.5	10 ~15	41	9.1
50	12	2.7	15	27	6.0
2000	128	28.4		256	56.8
2000 - 3000	247	54.8		137	30.4
3000 - 4000	54	12.0		58	12.9
4000 - 5000	22	4.9			
	300	66.5		354	78.5
	58	12.9			
	41	9.1			
	52	11.5		97	21.5

2.

가.

[ 2] 5

0.4 3 ( 가 , 가 )

Bartlett  $\chi^2 = 3373.088$ , (p=.000\*\*\*\*)

가 KMO - Bartlett .783 , 69.69%

(Eigen - value) 가 가

1 1

0.6

.814, .823, .807, .884,

.886 Cronbach's .7

가 -가

[ 2]

			Eigen - value	(%)	
		.861	1.774	10.436	.814
		.852			
	가	.812	1.943	11.428	.823
		.811			
	가가	.754			
	가	.724	2.271	13.359	.807
		.711			
		.689			
		.619			
	가	-			
	가	.899	3.547	20.862	.884
	가	.896			
	가 가	.820			
		.743			
	가	.701			
	가	.899	3.547	20.862	.884
	가	.896			
	가 가	.820			
		.743			
	가	.701			
KMO - Bartlett		: .783,	: 69.699		
		<sup>2</sup> : 3373.088,	: .000***		

. -가 ,  
 -가 [ 3, 4] -가 2  
 .  
 . 0.4 2 (가 ,가  
 ) . -가 Bartlett  
<sup>2</sup> =560.017, (p=.000\*\*\* ) 가  
 KMO - Bartlett .685 , 61.92%  
 , Bartlett <sup>2</sup> =2026.434, (p=.000\*\*\* )

가 KMO - Bartlett .898 ,  
 73.35% 가 (Eigen - value) 1  
 1 -가  
 0.6 ,  
 가 .889, 가 - .876 Cronbach's .7

[ 3] -가

			Eigen - value	(%)	
가	가	.832	2.011	33.511	.889
	가	.827			
	가	.763			
	가	-			
가	가	.827	1.705	28.418	.876
	가	.705			
	가	.683			
	가	-			
KMO - Bartlett		: .685,	: 61.929		
$\chi^2$ : 560.017,				: .000***	

[ 4]

			Eigen - value	(%)	
		.896	4.401	73.356	.832
		.891			
		.855			
		.855			
	가	.835			
		.804			
KMO - Bartlett		: .898,	: 73.356		
$\chi^2$ : 2026.434,				: .000***	

3.

가

[ 5] , -가 0.3  
 , 가 (-) , -가 (+)

(-)

[ 5]

						가	가	
	1							
	.291**	1						
	.221**	.433**	1					
	.053	-.024	.230**	1				
	.018	.233**	.279**	.063	1			
가	-.109*	-.323**	.145**	.074	.060	1		
가	-.026	.248**	.314**	.032	.125**	.025	1	
	-.011	-.055	-.202**	-.150**	-.145**	.046	-.236**	1
	3.19	3.21	3.37	3.50	2.62	2.83	3.44	2.56
	.776	.857	.623	.711	.831	.640	.680	.751

4. 가

1) -가 ,

가 1

-가

가 1-1

가

가 1-2

가

가 2

가 12.0%

[ 6] .  
 , 가  
 - .006, t= -.143(p=0.01), - .246, t= -6.397(p=0.00),  
 - .060, t= -1.122(p=0.262), .064, t=1.537(p=0.125),  
 .115, t=3.194(p=0.002), 가  
 , 가 가  
 , 가

[ 6] 가 가 -

	B			t	
( )	3.323	.217		15.331	.000
	-.006	.039	-.007	-.143	.886
	-.246	.038	-.329	-6.397	.000
	-.060	.054	-.059	-1.122	.262
	.064	.041	.071	1.537	.125
	.115	.036	.149	3.194	.002

R2=.130, R2=.120, F=13.260, Durbin - Watson=2.034

가 12.2%

[ 7] .  
 , 가  
 - .118, t= -2.875(p=0.004), - .131, t= -3.219(p=0.01),  
 .298, t=5.248(p=0.000) (P<0.05)  
 - .020, t= -.457(p=0.648), .011, t=.291  
 (p=0.771) 가

[ 7] 가 -가

	B			t	
( )	2.432	.230		10.582	.000
	-.118	.041	-.134	-2.875	.004
	-.131	.041	-.165	-3.219	.001
	.298	.057	.274	5.248	.000
	-.020	.044	-.021	-.457	.648
	.011	.038	.014	.291	.771

R2=.132, R2=.122, F=13.491, Durbin - Watson=1.932

5.2%

가 -가

, 가 [ 8] . .024,  
 t=.501(p=0.617), .028, t=.605(p=0.545),  
 -.204, t= -3.127(p=0.002), -.112, t= -2.219(p=0.027),  
 -.090, t= -2.057(p=0.040) , , (-)

[ 8] 가

	B			t	
( )	3.711	.264		14.061	.000
	.024	.047	.024	.501	.617
	.028	.047	.032	.605	.545
	-.204	.065	-.169	-3.127	.002
	-.112	.050	-.106	-2.219	.027
	-.090	.044	-.099	-2.057	.040

R2=.063, R2=.052, F=5.939, Durbin - Watson=1.368

2) -가

가 3 -가  
 -가

21.0% , 가 [ 9] . 가 -  
 .064, t=1.180(p=.239), 가 - .263,  
 t= -5.181(p=0.000) , 가  
 (p<0.05)

[ 9] 가

	B			t	
( )	3.285	.230		14.256	1.000
가 -	.064	.054	.054	1.180	.239
-가	-.263	.051	-.238	-5.181	.000

R2=.217, R2=.210, F=28.846, Durbin - Watson=1.924

\*p<0.05 \*\*p<0.01

가 .

가 1-1 ( , , )

가 ( , 2016),

가 1-2 ( , )

가 (+)

가

가 -가

가

가 ,

가 1-1 가 1-2 가

가 가

20

가 2

가 2

( , , . , ) , ,  
(-). (2016)  
(2015) ( )  
.가 2 ( , , )  
가 ,가 가 ,  
가 가  
. ,  
,가 3 -가 가 .  
(-) (2016) 가 - , -  
가 ‘ 가 ’ ‘가  
(Hammer  
et al, 2004; .가 , 2005) . ,  
,  
가 가  
가 ,  
,  
( , , ) ,  
가 가  
. ,  
. , 20 , 30 가 ,가  
-가 .  
, 가 가  
- ,  
,  
-가 ,  
.

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## 차전문점 소비자의 식생활 라이프스타일이 선택속성과 행동의도에 미치는 영향

### The effect of consumers' food-related lifestyle on selection attributes and behavioral intention in tea house

\* . \*\* . \*\*\*

Ji, Sun - hwa · Yoo, Se - ran · Ko, Jae - youn

#### ABSTRACT

This study is a research paper related to the tea specialty store for the growth of its market. In 2002, the New York Times selected green tea as the top ten super food. Due to it, many beverages such as green tea have been growing rapidly as alternatives to coffee in the trend of modern city. The purpose of this study is to analyze how consumers' dietary lifestyle influences on selection attribute and behavioral intention. A total of 326 questionnaires were collected from consumers who had visited the specialty stores within the last three months, and a total of 303 questionnaires(93%) were used for the final analysis, excluding 23 questionnaires. Collected data was analyzed by using frequency analysis, exploratory factor analysis, correlation analysis, and multiple regression analysis using SPSS 25.0. As a result of factor analysis, the factors of each variable are as follows. The factors of dietary lifestyle are derived in three factors, 'health pursuit', 'trend pursuit' and 'visual pursuit' Service, quality and atmosphere attribute to the factors of selection attribute. As a result of multiple regression analysis of the two variables, two factors, 'healthy pursuit' and 'visual pursuit', except for 'trend pursuit' of the dietary lifestyle, have a significant effect on the selection attribute of tea shops. With the same analysis, it shows that the three elements of the selection attribute and the behavioral intention have a significant influence for each other. The results of this study provide useful information for consumers of tea shops and can be used as basic data for establishing marketing strategies in the future. Based on this research, it is expected that structural studies using various variables will be conducted in the future.

**key words** : Tea house, Food-related lifestyle, Selection attribute, behavioral intention

(2019)

\* , sweet\_ -com@naver.com, : ,  
 \*\* , sel97@khu.ac.kr, : , ,  
 \*\*\* , jyko@khu.ac.kr, : , ,

가 ( , 2018), ( , 2018).

가 ( , 2009).

가 ( , 2014).

가 2002 ( , 2010. 07. 05) ( , 2016). (for

me) ( , 2013.09.23)

가 (茶) 가 ( , 2017).

가 ( , 2019. 03. 13), 2016 9 ( , 2017 5 가 ' TWG ' , SPC ( , 2019. 05. 17).

가 ( , 2019.07.20). (New+Retro) ( , 2019. 07. 22).

(2013)

(2010)

(2016) - (2016)

(2017) 가

가 IN(2013. 12. 28) 가  
 7가 “ ,  
 가 . , 가 . ,  
 가 . , .”

(2009)

가 .

‘O ’ 2012

‘K ’,

‘H ’

1.

(茶) , , , ,

( , 2012).

(가 )

( , 2019).

가

( , 2017).

(tea house),

(tea room),

(tea cafe),

(tea boutique),

(tea salon)

( , 2016).

( , 2009).

가

( , 2012).

(2008)

(2013)

(2009)  
 , , 가  
 (2017) 6  
 , (2011)  
 (2016) 6  
 6 7 가

2.

(food - related lifestyle, FRL)  
 가 ( , 2019). 가  
 ( , 2016). (2012)  
 가 ,  
 (2015)  
 가  
 (2015)  
 (2016)  
 , , , , , ,  
 .  
 ( , 2014).  
 가 가  
 가  
 , ( , 2014; , 2016;  
 , 2015) 가 ( , 2019;  
 , 2012), ‘ , ‘ , ‘ ( ,  
 , 2015; , 2016; , 2015). 가 가

가 , , , .

3.

( , 2018). 가 , ( , 2019).

(Kunkel & Berry, 1968),

가가 ( , 2017).

가

가

( , 2016).

(2016)

4가

가

(2018)

(2016)

5가

가', ' 가' 2

(2018)

( , , , , ), ( , ) , (

) 4가 (2016)

( , , , , , ) , (

, ) , ( , , , , , ) , ( ,

가 , ) 4가

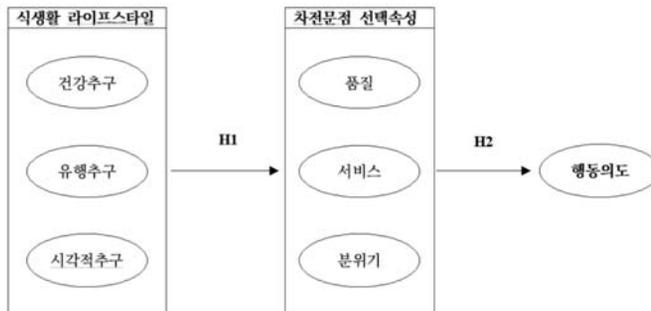
가

4.

(Intention) 가 ( , 2019), (2017) 가 ( , 2018).  
 가 , , , 가 ( , 2018).  
 ( , 2018), - ( , 2014).  
 가 ( , 2018).  
 가 , , , 가 ( , 2019).

1.

[ 1]



[ 1]

2. 가

1)

(2012) 가 ,  
 가 (2015) , , ,  
 가 (2016)  
 , , , , , ,  
 가 .

가 1:

가 1-1:

가 1-2:

가 1-3:

2)

(2012) , ,  
 (2013) , , ,  
 , 가 , , ,  
 (2015) , , 가 , ,  
 (2016) , , ,  
 가 , 가 , (2016)  
 4가 , , ,  
 가

가 2:

2.

6 가  
 ( 2016; , 2017; , 2009; 2013; ,  
 2012; , 2009).  
 가 ( , 2019; , 2012) ( ,  
 , 2018; , 2018; , 2016; , 2015; , 2015)  
 , 3 가  
 ( , 2016; , 2010; ,  
 , 2015) , ( , 2018; , 2016;  
 , 2016) , , 3 15  
 ( ,  
 2018; , 2019; , 2018) [ ,  
 1] , , 1= ‘ , 7= ‘  
 Likert 7

[ 1]

	( )			
	, ,	15	(2012), (2015), (2015), (2016)	Likert 7
	, ,	15	(2016), (2018), (2016)	
	, , 가	5	(2019), (2018), (2018)	
	, , , ,	5	(2017)	
	(1 ), , ,	5	(2016)	

3.

2019 5 21  
 'O', 'K', 'H  
 O, K, H  
 가 326  
 23 303 (93%)  
 PASW 25.0

1.

[ 2]  
 27.3%(83 ), 72.4%(220 ) , 20 가 39.1%(119 ), 30 가  
 24.0%(73 ), 50 가 19.4%(59 ), 40 가 15.8%(48 ), 10 60 가 0.7%(2 )  
 / 29.6%(90 ), 20.1%(60 ), / 14.8%(45 ),  
 / 14.1%(43 ), 10.5%(32 ), 7.9%(24 ), 2.6%(8 )  
 200 30.9%(94 ), 100 가 24.0%(73 ), 200  
 23.0%(70 ), 300 12.2%(37 ), 500 4.9%(15 ), 400 4.6%(14 )  
 51.6%(157 ), 20.7%(63 ),  
 15.5%(47 ), 가 11.8%(36 )

[ 2]

		N(%)			N(%)	
		83(27.3)		10	2(0.7)	
		220(72.4)		20	119(39.1)	
		36(11.8)		30	73(24.0)	
	( )	63(20.7)		40	48(15.8)	
	( )	157(51.6)		50	59(19.4)	
	( )	47(15.5)		60	2(0.7)	
		61(20.1)		100	73(24.0)	
	/	90(29.6)		100	70(23.0)	
	/	45(14.8)		200	94(30.9)	
	/	43(14.1)		300	37(12.2)	
		24(7.9)		400	14(4.6)	
		32(10.5)		500		15(4.9)
		8(2.6)				
				303(100)		

[ 3] . 1

1 48.7%(147 ), 2 25.0%(76 ), 12.5%(38 ), 3 9.2%(28 ), 4 4.6%(14 ) . / 34.5%(105 ), 가 32.6%(99 ), 가 17.8%(54 ), 가 10.2(31 ), 가 3.6%(11 ), 가 1.0%(3 ) . 39.8%(121 ), 30.3%(92 ), 18.4%(56 ), 가 8.9%(27 ), 2.0%(6 ), 0.3%(1 ) . 가 33.9%(103 ), 가 28.0%(85 ), 21.4%(65 ), 10.9%(33 ), 5.6%(17 ) . 가 31.6%(96 ), 가 24.3%(74 ), ( ) 가 가 16.4%(50 ), 가 4.6%(14 ), 가 2.6%(8 ), 가 1.6%(5 ) .

[ 3]

		N(%)			N(%)
(1 )	1	38(12.5)			33(10.9)
	1	147(48.7)			17(5.6)
	2	76(25.0)			65(21.4)
	3	28(9.2)			85(28.0)
	4	14(4.6)			103(33.9)
		99(32.6)			121(39.8)
	가	31(10.2)			56(18.4)
	/	105(34.5)			1(0.3)
		54(17.8)			6(2.0)
		11(3.6)			92(30.3)
		3(1.0)			27(8.9)
		96(31.6)			
		6(2.0)			
		5(1.6)			
		8(2.6)			
		74(24.3)			
	( )	50(16.4)			
	가	50(16.4)			
		14(4.6)			
		303(100)			303(100)

2.

1) 식생활 라이프스타일

[ 4] . 가 가  
 ( , 2018) Cronbach ' s ( , 2012)  
 , Cronbach ' s .887, Cronbach ' s .830,  
 Cronbach ' s .826 .6~ .7 .  
 KMO(Kaiser - Meyer - Oklin) .829 , Barttlet  
 2131.284 p<0.000 .  
 63.813% , (.4) .69  
 ( , 2008). , 3 , ' , ' , ' .



[ 5]

		Factor loading	Eigen value	Variance explained	Cronbach ' s
		.831	40.546	5.676	.880
		.825			
	가	.812			
	가	.800			
		.723			
		.853	16.117	2.256	.858
	가	.851			
		.821			
	가	.676			
	/	.795	8.993	1.259	.799
		.747			
	가	.724			
		.656			
		.524			

KMO(Kaiser Meyer Oklin Measure of Sampling Adequacy)= .886  
 Barttlet ' s Test of Sphericity=2164.6664, df=91(p<000), Total variance extracted=65.656%

3)

5  
 [ 6] . Cronbach ' s .907 .6~ .7  
 ( , 2012).  
 KMO(Kaiser - Meyer - Oklin) 0.832 , Barttlet  
 1081.879 p<0.000 . 73.251%  
 , (.4) .81 ( , 2008). ,  
 1 , ' , .

[ 6]

	Factor loading	Eigen value	Variance explained	Cronbach ' s
	.905	73.251	3.663	.907
	.856			
	.854			
	.849			
가	.813			

KMO(Kaiser Meyer Oklin Measure of Sampling Adequacy)= .832  
 Bartlett ' s Test of Sphericity=1081.879, df=10(p<000), Total variance extracted=73.251%

3. 가

1)

가 가  
 가 [ 7] . F  
 p=.000 20.144 , R<sup>2</sup> =.168 16.8% .  
 .1 VIF 10 가 . 가  
 t 5.622, p .000, t -.915, p .361,  
 t 4.645, p .000 가  
 .  
 .  
 .299(p<000), .265(p<000)

[ 7]

	B		t			VIF
	.166	.299	5.622	.000***	.981	1.020
	-.034	-.052	-.915	.361	.854	1.170
	.204	.265	4.645	.000***	.852	1.173

R<sup>2</sup> =.168, Ad R<sup>2</sup> =.160, F=20.144(p<000), Durbin Watson=1.898

\* p<05 \*\*p<01 \*\*\* p<001

가 가  
 가 [ 8] F  
 p=.000 20.391 , R<sup>2</sup> =.170 17.0%  
 .1 VIF 10 가 가  
 t 3.737, p .000, t .314, p .754, t  
 5.783, p .000 가

가 .199(p<000), 가 .330(p<000)

[ 8]

	B		t			VIF
	.110	.199	3.737	.000***	.981	1.020
	.011	.018	0.314	.754	.854	1.170
	.251	.330	5.783	.000***	.852	1.173

R<sup>2</sup> =.170, Ad R<sup>2</sup> =.162, F=20.391(p<000), Durbin Watson=1.836

\* p<05 \*\*p<01 \*\*\* p<001

가 가  
 가 [ 9] F  
 p=.000 28.318 , R<sup>2</sup> =.221 22.1%  
 .1 VIF 10 가 가  
 t 2.373, p .018, t 1.485, p .139, t 7.255,  
 p .000 가

가 .401(p<000), .122(p<05),

[ 9]

	B		t			VIF
	.099	.122	2.373	.018**	.981	1.020
	.076	.082	1.485	.139	.854	1.170
	.447	.401	7.255	.000***	.852	1.173

R<sup>2</sup> =.221, Ad R<sup>2</sup> =.213, F=28.318(p<000), Durbin Watson=1.759

\* p<05 \*\*p<01 \*\*\* p<001

2)

가 [ 10]

F p=.000 27.621, R<sup>2</sup> =.217 21.7%

.1 VIF 10 가

t 3.132, p .002, t 1.961, p .050,

t 4.680, p .000 3

, 가

.268(p<000), .194(p<01),

.124(p<05)

[ 10]

	B		t			VIF
	.272	.194	3.132	.002**	.681	1.469
	.178	.126	1.961	.050*	.634	1.578
	.258	.268	4.680	.000***	.801	1.248

R<sup>2</sup> =.217, Ad R<sup>2</sup> =.209, F=27.621(p<000), Durbin Watson=1.926

\* p<05 \*\*p<01 \*\*\* p<001



가

가

가

가

가

가

가

가

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