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233 가 3
가
가

가 가
7,800 가 1999 1 7,100 2000 9 3
, 2001 9 5 1,300 NUA
IDC(International Data Corporation)
가 2000 2,180 3
2003 9,520 4 가
2000 22 2003 875 40
IDC 가

가 가 가 (Liu Arnett, 2000).
가

* 2003

Messmer, 1995). 가 (Kirsner, 1998;

가

가

2.1

'felt need', 'system acceptance', 'perceived usefulness', 'feelings about information system', 'MIS appreciation', 'perceptions', 'beliefs' (Ives et al., 1983).

(Bailey Pearson, 1983; Ives et al. 1983; Baroudi Orlikowski, 1988; Doll Torkzadeh 1988,1994). 가

Bailey Pearson(1983)

39

. Pitt et al.(1995)

SERVQUAL
SERVQUAL

2.2

“ ”
(Farhoomand Drury,1996).

; (pre), (on-line), (after sales)(Liu et al.,1997).
(pre) , ,
(after sales) , (on-line)

가

1)

가

가

SERQUAL

Barns Vidgen(2001) WebQual 4.0 . WebQual
가 1998

가

WebQual

WebQual , , (Barns
Vidgen, 2001). WebQual ;

(DeLone McLean, 1992; Bailey Pearson, 1993);

(Pitt et al., 1995; Schubert Selz, 1999); -

(Davis, 1993).

Kim(2000)

가

가 /	가	가
Barns & Vidgen (2001)	Bookshop 가	<ul style="list-style-type: none"> - Usability - Design - Information - Trust - Empathy
Kim (2000)		<ul style="list-style-type: none"> - Interactivity - Vividness - Understanding - Relevance - Reliability
Alan (1999)	가	<ul style="list-style-type: none"> - Network - Applications - Content - Creating Community - Shopping
Alastair (1997)	가	<ul style="list-style-type: none"> - Scope - Content - Graphic and Multimedia Design - Purpose - Reviews - Workability - Cost

2)

가 , 가 / ,
(,) .
(1999) 가 (,) 8가 가 , (2001)
가 가 가 10가

가 /	가	가 /	가
(1999.12)	- - - -	(1999)	- - - -
(2001)	- 가 - 가 - 가 - 가 - -	(1999)	- / - - - -
(1997)	- - - -	(1999)	- 가 - - -

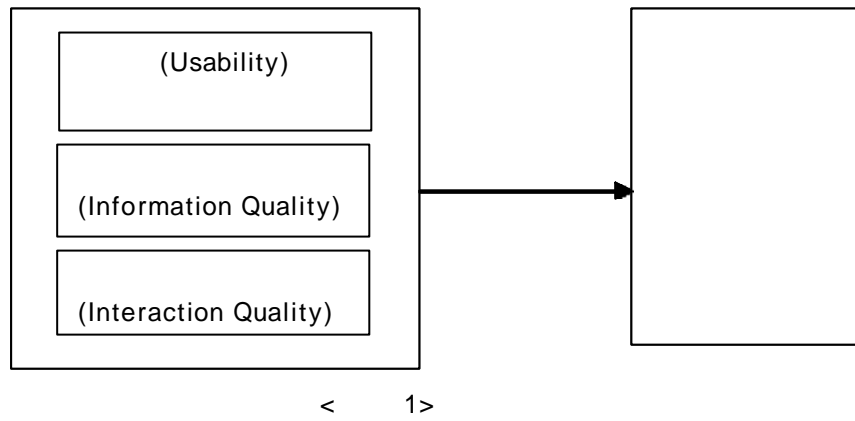
3)

가 , 가 ,
Tillotson(2002), Grimes Boeing(2001) 가
, D'Esposito Gardner(1999)
15 , 4 가 ,
가 ,

3.1

Barns Vidgen(2001) ,
가 WebQual
WebQual 가,
SERVQUAL
가

가
 가 B2C
 B2C
 WebQual
 < 1>
 (usability), (information quality), (interaction)



3.2 가

가

가

Davis(1989)

(Davis, 1989; Nielsen, 1993),

Barnes Vidgen(2001)

WebQual 4.0

가

WebQual 4.0

가

H1:

(Eldon, 1997).

(Ives et al., 1983; Doll & Torkzadeh, 1988; DeLone & Mclean, 1992).

가
(Chau et al., 2000; Chang & Arnett, 2000; Barnes & Vidgen, 2001).

H2:

Bitner et al. (1990)

가 Barnes & Vidgen (2001)가
가 WebQual 2.0 가
WebQual 가

H3:

4.1

5 , 8 , 7 ,
< 3 >

< 3>

		E1		Bailey Pearson 1983, Davis. 1989, Ventakesh Davis 2000, Nielsen 2000, Moon Kim 2001, Barnes Vidgen 2001
		E2		
		E3		
		E4		
		E5		
		E6		
		E7		
		E8		
		Q9		Bailey Pearson 1983, DeLone McLean 1992, Wang Strong 1996, Chau et al. 2000, Lie Arnett 2000, Barnes Vidgen 2001
		Q10		
		Q11		
		Q12		
		Q13	가	
		Q14		
		Q15		
		I16		Parasuraman et al. 1988 Bitner et al. 2000, Javenpaa et al. 2000
		I17		
		I18	(Community)	
		I19		
		I20		
		PS1		

4.2

가
(Likert's Five Scale)

300 가 255
22 233 가 SPSS
version 10.0

< 4>
121 51.9%, 112 48.1%
22.1

< 4>

		()
(N=233)		121 (51.9%)
(N=233)		112 (48.1%)
(N=233)		22.1 ()

가

100

가

< 5>

< 5>

가

	N			
	233	10	80	39
	233	5	80	33
	233	1	70	28

가

가

39

28

가

가

가

4.3

< 6>

		1	2	3	4
E1		0.770			
E2		0.749			
E3		0.750			
E4		0.737			
E5			0.697		
E6			0.690		
E7			0.631		
E8			0.696		
Q9				0.728	
Q10				0.745	
Q11				0.682	
Q12				0.712	
Q13	가			0.672	
Q14			0.301	0.721	
Q15				0.656	
I16					0.693
I17					0.776
I18					0.724
I19			0.384		0.583
I20			0.425		0.588
		2.861	2.675	3.970	2.609
		14.304	13.376	19.849	13.043

1)

(factor analysis)
 (Principle Component Analysis)
 (orthogonal rotation) (Varimax)

(Usability) < 4-4>
 (Ease of Use), (Attractiveness) (Kim
 2000), 가 1 가 1-a, 가 1-b
 H1-a :
 H1-b :

2)

Cronbach's Alpha

< 7>
 Cronbach's Alpha 가 0.6
 (Van De Van Ferry, 1980). , , Cronbach's Alpha
 가 0.7

< 7>

				Cronbach's Alpha	
			E1	0.8393	
			E2		
			E3		
			E4		
				E5	0.7702
				E6	
				E7	
				E8	
				Q9	0.8715
				Q10	
				Q11	
				Q12	
				Q13 가	
				Q14	
				Q15	
				I16	0.7891
				I17	
				I18	
				I19	
				I20	
		PS1	N/A		

인 평가와 개선을 추구해 나가야 할 것이다.

가
가
가
가
, (2001), 가 e
(1999), “ 가 ”,
(1999), , (<http://www.khan.co.kr/best/bestweb2.htm>).
(1997),
(1999), (K.I.C), (<http://www.contest.co.kr>).
(1999), 가, (<http://www.kinds.or.kr>).

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<http://www.nua.ie/surveys>

<http://www.idc.com>

A Study on Factors Influencing Web Site Customer Satisfaction
- Focus on Web site of Universities in Korea -

Kyung Keun Lee, Young Noh

Abstract

The purpose of this study was to explore and verify the factors influencing web site customer satisfaction in the Korea Universities. There were 233 questionnaires used for the main part of the analysis, collected from three independent samples of respondents. The Questionnaire was distributed to the students of Korea Universities. The analysis results revealed that ease of use, attractiveness, information quality and interaction quality were major influential independent variables on the customer satisfaction of web site service quality.