

대학도서관이용자 불평행동의 영향요인에 관한 실증적 연구

- 대구경북지역 대학생이용자를 중심으로 -

Complaining Behavior and Its Antecedents of Academic Library Users

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초 록

이 연구에서는 대구경북지역의 대학도서관이용자 582명을 대상으로, 불만족의 강도와 무료이용지각, 불평에 대한 태도, 불평비용, 불평의 성공가능성, 서비스의 중요성, 외적귀인, 충성도 등의 불평행동의 선행요인이 이용중단, 직접 및 간접항의, 부정적 구전, 제3자를 통한 불평 등의 각 불평행동 유형에 미치는 영향을 실증적으로 분석하였다.

ABSTRACTS

This study is to investigate extensively the complaint responses of the academic library users, with a special regard to those in Daegu Metropolitan City and in Kyungpook Province. It selects and analyzes empirically some of the antecedents of the complaining behaviors including perceived severity of dissatisfaction, perception of free use, attitude toward complaining, cost of the complaining, likelihood of success, product/service importance, external attributions and loyalty; and complaint responses including exit, voice(redress seeking), negative word-of-mouth and third party complaints, of the academic library users, based on the theoretical backgrounds. Final data through questionnaires are obtained from 582 unsatisfied academic library users in 5 universities in those areas, 542 of them analysed with SPSS 11.0 for Windows.

키워드: 대학도서관, 무료이용지각, 부정적 구전, 불만족의 강도, 불평행동, 이용중단, 제3자를 통한 불평, 항의

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