

碩士學位 請求論文

(Dealer)

慶州大學校 産業經營大學院

觀光産業學科 外食經營學專攻

金 度 愛

指導教授 金 萬 述

2003. 8

(Dealer)

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指 導 教 授

2003年 8月

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審查委員 (印)

審查委員 (印)

慶州大學校 産業經營大學院

2003 年 8 月

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1	(Casino)		4
1.			4
2.			5
3.			11
4.			15
2	(Internal Marketing)		19
1.			19
2.			27
3			32
1.			32
2.			38

3

1			43
1.			43
2.			44
2	가		47
1.	가		47
2.	가		48

3		48
1.		48
2.		48
3.		49
4	가	
1		50
1.		50
2.	/	51
2	가	56
3		63
5		
1		64
2		65
3		66
		67
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< 3-1> 43

1

2000 10

1970

가

10

가

909

110

2000

가

, 가

가

가

가가

가

.1)

1994 8 3

가 13

가

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가

 $2 \sim 3$

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1) *„Die Kunst der Kunst“*, 1998, p13.

가

가

가

(internal marking)

2

가

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가가

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1 (Casino)

1. 2)

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가 4가 .

1)
(Casino) , , 가
Casa가
, ,
.3)

2)
가 1994 8 3
. 1999 7 1
“ , ,
가 ” .

3)
,
, ,
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2) , “ ”, , pp9-10, 1995.

3) , , 1994, p18.

가 .

가 , , ,

가
가 .

가 .
가가 ,
가 ,

가 .

가 .
가 , , ,
가 , , ,
가 , , ,

가 .

가 .

가 .

(Bar)

가

3)

- 가 . 가 (0.090), TV (0.053),
(0.042), (0.044) .⁹⁾

. (1996)
(0.225) (0.102)
, (0.080), (0.056), (0.055)

가
(867 24.6% 213
) . 2002 가 가 3,500
가

- 1 가 .
1 . ,
1 1
28% 1 가
가

,
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9) , , 1995, pp136-144.

가 2

가 가 , 50

가 . ,

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- 가

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가 . , , ,

가 가 . ,

, ,

59% 12%,

22%, 7%

.¹⁰⁾

- .

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가

가 ,

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가 가 .

- .

(Problem Gambling),

10) , , pp264-265

(Addicted Gambling),
(Pathological Gambling)

(Compulsive Gambling),

가

가

가

가

(Harrah)

가

가

가

(外, 2001).

가

가

가

가

가

가

가

가 30

, 1980

(DMS)

4)

(Ownership Management)

(Lease)

· · , 가
· 가 ·

3

, 가 ·

2 ~ 8 , 3 ~ 14 ,
(外, 2001)

3.

1)
1960 가가 가

()
,¹¹⁾

가

1967

1968 가

,¹²⁾
70 1971

1975

, 1978

, 1979

(

)

6

가

·

11) “ 25 ”, 25 , 1997, p13.

12) , , (8 2).

< 2-1>

	()			()	2000 ()
	()		1	855	192,289
	()		1	296	50,044
	()		2	171	10,154
	()		2	73	1,449
	()		1	108	6,475
	()		1	161	15,646
	()		1	202	25,614
	()		1	135	14,927
	()		1	120	3,797
	()		1	63	4,459
	()		2	22	91
	()		1	148	15,868
	()		2	137	120
	13	: 4 : 9	1 : 9 2 : 4	2,419	340,933
	()		2	661	88,393
	14	: 5 : 9	1 : 9 2 : 5	3,152	429,326

: (2001), "2001"

80 1980 가 ,
1985 가

가 1990, 1991

13 가 7

54% , , , , , , ,
 1 가 ,13)
 95 12
 가 95 12 가 8
 , 2000 가
 , 14 가 .

2)
 ('94.
 8. 3) '94.12.4.

< 2-2>

	()	()	(%)	() (%)	(%)
1988	2,340,462	343,843	-	58,015	-
1989	2,728,054	438,707	27.6	83,568	44.0
1990	2,958,839	499,362	13.8	93,164	11.5
1991	3,196,340	595,115	19.2	116,544	25.1
1992	3,231,081	680,397	14.3	136,351	17.0
1993	3,331,226	650,420	-4.4	173,176	27.0
1994	3,580,000	626,865	-3.6	255,507	47.5
1995	3,753,197	632,007	0.8	282,419	10.5
1996	3,683,779	517,672	-18.1	261,828	-7.3
1997	3,908,140	518,178	0.1	243,013	-7.2
1998	4,250,216	689,254	33.0	203,877	-16.1
1999	4,659,758	694,899	0.8	251,787	23.5
2000	5,321,792	636,005	-8.5	301,153	19.6

: (1999); (2001); (2001)

, 14 가 ,
 8 가 ,
 '67

< 2-1>

13) Business , 1996. 9. 27, pp68-69.

3)

< 2-3> .

< 2-3>

	1999		2000	
	()	(%)	()	(%)
	168,637	56.3	192,289	56.5
	48,020	16.0	49,930	14.7
	7,463	2.5	10,154	3.0
	1,592	0.5	1,449	0.4
	3,405	1.1	6,502	1.9
	14,303	4.8	15,640	4.6
	21,694	7.2	25,290	7.4
	11,636	3.9	15,868	4.7
	5,171	1.7	3,767	1.1
	6,065	2.0	4,459	1.3
	9,631	3.2	14,927	4.4
	558	0.2	91	0.0
	1,325	0.4	120	0.0
	299,496	100.0	340,486	100.0

: (2000); (2001)

, 가

20% .

2000 10 28 3 (10
 , 11 , 12) 722 (667 , 55)
 , 1 10 ~ 11 .(, 2000;
 , 2001).

가

가 가 ,

가 가

. , , 가 가 ,

.

< 2-4>

(:)

	()								
	25	12	36	1	4	120	25	7	223
	12	1	12	1	1	20	12	7	59
	11	7	18	1	1	33	7	7	78
	3	2	7	1	1	25	-	6	39
	4	3	15	1	1	38	-	6	62
	7	5	8	1	-	17	3	6	41
	8	2	4	1	-	-	-	4	15
	9	5	18	1	1	30	20	7	84
	4	3	16	-	1	13	2	6	39
	2	3	10	1	1	-	-	5	17
	3	1	15	-	1	44	6	6	70
	5	2	12	-	1	13	2	6	35
	8	2	12	-	1	50	-	5	73
	10	4	14	1	1	430	50	7	510
	111	52	197	10	15	833	127	7	
	1345								

: (2001); (2001); (2001).

4.

1)

(Dealer)

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Bet

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(Dealing)

가

가

Deal

가

가

House Rule Card Dealing
 Dealing
 Call
 Game Table Game Table
 Complaint

가 , Comp
 1

3)
 (dealer) 가
 가 가

가
 가

가

.16)

(Service)

가

가

가

(Cleanliness)

가

(Hospitality)

가

(Economy)

가

가

가

16) , , , 2000, p41.

(Efficiency)

가 . 가

가

가

가

가 .

(Honesty)

가

. ,

, 가 가 가

2

(Internal Marketing)

1.

1)

,

(R. Hoppock)

“ 가

”

,¹⁷⁾

(P.

Smith)

“

가

”¹⁸⁾

(P. Smith),

(L. Kendall),

(C. Hulin)

“

가

”¹⁹⁾

17) Robert Hoppock, **Job Satisfaction**, New York, Harper & Row, 1935, p47.

18) H.C.Smith, **Psychology of Industrial Behavior**, New York, McGraw-Hill, 1935, p115.

-
- 19) Patricia Smith, Lorne Kendall, & Charles Hulin, ***The Measurement of Satisfaction in Work and Retirement***, Chicago, Rand McNally, 1969, p9.

(E.A.Locke) “

가

”20)

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가

가

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, 1960

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가

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가

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가

. < 2-5>

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2)

가

가 ,
21)

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가

(frustration)

, (projection), (regression)

.

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가

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20) E.A.Locke, op. cit, p1300.

21) . , , 1998, p95.

(Hoppock)	1935	,
(Smith)	1955	.
(Poter&Lawler)	1968	,
(Locke)	1976	(emotional response) , 가 (pleasurable or positive emotional state)
(McCormick)	1980	(need satisfaction) 가
(Beatty)	1981	가 가 (pleasurable emotional states)
(Albanese & Van Fleet)	1983	, . , , , .

, 가

.

.

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가

,

가

가

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.23)

22) , , 2000, p10.

23) , ,

, pp126-127

24)

가

가
가

가
,26)

Lawler

(, ,)

가

가

Herzberg

26) ,
p.33-50.

, 1991,

, , ,
 , , ,
 , Hackman Oldham
 , , , , , , , ,
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 가 .
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 Gilmer , , ,
 , , , ,
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 Fournet ,
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 Myers , , , , , , , , ,
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 가 .
 Alderfer , 가 ,
 , Jurgenson ,
 가 , , , , , , , ,
 Locke

9

~ 가 가 ~
 가 가 . (, , , ,
 , , , ,) (, , , ,
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 (, , , ,) (, , , ,
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 (, , , ,) .

< 2-6>

2.

1)

28)

가

가

가

가

가

()

“
”

(Sasser)

(Arbeit)

가

가

(Berry)

“

(internal customer)

,

(internal product)

”

(George)

“

가

”

(sales mind) 가

28) , , , 1997, p323.

(Gronroos)

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“

가

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(

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.

. ,

.

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(service

encounter)

, ,

(George)

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가

,

(perceived dissonance)

가

가

(Normann)

供與

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→

→

2)

29)

가

가 ,

가

가

29) , , 1994, pp383-408.

, ()
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 가
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 가 .
 , ,
 가 가 (support
 personnel)
 가
 , , ,
 가 .
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 가
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 , .
 3)
 (1989)
 ,
 .
 ,
 (cafeteria benefit) ,
 ,
 .30)
 (1998)³¹⁾

가,

5

(2000) 32)

8가

(George, 1990)

가

.33)

(Berry & Parasuraman, 1991)

.34)

가

(,)

()

(,)

30) , 5,
1989, pp70-74.

31) , 1998, pp30-31.

32) , 2000, p16.

33) George, W. R, Internal Marketing and Organizational Behavior; A Partnership in Developing Customer-Conscious Employees at Every Level, **Journal of Business Research**, 20(Jan), pp63-70; , p152 .

34) Berry, Leonard L & A. Parasuraman, Marketing Service; **Competing through Quality**, Macmillan, Inc., 1991, pp151-172.

가
 , 가
 , , ,
 가
 ,
 ,
 (1991) 38)

가
 ,
 , ,
 (1988) 39)
 ,
 가

2)

가
 (individual's standard)
 (individual's perception)
 가

가

-
- 37) , 4 ,
 1994, p170.
 38) ,
 , 1991.
 39) , , p56.

(Salancik & Pfeffer)가 가
 .40)

(White) (Michell)
 .41)

(Adam)
 가
 가 .42)
 가
 가
 가

(,)
 가 .43)

-
- 40) G.R. Salancik & Pfeffer, An Examination, of Need satisfaction Models of Job Satisfaction, ***Administrative Science Quarterly***, Vol.22, 1977, pp427-456.
 41) S.E. White & T.R. Michell, Job Enrichment Versus Social Cues, A Comparison and Competitive Test, ***Journal of Applied Psychology***, in Press
 42) J.S. Adams, Toward on Understanding of Inequity, ***Journal of Abnormal and Social Psychology***, Vol.67, 1963, pp422-436, , p233.

가 가 가 가

.44)

2

(Herzberg)

(Mausner)

(synderman)

가

가

.45)

가

(Maslow)가

.46)

가

가

1980

1980

43) , , 1992, p192.

44) , , p173.

45) F. Herzberg, **Work and the Nature of Man**, Cleveland, Ohioi World Publishing Co., 1966.

46) , , p129.

가 가 가

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- (Holt) 48)

4

가 72

, 34 .

, 가

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· , (Sounder) (Herzberg)

20

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- (Chitiris) 49)

11 287

가

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48) Holt. N.C.L., *The Between Individual Vocational Needs Work Environment Reinforcers in Sample of Food Service Works(in satisfaction)*, University of Minnesota, 1984, p55.

49) Chitiris, Herzberg's Proposals and their Applicability to the Hotel Industry, *Hospitality Education and Research Journal*, vol. 12, 1988, pp67-76.

가
가

2.

1)

가

(1996) 50)

가

가

가

가

가

가

50) , , pp287-303.

(1998) 51)

가

가

< 2-7>

(1993)	가 , 가 .	,
(1998)	가 가 .	가
(1998)	가 , .	가
(1997)	. , . 'BankofAmerica'	

: , , 2001, p45.

(1998)

29

가,
5가 , , ,
 ,

51) , , p23.

가 ,

가 .

가 , 가

가 .

가 , 가

()

가

29

(Berry) (Parasuraman)

가 가

PR

7 (Berry) (Parasuraman) 33 가

(1997) 52)

'BankofAmerica'

< 2-7>

2)

(Hales) - (Mecrate-Butcher) (Rhin)

가 가

가

52) , The relationship between successful internal and external marketing strategies in service firms, , 5(2), pp103-113.

(Gronroos, 1985) ‘

,

,

.53)

(Moos, 1994)

47가

,

,

,

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.54)

(Kotler, 1996)

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가

.55)

(Waryszak, 1997)

,

,

,

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.56)

(Four Seasons)

(John

Sharpe) ‘

.

(motivation)

53) Gronroos, C., **Internal Marketing-Theory and Practice, in Service Marketing in a Changing Environment**, ed., T. M. Bloch, G. D. Upah and V. A. Zeithaml, Chicago; American Marketing Association, 1985, pp41-47.

54) Moos, R. C., **Work Environment Scale Manual CA** : Consulting Psychologists, Press, 1994.

55) Kotler, Philip, **Marketing for Hospitality and Tourism**, Prentice Hall, Inc., 1996, pp319-344.

56) Waryszak, Robert Z., Student Perception of the Cooperative Education Work Environment in Service Industries, **Progress in Tourism and Hospitality Research** 3, 1997, pp249-256.

- 42 -

3

1

1.

< 3-1>

(Kotler)⁵⁸⁾

(Berry)

(Parasuraman)⁵⁹⁾

8가

5가

60)

(Hugh J. Arnold & Deniel C-Feldman, 1986)

(1995) ⁶¹⁾

(,

, ,)

(, ,

, ,)

.

58) Philip Kotler, John Bowen and James Makerns, op.cit. pp317-339

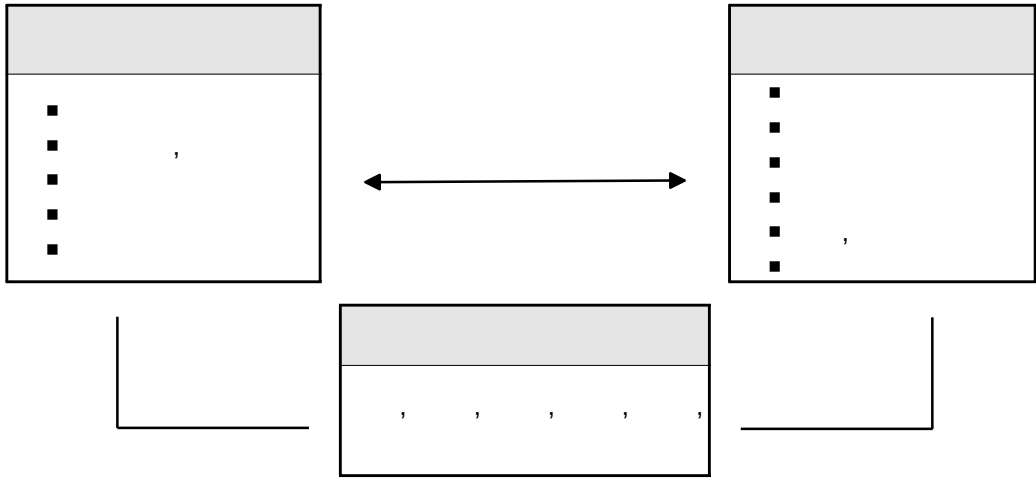
59) Berry, Leonard L & A. Parasuraman, op.cit. pp151-172.

60) F. Herbert, op.cit. pp53-58.

61) , , p12.

< 3-1>

62)



, , , , ,
가

2.

가

,

가

가 가

.

(operational definition)

가

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63)

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62) : Kolter, opcit, pp317-339, Berry, L.L. & Parasuraman, opcit, pp151-172, , opcit, p16, , opcit pp.30-31.

63) , , , 1994, p20.

1)

가 5 ‘ ,
1 ‘ ,
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5
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가
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가 5 ‘
, 1 ‘
가
가
가
5 ‘
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가 , 5 ‘ ,
가 , 1 ‘ ,
가 .
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, 5 ‘ ,
, 1 ‘ ,
, 가 . ,
, .

2 가

1. 가

가 ,
가 가 가 .
가 1) (dealer)
가 2) (dealer) 가 .
가 3) (dealer)
가 .

2. 가

가

SPSS-WIN 10.0

(Cronbach's α)

T-test, (ANOVA Analysis),
244

3

1.

2003 4 20 5 6 , ,
50 , 50 , 100 , 100
260 , 16 244

2.

3 ,
5
5 , 5 3 , 6
6
6 , 25
5 7 , 4
3
6 56

< 3-1>

			- 1 ~ - 5	5	5
		/	- 6 ~ -10	5	
			-11 ~ -13	3	
		/	-14 ~ -19	6	
		/	-20 ~ -25	6	
			- 1 ~ - 6	6	5
		/	- 7 ~ -11	5	
			-12 ~ -18	7	
			-19 ~ -22	4	
		/	-23 ~ -25	3	
			-1	1	
			-2	1	
			-3	1	
			-4	1	
			-5	1	
			-6	1	

3.

M/S Excel 97 ,
 SPSS/PC 10.0 for Windows .
 , , a=0.05 .
 , 가
 (Frequency Analysis) (Univariate
 Analysis) .
 , (Factor Analysis),
 (Reliability Analysis) .
 , 가 T-test, (ANOVA Analysis)
 (Multi-Regression Analysis) .

4

가

1

1.

가 .
< 4-1> .
244 39.9% 96
60.7% . 20 가 74.6%,
30 가 20.9% 20 30 .
49.6% 가
34.4%, 13.9%, 2.0% 가
.
100 100 200
42.2%, 45.5% .
83.3%, 1 44.3%, 1-3 32.0%, 3-5
8.2%, 5-10 8.6%, 10 7.0% .
20-30 , 100
.

< 4-1>

		()	(%)
		96	39.3
		148	60.7
	20	2	0.8
	20	182	74.6
	30	51	20.9
	40	9	3.7
		34	13.9
		121	49.6
		84	34.4
		5	2.0
	100	103	42.2
	100-199	111	45.5
	200-299	20	8.2
	300-399	8	3.3
	400	2	0.8
		203	83.2
		14	5.7
		19	7.8
		6	2.5
		2	0.8
	1	108	44.3
	1-3	78	32.0
	3-5	20	8.2
	5-10	21	8.6
	10	17	7.0

) ()

2. /

가

가 0.6%

가 < 4-2> < 4-3>

.
/ 0.9004, 0.8410,
0.8149, 0.8393 4
가 0.8
5 0.1000
0.8506, 0.8276, 0.8116, 0.7848,
0.7005

.
 ,
 25 50 (Eigenvalues) 1 ,
 < 4-2>
 < 4-3> 4 , 6
 .
 (factor loading)
 (varimax)
 가 4
 4
 가 6
 4
 “ / ” ,
 “ ” ,
 “ ” “ ”
 ” “ ” “ ” “ ” “ ”
 , , , , ,
 .
 60%
 ,
 60.43%,
 65.14% KMO
 0.859 0.844
 KMO(Kaiser-Meyer-Olkin) 가
 . KMO 0.9 ,
 0.8 0.7 , 0.6 . 64)

64) , , , 2000, p.151.

< 4-2>

			(%)	(α)
Fact 1 (/)	8-	0.887	4.761 (34.19)	.9004
	7-	0.885		
	9-	0.855		
	11-	0.770		
	17-	0.672		
	16-	0.552		
	10-	0.484		
	6-	0.382		
Fact 2 ()	15- /	0.785	3.370 (10.61)	.8410
	12-	0.775		
	14-	0.754		
	13-	0.719		
	18-	0.595		
Fact 3 ()	22-	0.730	3.366 (8.59)	.8149
	24-	0.670		
	21-	0.637		
	23-	0.633		
	25-	0.622		
	20-	0.587		
	19-	0.445		
Fact 4 ()	4-	0.776	3.338 (7.03)	.8393
	3-	0.774		
	1-	0.748		
	2-	0.739		
	5-	0.664		

1) 60.43% .

2) KMO .859

< 4-3>

			(%)	(α)
Fact 1 ()	1-	0.799	3.387 (31.76)	.8506
	5-	0.767		
	2-	0.743		
	3-	0.735		
	4-	0.693		
Fact 2 ()	17-	0.803	3.335 (8.96)	.8276
	15-	0.748		
	16-	0.736		
	18-	0.587		
	14-	0.548		
Fact 3 ()	9-	0.874	3.144 (8.51)	.8116
	8-	0.791		
	10-	0.723		
	6-	0.617		
	7-	0.538		
Fact 4 ()	24-	0.702	2.793 (6.78)	.7848
	20-	0.702		
	23-	0.615		
	22-	0.613		
	21-	0.560		
	25-	0.504		
Fact 5 ()	13-	0.822	2.414 (5.12)	.7005
	11-	0.607		
	12-	0.593		
Fact 6 ()	19-	0.550	1.211 (4.01)	.1000

1) 65.14% .

2) KMO .844

2 가

< 가 1>

가 .

, < 가 1> 가 /
6
5
0.05%,
0.01% 가
가
0.1%, 0.05%
가
4
4
0.1%
4
0.01%
0.05%
0.1%, / 0.01%

< 4-4>

		<i>Fact 1</i>	<i>Fact 2</i>	<i>Fact 3</i>	<i>Fact 4</i>
		/			
	T-valur	3.608	2.381	2.045	1.367
	d.f.	1/242	1/242	1/242	1/242
	P>F	0.000***	0.018**	0.042 **	0.173
	F-valur	4.831	5.287	2.927	3.351
	d.f.	3/240/243	3/240/243	3/240/243	3/240/243
	P>F	0.003***	0.002***	0.034**	0.020**
	F-valur	1.544	0.933	2.023	0.647
	d.f.	3/240/243	3/240/243	3/240/243	3/240/243
	P>F	0.204	0.426	0.111	0.585
	F-valur	2.124	2.125	0.548	2.285
	d.f.	4/239/243	4/239/243	4/239/243	4/239/243
	P>F	0.078*	0.078*	0.701	0.061*
	F-valur	3.296	3.289	3.753	2.466
	d.f.	4/239/243	4/239/243	4/239/243	4/239/243
	P>F	0.012**	0.012**	0.006***	0.046**
	F-valur	18.998	2.151	4.247	0.855
	d.f.	4/239/243	4/239/243	4/239/243	4/239/243
	P>F	0.000***	0.075*	0.002***	0.492

) *P<0.1, **p<0.05, ***p<0.01

< 가 2>

가 .

< 4-5>

가

.

0.1%,

0.01%

0.05%

0.01%

0.1%

0.05%,

0.1%

0.05%

0.01%

< 4-5>

		<i>Fact 1</i>	<i>Fact 2</i>	<i>Fact 3</i>	<i>Fact 4</i>	<i>Fact 5</i>	<i>Fact 6</i>
	T-valur	1.794	3.258	1.199	4.023	-0.869	3.005
	d.f.	1/241	1/241	1/241	1/241	1/241	1/241
	P>F	0.074*	0.001***	0.232	0.000***	0.386	0.003***
	F-valur	3.052	1.051	5.947	0.270	5.089	2.105
	d.f.	3/239/242	3/239/242	3/239/242	3/239/242	3/239/242	3/239/242
	P>F	0.029**	0.371	0.001***	0.847	0.002***	0.100
	F-valur	0.282	0.683	2.557	1.189	2.285	1.576
	d.f.	3/239/242	3/239/242	3/239/242	3/239/242	3/239/242	3/239/242
	P>F	0.838	0.563	0.056*	0.315	0.080*	0.196
	F-valur	2.890	0.790	2.826	2.331	1.637	0.351
	d.f.	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243
	P>F	0.023**	0.533	0.026**	0.057*	0.166	0.843
	F-valur	0.402	1.835	2.789	0.653	1.652	1.795
	d.f.	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243
	P>F	0.807	0.123	0.027**	0.625	0.162	0.130
	F-valur	0.678	5.897	5.151	1.876	1.514	1.733
	d.f.	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243	4/238/243
	P>F	0.608	0.000***	0.001***	0.115	0.199	0.143

) *P<0.1, **p<0.05, ***p<0.01

< 가 3>

가 .

6

4

< 4-6> ,

< 4-7> , < 4-8> , < 4-9> , < 4-10> , < 4-11> .

< 4-6>

R² 0.178 17.8%
, F=12.869 0.000

(0.368) 가
(0.178) / ,
0.05

$$= 0.001 + (0.368 *) + (0.178 *)$$

< 4-6> ()

			Beta(β)	t	Sig.
	B	Std. Error			
()	0.001	0.059		0.019	0.985
Fact 1 (/)	0.082	0.059	0.082	1.391	0.165
Fact 2 ()	0.368	0.059	0.368	6.253	0.000***
Fact 3 ()	0.062	0.059	0.062	1.057	0.292
Fact 4 ()	0.178	0.059	0.178	3.027	0.003***
R ² = 0.178 F= 12.869 d.f.=4/238 Sig.=.000***					

) *P<0.1, **p<0.05, ***p<0.01

, < 4-7>

R² 0.243 24.3%
, F=18.186 0.000

(0.304) 가
(0.303)
0.05

$$= 0.001 + (0.304 \times) + (0.302 *) + (-0.214 \times /)$$

< 4-7> ()

			Beta(β)	t	Sig.
	B	Std. Error			
()	0.001	0.057		0.017	0.986
Fact 1 (/)	-0.214	0.057	-0.215	-3.786	0.000***
Fact 2 ()	0.304	0.057	0.304	5.358	0.000***
Fact 3 ()	0.302	0.057	0.303	5.333	0.000***
Fact 4 ()	-0.059	0.057	-0.059	-1.043	0.298
	R ² = 0.243 F= 18.186 d.f.= 4/238 Sig.=.000***				

) *P<0.1, **p<0.05, ***p<0.01

,

, < 4-8>

R² 0.256

25.6%

, F=20.428

0.000

, / (0.418)

가

(0.200),

(0.189)

0.005

$$= 0.000 + (0.417 * /) + (0.200 *) + (0.189 *)$$

< 4-8> ()

			Beta(β)	t	Sig.
	B	Std. Error			
()	0.000	0.056		-0.005	0.996
Fact 1 (/)	0.417	0.056	0.418	7.467	0.000***
Fact 2 ()	0.189	0.056	0.189	3.383	0.001***
Fact 3 ()	0.200	0.056	0.200	3.573	0.000***
Fact 4 ()	0.071	0.056	0.071	1.278	0.203
	R ² = 0.256 F= 20.428 d.f.= 4.238 Sig.=.000***				

) *P<0.1, **p<0.05, ***p<0.01

, < 4-9> , F=10.571
R²

0.151 , 15.1%
0.000 .

, (0.236) 가
(0.206), (0.177), /
(0.145) . 0.05

$$= 0.000 + (0.236 *) + (0.206 *) + (0.177 *) + (0.144 * /)$$

< 4-9> ()

			Beta(β)	t	Sig.
	B	Std. Error			
()	0.000	0.060		0.000	1.000
Fact 1 (/)	0.144	0.060	0.145	2.421	0.016**
Fact 2 ()	0.236	0.060	0.236	3.947	0.000***
Fact 3 ()	0.177	0.060	0.177	2.961	0.003***
Fact 4 ()	0.206	0.060	0.206	3.457	0.001***
R ² = 0.151 F= 10.571 d.f.= 4/238 Sig.=.000***					

) *P<0.1, **p<0.05, ***p<0.01

, < 4-10> , F=2.734
R²

0.044 4.4%
0.030 .

, (0.180)

0.05

$$= 0.001 + (0.180 *)$$

< 4-10>

()

				t	Sig.
	B	Std. Error	Beta(β)		
()	0.001	0.063		0.014	0.989
Fact 1 (/)	0.097	0.063	0.097	1.535	0.126
Fact 2 ()	0.180	0.063	0.180	2.833	0.005***
Fact 3 ()	-0.047	0.063	-0.047	-0.739	0.461
Fact 4 ()	0.006	0.063	0.006	0.100	0.920
R ² = 0.044 F= 2.734 d.f.= 4/238 Sig.=.030**					

) *P<0.1, **p<0.05, ***p<0.01

, < 4-11>

F=13.751 ,

R² 0.188

18.8%

0.000

, / (0.363)

가

(0.221)

,

.

0.05

.

= -0.001 + (0.362 * /) + (0.221 *)

< 4-11>

()

				t	Sig.
	B	Std. Error	Beta(β)		
()	-0.001	0.058		-0.023	0.982
Fact 1 (/)	0.362	0.058	0.363	6.215	0.000***
Fact 2 ()	-0.075	0.058	-0.075	-1.288	0.199
Fact 3 ()	0.221	0.058	0.221	3.784	0.000***
Fact 4 ()	-0.040	0.058	-0.040	-0.692	0.490
R ² = 0.188 F= 13.751 d.f.= 4/238 Sig.=.000***					

) *P<0.1, **p<0.05, ***p<0.01
3

가
0.9004, 0.8410, 0.8149, 0.8393
가
0.8506, 0.8276, 0.8116, 0.7848, 0.7995, 0.1000
가
가
< 4-12>, < 4-13>, < 4-14>

< 4-12> 가 1

가 1		/			

< 4-13> 가 2

가 2							

< 4-14> 가 3

가 3							
	/						

5

1

가 ,

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가

,

가

가

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, , ,

가
(Frequency analysis),
(Univariate Analysis)
(Factor Analysis) (Reliability
Analysis), 가 T-test, 가
(Multi-Regression Analysis) (ANOVA
Analysis)
, , , , ,
가
, , , , , 가
(0.368) 가
(0.178)
(0.304) ,
(0.303) , /
(0.418) , (0.200), (0.189) ,
(0.236), (0.206),
(0.177), (0.145) ,
(0.180) , / (0.363),
(0.221)

2

가

가

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1.

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(Dealer)

■ “V”

- 72 -



가
”

가 “

(Dealer)

(V)

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

■ 가

(V)

1		1	2	3	4	5
2	가	1	2	3	4	5
3	가	1	2	3	4	5
4		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		1	2	3	4	5
10		1	2	3	4	5
11		1	2	3	4	5
12		1	2	3	4	5
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14		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	(/ , ,)	1	2	3	4	5
20		1	2	3	4	5
21		1	2	3	4	5
22		1	2	3	4	5
23		1	2	3	4	5
24		1	2	3	4	5
25	가	1	2	3	4	5

■ (Dealer)

ABSTRACT

Study on relationship between internal marketing and job satisfaction of casino dealers

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Given that the casino industry highly relies on human resources, it can be said that a study on managing employees in the casino business is very important.

This study is designed to verify a certain relationship between the internal marketing of the casino business and the job satisfaction of casino dealers and to investigate what differences there are according to the individual characteristics. In other words, the study will establish a proper hypothesis on relationship between the internal marketing and the job satisfaction before actually applying to the casino business. Furthermore, with the relation of the internal marketing and dealers' job satisfaction, the study lets the casino business create a service-oriented corporate culture, which will lay a cornerstone for the casino to become a true tourist industry.

To verify a significant relation between the internal marketing of the casino business and the job satisfaction of casino dealers, the study established the following hypotheses:

H1. factors of the internal marketing in the casino business will show a significant difference according to demographic variables of the casino dealers.

H2. the job satisfaction of the casino dealers will show a significant

difference according to their demographic variables.

H3. there will be a significant relation between the internal marketing factors and the job satisfaction.

The study results are as follows:

First, among the demographic variables, dealers' gender, age, income, position, and working years influenced on factors of the internal marketing, showing a perceptual difference. But education didn't show any significant difference in whole.

Second, factors of casino dealers' job satisfaction showed a significant difference according to all the variables-gender, age, education, income, position, and working years.

Third, the internal marketing factors influencing on casino dealers' job satisfaction were composed of 4 factors such as employee benefits/working conditions, internal communication, supporting organization culture, and job training. The 4 factors had high confidence levels: 0.9004, 0.8410, 0.8149, and 0.8393, respectively. And factors influencing on the dealers' job satisfaction included work itself, working conditions, salaries and compensation, control and supervision, colleagueship, and working environment. The 6 factors generally had high confidence levels: 0.8506, 0.8276, 0.8116, 0.7848, 0.7995, and 0.1000, respectively.

On the ground of the above study results, the followings should be suggested:

First, dealers' detailed complaints about the current working conditions should be found out and released by introducing an appropriate internal marketing.

Second, after examining dealers' job satisfaction according the newly introduced internal marketing, satisfactory marketing strategies should be encouraged to motivate the dealers while dissatisfaction should be improved one by one.

At last, the internal marketing considering employees' individual

characteristics should be introduced actively. Some factors showing a significant difference according to the individual characteristics should be paid more attention to.