

經營學碩士 學位論文

- “H” -

An Empirical Study on the Strategic Development of University Service Marketing

- Primarily on “H” National University -

指導教授 辛 瀚 源

2002年 2月

韓國海洋大學校 海事産業大學院

海 事 經 營 學 科

李 英 姬

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2 0 0 2 年 2 月

韓 國 海 洋 大 學 校

海 事 產 業 大 學 院

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An Empirical Study on the Strategic Development of University Service Marketing

- Primarily on "H" National University -

Young-Hee Lee

*Department of Shipping Management  
Graduate School of Maritime Industrial Studies  
Korea Maritime University*

**Abstract**

In this study, I have considered the strategy of Service Marketing for the survival of University in the Higher Education Service Market of Korea which is sharply changing.

In particular, our higher education institutions meet the situations which can not help changing the marketing strategy for the demander from the service strategy as the supplier. It is not easy for the higher education institution to acquire the new student of University differently from the past days. That is to say, the entrance of Foreign University into the domestic market is scheduled to be legislated, together with the natural reduction of University candidates. Also, the new education center is newly set up and the wage difference from the University Graduate become reduced, and thus the age in which it is good for us not to go to the University usually has been introduced to us.

In case of the American Universities which confronted to these environments from the early times, they overcame these crises under the concept of University Marketing. That is to say, the University introduces the marketing concept and creates the new education market and then makes the new demand.

Accordingly, in this study, I recognize which University Marketing is the quick way of accomplishing the development of University, and then confirm the theory of University Marketing of the preceding study and then positively analyse the marketing method

which focused on the National "H" University.

In the object of National "H" University Students, first, we examined the difference of recognition degree per each college and grade on the factors of University Marketing Mix Strategy. Secondly, the importance in the recognition of University Preference Factors was confirmed through the factory analysis. Thirdly, I positively analysed the degree which these factors have the effect upon the University Service Quality and Pride.

And, as the sufficient interchange value is given to the target market through the differential strategy, the National "H" University will be able to be out of the crisis of Higher Education Institution of Korea. Moreover, this marketing positioning will be concrete through the marketing audit and will be able to be accomplished effectively by the minute marketing strategy.

So, in this study, I would like to suggest the essential necessity of introducing the University Marketing and its application method on the premise that the University must be changed to the thoughts toward the marketing and the system for the customers in the survival competition of University Market which the University can meet soon.

Also, in this study, I have researched into the applicable possibility of University Organization based on the theoretical consideration of Non-Profit Organization Marketing as a part of Non-Profit Marketing among the marketing area. In the part of University Marketing, I suggested the introduction of University Marketing as the situation analysis around the University and as the alternative of the first problems of university, in consideration with the speciality owned by the university.

And then, in this study, I suggested the management course of University Marketing as the setting-up of marketing organization, marketing audit, market setting-up, analysis of interchange relationship and plan & control method, establishing the concrete marketing management directions and evaluating the necessity after the marketing committee is established.

1

‘93 WTO  
無限競爭  
適者生存

國內外

가

“ ”

가 1990 360 頂点 “ 2 ”가

2003 頂点 ( )

가 “入學定員確保 大亂” , 2010 260

1997

가

가

4年制大學

가

4年制大學

1)

4年制大學

賃金格差가

4年制大學

가

“ ”

1) 1995 5 31

1 1996 2 9

2 1996 8 20

3

美國 1965 大學 “美國 1980 大逆轉”  
가 가

가

2

“H” 標的市場 設定  
差別化戰略

“H”

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2)  
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3)

(Integrated) ,

(Kotler) , 1975 『 가 』 4)

가

(Educational Marketing)

(Educational Services Marketing)

가

5)

가

가

2) , 「 」 , , 1988. P. 133

3) E. J. McCarthy, *Basic Marketing 4th ed.*, Richard D. IRWIN, Inc., 1971.

4) P. Kotler, *Marketing for Nonprofit Organizations*. Englewood Cliffs, N. J. : Prentice-Hall, Inc., 1975, p.5.

5) , *ibid.*, P. 134.

2

1.

가 .6)

1) 多數 公衆

가 , 7) .  
가 , .  
가 . , , , , , .

2)

가  
가

3)

가

4)

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6) Lovelock and Weinberg, "Public and Nonprofit Comes of Age," in Gerald Zaltman Thomas V. Bonma, eds., *Review of Marketing*, 1978, pp. 420-426.

7) 公衆 가  
가 .

가 8)

가

(W. E. Evan, 1966)<sup>9)</sup> < 2-1>

8

10)

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가가

調整・統制

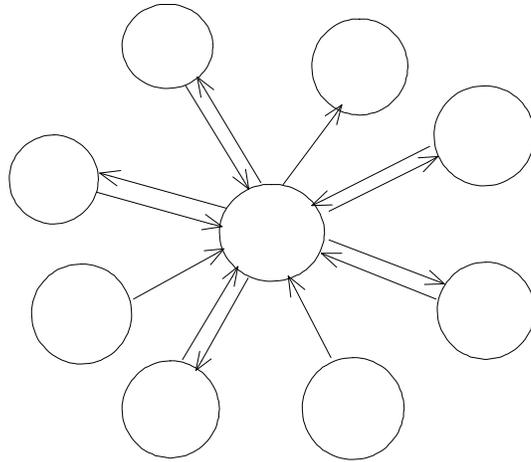
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8) Cecily Cannon Selby, “Better Performance from Nonprofits,” *Harvard Business Review*, Vol. 56, May - June, 1982, p. 98.

9) W. E. Evan, “The organization set: Toward a theory of interorganizational relations,” In J. D. Thompson(Ed), *Approaches to organizational design*, Pittsburgh: University of Pittsburgh Press, 1966

10) Dennis W. Organ and W. Clay Hammer, *Organizational Behavior : An Approach*, Plano, Texas : Business Publications, Inc. 1982, pp. 447-448

< 2-1 >



:Dennis W. Organ and W. Clay Hammer, *ORGANIZATIONAL BEHAVIOR: An Applied, Psychological Approach*, Plano, Texas : BUSINESS PUBLICATIONS, INC. 1982. pp. 447-448

3

1.

가

< 2-1 > .11)

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11) Philip Kotler, *Marketing Management, Analysis, Planning and Control, 4th ed.*, Prentice-Hall, 1980, pp. 681-683.

< 2-1> 4가

	I	II ,
	IV	III . .

: P. Kotler, *Marketing Management, 4th ed.*, 1980, p. 682

i) , I I  
가 가

ii) , II, III  
2 .

iii) 3  
가 . ,  
(Kotler) 3  
8가

.12)

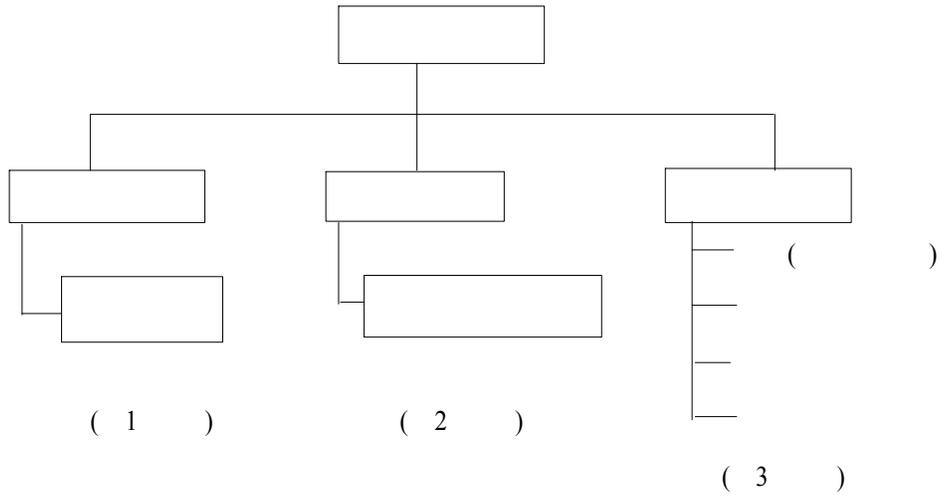
- 1) : , ,
- 2) : ,
- 3) : , , , ,
- 4) : . . , ,

12) Philip Kotler, "A Generic Concept of Marketing," *Journal of Marketing*, Vol.36, April 1972, p.51.

- 5) : , ,
- 6) : ,
- 7) : , , ,
- 8) : , 가 , , ,

< 2-2>

< 2-2>



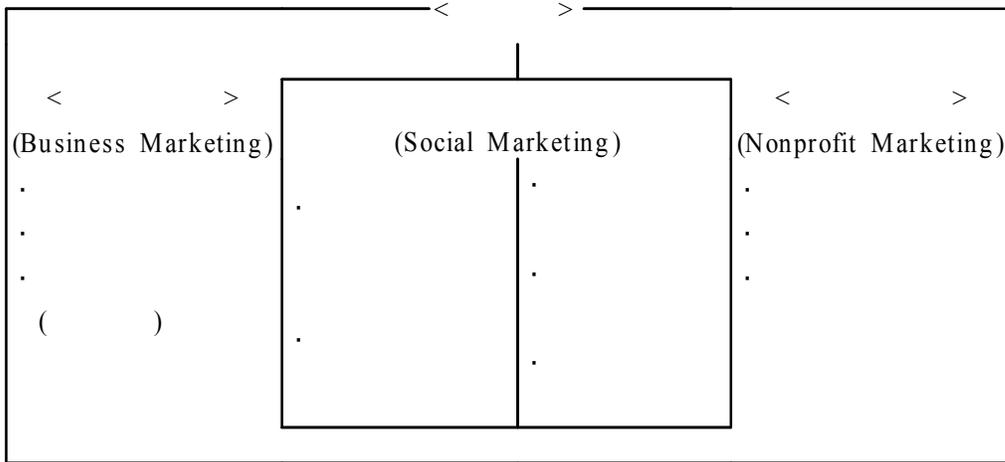
.13)

. 4P

2-3>

13) , “ ” P ,  
 Vol. 3, : , 1981, p. 51.

< 2-3 >



: Cravens, Hills, and Woodruff, *Marketing Decision Making : Concepts and Strategy*, Homewood, Illinois : Richard D. Irwin, Inc. , 1976, p. 760.

4

1.

가

1)

가

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.14)

가

2)

가

가

가

2.

(Kotler) 15)

1)

16)

가

가

(1)

가 ,

가 가

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15) Philip Kotler, "Strategies for Introducing Marketing into Nonprofit Organizations,"

*Journal of Marketing*, Vol. 43, January 1979, p. 41

16) Philip Kotler, *ibid.*, p. 38.

(2)

가  
가 . , . , ( ) 2 3 ,

(3)

.17)

2) ( )

公衆 가,  
가, 가

.18)

(1)

가  
가

가

가

가

(2)

17) Philip Kotler, *Marketing for Nonprofit Organization*, op. cit., p. 135.

18) Philip Kotler, *ibid.*, pp. 135-137.

< 2-2>

< 2-2> :

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가. :

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가

가

가

가

가

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: P. Kotler, "Strategies for Introducing Marketing into Nonprofit Organizations," *Journal of Marketing*, Vol. 43, January 1979, p. 42.

(3) (Recruiting Strategy)

3)

가

가

가

19)

4)

가

가

가

5)

가

가

.20)

.21)

가

가

(Workshop)

(Positioning)

4P

가 가

가

( )

가

가 .22)

20) Adizes Ichak, "The Cost of Being an Artist," *California Management Review*, Vol. 17, No. 4, Summer, 1975, pp. 80-81.

21) Philip Kotler, *Marketing for Nonprofit Organization*, *op. cit.*, pp. 142-148.

---

22) Alan R. Andreasen, "Nonprofits : Check Your Attention to Customers," *Harvard Business Review*, Vol. 60, May - Jun, 1982, pp. 106 - 110.

1

가 , 가

가 21 가 私立大學

併合 가 .23)

4年制大學( 私立大學<sup>24)</sup> “

” 生命線 가

大學學齡人口 가

大學學齡人口 1990 365

. 2010 大學學齡人口 260 私立大

學 .25)

< 3-1>

1995 65 가 “

2 ”가 1998 2000 74

가 2000 2003 56

. 2000 2003 3 가 24%

18 가

相殺

23) , “21 : ,” 「 」 63 , , 1993, p. 77.

24)

前掲書, pp. 77-78.

25) 李周浩, “人力需給展望 高等教育 改革課題,” 「韓國開發研究」, 第16卷, 第5號, 韓國開發研究所, 1994, p. 5

가

2000

가

< 3-1 >

( : )

	1995	1998	2000	2001	2002	2003
	651,000	738,000	742,000	712,000	643,000	564,000
	217,000	262,000	292,000	292,000	292,000	292,000
	253,000	271,000	283,000	283,000	283,000	283,000
	470,000	533,000	575,000	575,000	575,000	575,000
(%)	0.72	0.72	0.77	0.81	0.89	1.02
( )	520,800	590,400	593,600	569,600	514,400	451,200
( )	248,306	135,843	119,049	96,354	63,668	2,148
	769,106	726,243	712,649	665,954	578,068	453,348
(%)	1.64	1.36	1.24	1.16	1.01	0.79
	130,200	147,600	148,400	142,400	128,600	112,800
	89,732	57,973	41,295	27,286	920	0
	219,932	205,573	189,695	169,686	129,520	112,800

: 李周浩, “人力需給展望 高等教育改革課題,” 「韓國開發研究」第 16 卷 第 4 號, 1994, , 韓國開發研究所, p. 5.

, 4

가

가

< 3-2 >

“ ” 1980 228.5 1994 155.7, “ ( ) ”

146.3 107.4

< 3-2 >

( =100 )

			( )	
1980	124,435 68.8	180,910 100.0	264,762 146.3	413,318 228.5
1985	226,272 74.7	303,049 100.0	393,450 129.8	686,490 226.5
1990	476,949 83.8	569,394 100.0	668,200 117.4	1,055,950 185.5
1993	776,312 88.1	881,467 100.0	965,408 109.5	1,421,881 161.3
1994	849,914 86.9	976,699 100.0	1,049,439 107.4	1,521,039 155.7

: , , 1995.

4年制大學

,26)

가

(Credit Bank System)

産業學位

가

4年制大

學

가

가

1996 7 30

“

”

1997

26)

1995 5 31 1  
2 , 1996 8 20 3

1996 2 9

1997

가

43 (1994 7 , 1995 23 , 1996 13 ) 1998

, 1999

2000 가 (27)

獨寡占 事業 高低

公·私立

質

21

가 , 가

가 가

質 가

質 가

가 가 가?

가? 가? 가?

가가 ,

消費者主義 가

가 가

가

27) , 23442 , 1996. 8. 20.

淘汰  
가

가?

2

가

< 3-3 >



29)

3-4>

< 3-4>

公衆

公衆市場

	公衆市場	公衆
	(support market)	
	(supplier market)	
	(regulatory market)	
	(internal market)	
	(agent market)	
	(client market)	
	(general market)	公衆

：“ ” 「 3 」 ，  
 ， 1981, p. 59.

公衆

公衆

公衆 “

(P. Kotler)

16

公衆

公衆

30)

公衆

(target market)

가

市場細分化

製品差別化戰略

28) Philip Kotler, “Strategies for Introducing Marketing into Nonprofit Organization,”

*Journal of Marketing*, Vol. 43, January 1979, p. 37.

29) Philip Kotler, *Marketing for Nonprofit Organization*, *op.cit.*, p. 19.

30) Philip Kotler, *ibid.*, p. 19.

가

가

31)

1.

가

가

가

生命線

“H”

“

”

< 3-5>

가

3

가

< 3-5>

(1995 , :%)

	“H”								
	1995	1996							
	0.9	0.6	0.9	9.5	7.2	0.4	8.2	8.5	4.5
1,2	7.5	7.2	2.5	23.2	15.5	3.8	15.0	15.2	11.2
3	45.1	43.4	32.6	38.1	43.4	39.7	30.7	40.4	39.2
	44.1	48.8	64.0	29.1	33.8	56.1	46.1	30.3	44.1
	-	-	-	-	-	-	-	5.7	0.7

(1991)

32) “H” 口傳 가

3

< 3-6> “H”

“H”

가 가

< 3-6>

(2000 , :%)

	“H”					
	66.8	87.11	93.2	95.2	97.2	87.9
	5.6	2.37	0.4	0.6	0.2	1.83
	1.3	1.45	0.1	0.1	0.1	0.61
	14.1	3.03	2.6	1.6	1.0	4.46
	4.3	0.92	0.1	2.0	-	1.46
	7.3	1.58	0.3	0.4	0.3	1.97
	0.6	0.66	0.1	-	-	0.27
	-	2.88	3.2	0.1	1.2	1.47

: , 2000

가 “H”

가 2

가 “H”

32) “ , 1991, pp. 37-66.

,” 「 」 ,

< 3-7>

(2000 , :%)

	“H”							
’	14.1	18.9	37.3	19.4	40.5	13.8	13.0	22.1
’	34.2	19.5	33.9	22.1	18.0	7.1	1.6	19.5
가	19.7	44.6	17.9	11.4	25.6	38.4	60.7	31.2
	32.0	17.0	10.9	47.1	15.9	40.7	24.7	22.8

: , , .

가

, , . , ,

가 가

“H”

< 3-8>

(2000 , :%)

	“H”					
	1999	2001				
	51.1	37.6	23.4	64.8	49.21	45.22
, ,	23.3	30.6	19.7	15.5	14.78	20.77
, ,	10.1	12.9	18.1	2.8	6.07	9.99
	7.4	13.0	34.9	13.9	19.79	17.79
	8.1	5.9	3.9	3.0	10.15	6.21

: , , .

2. 가

交換關係

中核

가

(W. Alderson)<sup>33)</sup>

(P. Kotler)<sup>34)</sup>

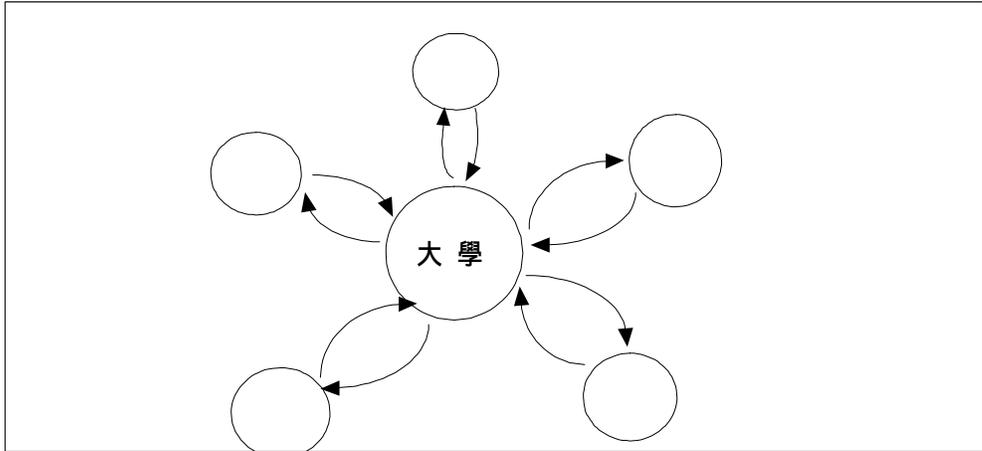
가

交換關係

가 , 가 가 , 가  
 가 , 가 가 가 (35)  
 , ( )  
 가 가  
 < 3-1> 交換關係  
 ( ) 線型關係가 循環關係가

가

< 3-1 >



: , “ ” : , 1998, p. 146.

33) Wore Alderson, *Dynamic Marketing Behavior*, Homewood, Ill.: Richard D. Irwin, 1965, p. 84.  
 34) Philip Kotler, *Marketing Management, Planning Implementation and Control, 7th ed.*, Englewood Cliffs, N.J.: Prentice-Hall, 1991, pp. 6-7.  
 35) , , p. 147.  
 36) , .



“ 가?”

가 ,

가

威信 序列

威信

序列

序列

가 가 40)  
가 가

가

가 “H”  
가 가  
“H”

가 가  
가 가

가

“H” 50  
가

가

가

41) 運營理事大學

42)

가

가

40) . . . , 「  
」, : 良書院, 1993, p. 1.

41) World Maritime University, (Mallme) , UN  
120  
가

42) Wales , Plymouth , New Maritime College Coast  
Guard Academy.

“H”

併合 가 43)

4

44)

(4P : , 가 ,

) < 3-9>

, 가

< 3-9>

	가		
	가 가		

가

가

43)

( )

가

2

私立化 ,

編入化가

4

, “ 4

(III),” 1996.8.20.

44) E. J. McCarthy, *Basic Marketing, 4th. ed.*, Richard D. Irwin, Inc., 1971, pp. 37 38.

1. MIX

6가  
가 , , .  
, . <

3-2>

< 3-2> MIX

	MIX 가

: , “ ”

, 1991, p. 47.

< 3-10>

< 3-10> MIX

MIX	
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가	, , , , ,
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46)

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가

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가

3.

가

1

1



4

1

가

1.

“H”

가

가

가

가

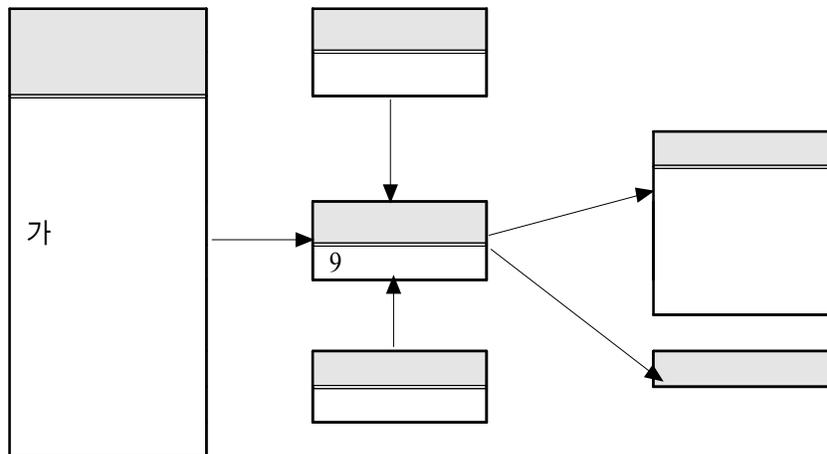
1.

2. “H”

3.

< 4-1>

< 4-1>



가

2. 가

1) \_\_\_\_\_ 가

<가 -I>

- (1) (對)
- (2) (對)
- (3) (對)
- (4) (對)
- (5) (對)
- (6) (對)

2) \_\_\_\_\_ 가

<가 -II>

- (1) (對)
- (2) (對)
- (3) (對)
- (4) (對)
- (5) (對)
- (6) (對)

3) \_\_\_\_\_ 가

<가 -III>

- (1) (對)
- (2) (對)
- (3) (對)
- (4) (對)



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1. ( )

(質)

2. 가

3.

PR

4.

5.

6.

/

가

48)

(Content Validity)

(-I)

(Construct Validity)

(Content Validity)

(pre-test)

가

5

가

가

3

1.

“H”

5

48) W. J. Goode and P. H. Hatt, *Methods in Social Research*, New York, McGraw-Hill Book Co., 1952, pp. 237-239.

170 , 140 , 100 520 30 ,  
 16 474 < 4-1>

< 4-1>

	170	110	140	100
	166	106	136	96
(%)	97.6	96.4	97.1	96.0
가	164	96	130	84
가 (%)	98.8	90.6	95.6	87.5

0.05( =0.05)  $x^2$

2.

< 4-2>

4 , , , ,  
 1 4 4

< 4-2 >

			(%)
		164	34.6
		96	20.3
		130	27.4
		84	17.7
	1	122	25.7
	2	131	29.3
	3	129	27.2
	4	84	17.7
		323	68.1
		151	31.9

3.

(Cochran)<sup>49)</sup> 가 (cell) 3  
 가 5 (cell) 20% (Snedecor) 가 5

1)

가  
 < 4-3>  
 가

49) George W. Snedecor and William G. Cochran, *Statistical Methods, 6th ed.*, The Iowa State Univ. Press, 1967, pp. 240-242.

< 4-3 >

		$x^2$		
1		12.974	0.005	3
2		50.107	0.000	6
3		12.392	0.054	6
4		38.652	0.000	6
5		106.105	0.000	6
6		44.368	0.000	6
7		34.380	0.000	6
8		19.215	0.004	6
9		16.503	0.011	6
10		51.668	0.000	6
11		30.485	0.000	6
12		18.149	0.006	6
13		22.184	0.001	6
14		51.875	0.000	6
15		51.702	0.000	6
16		14.600	0.024	6
17		27.405	0.000	6
18		19.687	0.003	6
19		32.225	0.000	6

2)

< 4-4 >

가

< 4-4>

		$x^2$		
1		20.221	0.003	6
2		20.965	0.002	6
3		25.571	0.000	6
4		20.648	0.002	6
5		21.755	0.001	6
6		26.507	0.000	6
7		22.190	0.001	6
8		37.677	0.000	6
9		32.774	0.000	6
10		17.010	0.009	6
11		16.685	0.011	6

3)

< 4-5>

가

< 4-5>

		$x^2$		
1		8.181	0.017	2
2		8.319	0.016	2
3		10.892	0.004	2
4		6.625	0.036	2
5		10.090	0.006	2
6		8.551	0.014	2
7		12.294	0.002	2
8		15.193	0.001	2
9		7.343	0.025	2

# 4 가

## 1. 가

<가 -I>

1) (對) < 4-6> “  
 (對) ” 78.5%,  
 48.2%, 40.6%, 38.1%  
 (p=0.000)

< 4-6> (對)

%				
	22	63	79	164
	13.4	38.4	48.2	100
	19	38	39	96
	19.8	39.6	40.6	100
	7	21	102	130
	5.4	16.2	78.5	27.4
	16	36	32	84
	19.0	42.9	38.1	17.7
	64	158	252	474
	13.5	33.3	53.2	100

$x^2=50.107, df=6, p=0.000$

2) (對) < 4-7> “  
 (對) ”  
 (43.3%), (25.6%), (23.8%),  
 (8.3%)

< 4-7> (對)

%				
	32	90	4.2	164
	19.5	54.9	25.6	100
	32	56	8	96
	33.3	58.3	8.3	100
	10	65	55	130
	7.7	50.0	42.3	100
	19	45	20	84
	22.6	53.6	23.8	100
	93	256	125	474
	19.6	54.0	26.4	100

$\chi^2=44.368, df=6, p=0.000$

3) (對)

(對) < 4-8> “  
”  
(29.2%), (11.5%), (9.8%), (9.5%)

< 4-8> (對)

%				
	109	39	16	164
	66.5	23.8	9.8	100
	69	16	11	96
	71.9	16.7	11.5	100
	43	49	38	130
	33.1	37.7	29.2	100
	52	24	8	84
	61.9	28.6	9.5	100
	273	128	73	474
	57.6	27.0	15.4	100

$\chi^2=51.875, df=6, p=0.000$

4) (對)

(對) < 4-9> .  
(29.8%), (19.8%) (48.5%), (33.5%),

< 4-9> (對)

%				
	29	80	55	164
	17.7	48.8	33.5	100
	35	42	19	96
	36.5	43.8	19.8	100
	17	50	63	130
	13.0	38.5	48.5	100
	23	36	25	84
	27.4	42.9	29.8	100
	104	208	162	474
	21.9	43.9	34.2	100

$\chi^2=32.225, df=6, p=0.000$

2. 가

<가 -II>

1) (對)

(對) < 4-10> “

”

. 4 (23.8%), 3 (15.5%), 2 (11.5%), 1 (9.0%)

< 4-10> (對)

%				
1	64 52.5	47 38.5	11 9.0	122 100
2	86 61.9	37 26.6	16 11.5	139 100
3	80 62.0	29 22.5	20 15.5	129 100
4	35 41.7	29 34.5	20 23.8	84 100
	265 55.9	142 30.0	67 14.1	474 100

$$\chi^2 = 20.221, df=6, p=0.003$$

2) (對)

(對)

< 4-11> “

”

. 4 (69.0%), 1 (57.9%), 2 (44.6%), 3 (40.3%)

< 4-11> (對)

%				
1	17 13.9	52 42.6	53 57.9	122 100
2	30 21.3	47 33.8	62 44.6	139 100
3	18 14.0	59 45.7	52 48.3	129 100
4	7 8.3	19 22.6	58 69.0	84 100
	72 15.2	177 37.3	225 47.5	474 100

$$\chi^2 = 25.571, df=6, p=0.000$$

3) (對)

(對)

< 4-12> “

”

. 4 (38.5%), 4 (32.1%), 2 (21.6%), 3 (16.3%)

< 4-12> (對)

%				
1	16	59	47	122
	13.1	48.4	38.5	100
2	29	80	30	139
	20.9	57.6	21.6	100
3	32	76	21	129
	24.8	58.9	16.3	100
4	16	41	27	84
	19.0	48.8	32.1	100
	93	256	125	474
	19.6	54.0	26.4	100

$\chi^2=20.648, df=6, p=0.002$

4) (對)

(對)

< 4-13> . “

.”

4 (70.2%), 3 (59.7%),

2 (53.2%), 1 (41.0%)

< 4-13> (對)

%				
1	50	48	24	122
	41.0	39.3	19.7	100
2	74	54	11	139
	53.2	38.8	7.9	100
3	77	42	10	129
	59.7	32.6	7.8	100
4	59	16	9	84
	70.2	19.0	10.7	100
	260	160	54	474
	54.9	33.8	11.4	100

$\chi^2=26.507, df=6, p=0.000$

5) (對)

(對) 가 < 4-14> “

”

가 4 (33.3%), 2 (14.4%), 3 (13.2%), 1 (6.6%)

< 4-14> (對)

%				
1	79 64.8	35 28.7	8 6.6	122 100
2	83 59.7	36 25.9	20 14.4	139 100
3	80 62.0	32 24.8	17 13.2	129 100
4	31 36.9	25 29.8	28 33.3	84 100
	273 57.6	128 27.0	73 15.4	474 100

$\chi^2=32.774, df=6, p=0.000$

5

가

1.

< 4-15>

가

< 4-15>

(A1-A35)

	(Label)
A1	가
A2	
A3	
A4	
A5	
A6	
A7	
A8	
A9	
A10	
A11	
A12	
A13	
A14	
A15	
A16	
A17	
A18	
A19	
A20	
A21	
A22	
A23	
A24	
A25	
A26	
A27	
A28	
A29	
A30	
A31	
A32	
A33	
A34	
A35	

9

(Scree-Test)

(Harris)

35

9

(Type=PA, N factors=9, r=0.30 )

< 4-2>

(Scree- Test)

, (Eigen

) 1.0

9

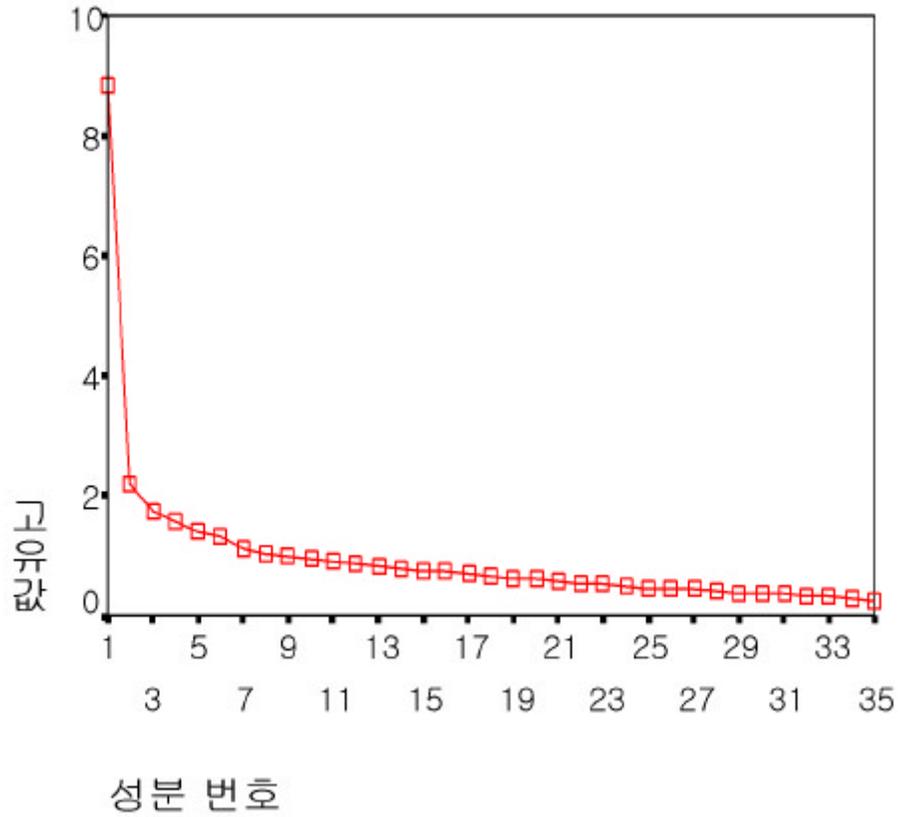
< 4- 16 >

(a)

	1	2	3	4	5	6	7	8	9
A 24	.705	7.788E-02	.191	.321	-6.966E-02	6.122E-02	7.365E-02	7.050E-02	-1.230E-02
A 23	.647	-3.510E-02	-.106	9.268E-02	4.331E-02	3.519E-02	.321	.102	.116
A 15	.614	.320	.102	-.173	.171	8.995E-02	-.109	.218	-1.682E-02
A 25	.582	.171	.247	.271	9.348E-02	7.663E-02	5.948E-02	4.705E-02	-6.115E-02
A 26	.554	.224	.140	5.405E-02	.196	6.577E-02	4.140E-02	-9.714E-02	-8.740E-03
A 16	.551	.223	6.919E-02	-8.238E-02	.208	7.917E-02	2.869E-03	.178	.226
A 29	.244	.652	1.417E-02	-2.971E-03	.209	.224	-.172	4.694E-02	-8.315E-02
A 34	-5.974E-02	.621	3.415E-02	.240	4.563E-02	8.618E-02	.316	.160	5.488E-02
A 28	.303	.582	-5.323E-02	8.344E-02	.108	.185	-9.157E-02	-2.530E-02	9.879E-02
A 35	5.677E-02	.549	.248	.121	.163	4.631E-02	.229	.288	-7.005E-02
A 33	.254	.512	.318	.231	-1.299E-02	-8.247E-02	.166	9.745E-03	8.166E-02
A 32	.244	.510	.384	.312	1.569E-02	-.159	.149	1.656E-02	-5.643E-03
A 30	.185	.467	.174	6.016E-02	8.128E-02	.245	-2.725E-02	.150	.311
A 17	.398	.438	.344	.158	.290	3.120E-02	2.384E-03	2.367E-02	-9.215E-02
A 13	.131	8.766E-02	.691	1.053E-02	.238	4.012E-02	-3.033E-02	.214	.129
A 14	.112	.298	.619	.142	.135	.130	-9.994E-02	.141	8.947E-04
A 12	.352	1.259E-02	.522	.326	-.107	.140	.255	-2.420E-02	-.117
A 11	.336	.292	.369	7.633E-02	-.127	.227	.211	.291	-.193
A 8	.116	.256	.145	.726	.227	9.358E-02	2.254E-02	6.721E-02	6.135E-02
A 18	.124	.282	.127	.690	2.617E-02	.159	6.409E-02	3.622E-02	.176
A 19	.203	-5.259E-02	5.007E-02	.465	-2.694E-02	.316	-.174	.420	.158
A 21	.231	.156	.108	-6.838E-02	.703	6.497E-02	.102	9.539E-02	.116
A 20	.141	.222	.115	.288	.673	4.201E-02	.137	.114	-.197
A 4	7.283E-02	.233	.119	.218	-.160	.622	.184	7.370E-02	-2.538E-02
A 5	2.425E-02	6.627E-02	.117	.164	.459	.511	-.147	-9.157E-03	-8.562E-02
A 3	.321	.166	3.746E-03	5.526E-03	.270	.500	.135	.117	-9.526E-02
A 2	-5.427E-02	-5.121E-02	.441	8.955E-02	3.321E-02	.471	-4.380E-02	.131	.384
A 6	.100	.113	-7.004E-03	2.951E-03	.202	.466	.322	-6.666E-02	.280
A 22	.277	4.830E-02	-.199	1.150E-02	1.466E-02	2.425E-02	.678	2.985E-02	8.805E-02
A 31	-4.046E-02	3.970E-02	.285	-2.751E-03	.130	.192	.658	3.634E-02	3.494E-02
A 1	.345	.345	-.105	.264	-4.674E-02	-.120	.361	.167	6.451E-02
A 9	.110	.276	7.297E-02	1.098E-02	1.459E-02	7.945E-02	.186	.737	-.173
A 10	.112	5.198E-02	.255	.115	.205	-5.132E-03	-3.811E-02	.719	.153
A 7	5.185E-02	8.643E-02	-3.928E-03	.129	-9.147E-02	-3.163E-02	.130	-4.809E-02	.720
A 27	1.712E-02	-.167	.278	.285	.350	.295	-5.503E-04	.260	.406
: Kaiser 가									
a 27									

< 4-2> (Scree-Test)

### 스크리 도표



< 4-16>

(Varimax Rotated Matrix)

Component	1	2	3	4	5	6	7	8	9	
1	A24, A23, A15, A25, A26, A16									
2	A29, A34, A28, A35, A33, A32, A30, A17									
3	A13, A14, A12, A11									
4	A8, A18, A19									
5	A21, A20									
6	A4, A5, A3, A2, A6									
7	A22, A31, A1									
8	A9, A10									
9	A7, A27									
Percentage	9.9%	2(9.6%),	3(6.9%),	4(6.2%),	5(5.6%),	6(5.5%),	7(5.20%),	8(5.1%),	9 3.9%	58.1%

< 4-17>

< 4-17>

1	.
2	
3	
4	
5	
6	
7	.
8	
9	

6 가

<가 - 가 - >

1. (가 -III)

<가 - >

4 ( , , , )  
) , 9  
4 (Nb)

(가 -III)

< 5-17>

8 43.7% , 0.000

(가 -III) 2

( ) 1( . ) 7 ( . ) 4 ( ) 8

( ) 3( ) 5 ( ) 6 ( )

< 4-18 >

		$R^2$	F		
					2.347
	(fa(2))				0.287
	(fa(1))				0.244
	(fa(7))				0.173
	(fa(4))	0.437	45.116	0.000	0.131
	(fa(8))				0.116
	(fa(3))				0.106
	(fa(5))				0.0769
	(fa(6))				0.0726

2. (가 -IV)

<가 - >

<가 -IV>

9

<가 -IV>

< 4-19 >

7

31.3%

0.000

<가 -IV>

6( )

4(

) 1( )

9( )

3( )

8( ) 2( )

< 4-19 >

		$R^2$	F		
					3.165
	(fa(6))				0.328
	(fa(4))				0.265
	(fa(1))	0.313	30.301	0.000	0.225
	(fa(9))				0.216
	(fa(3))				0.167
	(fa(8))				0.155
	(fa(2))				0.105

3.

가

가

35

9

9

2 (     )     1 (     ) ,     7 (     ) ,  
) ,     4 (     ) ,     8 (     ) ,     3 (     ) ,     5 (     ) ,  
6 (     )     ,     9 (     )

9

6 (     ) ,     4 (     ) ,     1 (     ) ,     9  
(     ) ,     3 (     ) ,     8 (     ) ,     2 (     )  
,     7 (     )

가

가

가

< 4-20 >

가	
<가 - >	

1

가 4年制大學 가

가 4年制大學 가

“H” “H”

가 가

“H” “H”

(positioning)

“H” 50 가

가

“H”

가

가

가

가

가

“H”

對比

2

(究明)

“H”

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/ Fax : 051) 410-4388 ( )

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가

2001 9



18.		1	2	3	4	5
19.	가	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.		1	2	3	4	5
26.		1	2	3	4	5
27.		1	2	3	4	5
28.		1	2	3	4	5
29.		1	2	3	4	5
30.		1	2	3	4	5
31.		1	2	3	4	5
32.		1	2	3	4	5
33.		1	2	3	4	5
34.		1	2	3	4	5
35.		1	2	3	4	5

( , )

1.		1	2	3	4	5
2.		1	2	3	4	5
3.		1	2	3	4	5
4.	가	1	2	3	4	5
5.		1	2	3	4	5



가

가

가