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(영문): Influencing Factors on Customer Loyalty in Youth Malls of Traditional Market

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3. 저자명 및 소속(국문/영문) : 팽현호, 신재익/경상국립대학교 경영대학
스마트유통물류학과, Hyeonho Paeng, Jaeik Shin/Department of Smart
Distribution and Logistics in Gyeongsang National University

[E-mail]: phyunhoo@kopo.ac.kr, sji15@gnu.ac.kr

Influencing Factors on Customer Loyalty in Youth Malls of Traditional Market

Recently, the aging of traditional market merchants may have hurt the vitalization or growth of traditional markets, so the government has been implementing the youth mall project. This study aims to identify factors that affect customer loyalty in youth malls and suggest implications for the study. A survey was conducted on consumers who used youth malls, and the final 210 questionnaires were used for analysis. AMOS 21.0 of the structural equation was used for the measurement model and hypothesis testing. The results of the analysis are as follows. First, through the secondary confirmatory factor analysis, it was identified that location, taste, customer service, store atmosphere, and price are transaction characteristics factor. Second, it was found that transaction characteristics factor positively affects store image and customer satisfaction. Third, store image was found to positively affect trust and commitment, but it did not affect customer satisfaction. Fourth, customer satisfaction was found to positively affect trust and commitment. Fifth, it was found that trust positively affects commitment and customer loyalty. Sixth, commitment was found to have a positive effect on customer loyalty. Therefore, it can be seen that the transaction characteristics factor of youth malls positively affects store image and customer satisfaction and improves trust, commitment, and customer loyalty. In conclusion, this study's theoretical and practical implications are presented.

Key words: Transaction characteristics factor, Store image, Customer satisfaction, Trust, Commitment, Customer loyalty