**요인분석 + 신뢰도분석**

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| --- | --- | --- | --- | --- | --- | --- |
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| **설문**  **번호** | **성분** | | | | | **Cronbach**  **Alpha** |
| **요인1**  **(구전의도)** | **요인2**  **(외관)** | **요인3**  **(구매의도)** | **요인4**  **(편리함)** | **요인5**  **(유용성)** |
| 15번 | 1.057 | -.030 | -.082 | .002 | -.081 | .814 |
| 14번 | .640 | .006 | .099 | .059 | .002 |
| 13번 | .584 | .062 | .015 | -.015 | .153 |
| 2번 | -.032 | .959 | .002 | .023 | .002 | .953 |
| 3번 | .048 | .932 | -.012 | -.016 | -.012 |
| 1번 | -.015 | .914 | .002 | -.003 | .001 |
| 11번 | .046 | -.028 | .897 | -.049 | -.023 | .883 |
| 10번 | -.053 | -.006 | .871 | .060 | -.009 |
| 12번 | .024 | .034 | .772 | -.019 | .033 |
| 7번 | -.037 | -.031 | -.039 | .873 | .093 | .869 |
| 8번 | .029 | -.002 | .021 | .855 | -.031 |
| 9번 | .037 | .043 | .012 | .757 | -.058 |
| 4번 | .022 | -.012 | -.101 | -.028 | .743 | .758 |
| 5번 | -.019 | .001 | .030 | .036 | .700 |
| 6번 | .030 | .014 | .077 | .001 | .696 |
| 고유값 | 4.434 | 2.193 | 2.101 | 1.993 | 1.145 |  |
| **KMO(Kaiser-Meyer-Olkin)** | | | | | |  |
| **Bartlett의 구형성 검정**  **(Bartlett’ Test of Sphericity)** | | | | **Chi-Square** | | 2896.559 |
| **df(p)** | | 105(<.001) |
|  | | | | | |  |
|  | | | | | |  |