ABSTRACT

This study focuses on the relations among inspector leader's relationship quality, inspector leader's public relationship strategies and fisherman's relationship quality. It explores whether the public strategies of inspector leader induce any mediating effect between the relationship quality of inspector leader and fisherman. It also explores whether the representative of fisherman and fishery association staff's relationship quality induce any interference between inspector leader's public relationship strategies and fisherman's relationship quality. The method of the research utilizes dual questionnaires whose target of sampling are inspector leader, fisherman, the representative of fisherman and fishery association staff of Central Coastal Patrol Office. The result of the survey indicates: First, there is a correlation between inspector leader's and fisherman's public relationship strategies. Second, there is significant divergence on the relationship quality between inspector leader and fisherman. Third, among fisherman, representative of fisherman and the staff of fishery association, the last one has the best relationship quality. Fourth, inspector leader's relationship quality has no effect on social activity strategies that inspector leader takes, and the social activity strategies he chooses also has no effect on fisherman's relationship quality. Fifth, public relationship strategies, as the mediating factor between inspector leader's relationship quality and fisherman's relationship quality, will be little different due to inspector leader's relationship quality and fisherman's relationship quality. Sixth, the relationship quality of fishery association staff also has interference between symmetrical communication strategy and the relationship quality of fisherman.

Keywords : public relationship ; public relationship strategies ; communication strategy ; relationship quality


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