

# 服務氣候與顧客滿意

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## 摘要

本研究的目的為了解台灣金融服務業，服務氣候影響顧客對組織提供服務的滿意；藉由營造與維持服務氣候，透過員工情感性承諾的中介效果，來衡量對顧客滿意的影響；服務屬性（顧客接觸頻率、服務無形性及員工相依性）潛在調節服務氣候與顧客滿意之間的效果。針對40家金融服務機構，發放直屬主管、第一線員工及經常往來顧客問卷；個體層次為顧客填寫顧客滿意問卷及第一線員工填寫服務氣候及情感性承諾問卷；組織層次為直屬主管填寫服務屬性問卷。從收集的問卷進行資料分析，驗證個體層次服務氣候分別對情感性承諾、顧客滿意、服務屬性之關係，及利用多層次線性模式分析來驗證組織層次與個體層次之關係。結果發現，服務氣候對顧客滿意有顯著正向影響效果；服務氣候對員工的情感性承諾有顯著正向影響效果；在跨層次交互作用驗證下，當組織維持低服務氣候時，傳遞高服務無形性相對於低服務無形性所帶給顧客的滿意度較大。當組織營造與維持高服務氣候時，傳遞高服務無形性相對於低服務無形性所帶給顧客的滿意度較小。

關鍵詞：服務氣候(service climate)、顧客滿意(customer satisfaction)、情感性承諾(affective commitment)、服務屬性(service attribute)、多層次線性模式分析(hierarchical linear modeling、HLM)

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