

# 服務氣候對員工及顧客之滿意

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## 摘要

根據服務氣候理論與研究，探討服務氣候（全程服務、顧客導向、管理者作為以及顧客回饋）與員工滿意及顧客滿意之關係，並檢討三項服務屬性（顧客接觸頻率、服務無形性及服務員工相依性）是否對服務氣候與顧客滿意扮演著調節角色。本研究採立意抽樣調查，以臺灣土地銀行為研究對象，共針對40家臺灣土地銀行分行發出第一線服務人員與直屬主管及往來顧客三種問卷。結果發現服務氣候中的全程服務構面對員工滿意有正向影響效果。又以員工與往來顧客配對評估顧客滿意，結果發現全程服務對顧客滿意具正向影響效果。本研究採層級線性模式進行分析，結果顯示了服務屬性中的顧客接觸頻率對服務氣候與顧客滿意具調節效果。顧客接觸頻率高時，組織更難控制及標準化服務流程，所以組織必須營造高度服務氣候來改善員工滿意並提升服務品質以提高顧客的滿意。

關鍵詞：服務氣候、員工滿意、顧客滿意、服務屬性

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