

銀行業內部行銷、工作滿足與顧客導向關係之研究 = A study on the relationship among internal marketing, job satisfaction and customer orientation

邱儀如、李正文

E-mail: 347881@mail.dyu.edu.tw

摘要

員工是企业重要的資產，也是最主要提供顧客優質服務的行銷者，銀行業在白熱化的市場競爭下，想要提升顧客滿意度，建立競爭優勢，端賴員工高品質的服務水準。然而員工滿意是顧客滿意的先決條件，因此，銀行業行銷的對象不只是外部顧客，也需透過內部行銷來提高內部員工的滿意度，藉以激發員工的服務意識與顧客導向行為。有鑑於此，本研究以大台北地區的10家本國銀行員工為研究對象，探討銀行業實施內部行銷活動對員工工作滿足與員工顧客導向行為的影響。本研究透過問卷的方式，並使用SPSS統計套裝軟體進行資料統計分析與處理，研究結果發現：(1)內部行銷之員工發展對工作滿足有顯著正向影響(2)內部行銷之員工獎酬對工作滿足有顯著正向影響(3)內部行銷之組織願景對顧客導向之顧客關係維持有顯著正向影響(4)工作滿足之內在滿足對顧客導向有顯著正向影響(5)工作滿足之內在滿足對內部行銷之組織願景與顧客導向之顧客關係維持之間具有部分中介效果。針對此結果提出建議，提供銀行業者及後續相關研究之參考。

關鍵詞：內部行銷、工作滿足、顧客導向

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