

跨國企業顧客參與、員工情緒勞務與員工工作投入關係之研究 = A study of the relationships among transnational corporation's

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摘要

本研究目的為檢驗顧客參與、員工情緒勞務與工作投入之關係，調查對象以國際品牌化粧品產業的員工與顧客為主，一共發出150份員工問卷，實際有效問卷為101份，450份顧客問卷，實際有效問卷為303份，以層級迴歸分析驗證研究假設。實證結果得知：

1. 顧客參與對情緒勞務具有顯著正相關。
2. 情緒勞務對工作投入具有顯著正相關。
3. 顧客參與對工作投入具有顯著正相關。
4. 情緒勞務對顧客參與與工作投入具有中介效果。

研究結果對管理實務與未來研究提供建議，期望提供企業人力主管之參考。

關鍵詞：顧客參與、情緒勞務、工作投入

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