

The effect of international literacy for bank employees on service quality / 黃秀玫 撰 .- 彰化縣大村鄉 :

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ABSTRACT

In this study, is probing, an international literacy for bank employees to the impact of service quality, and bank-level staff positions of the employees and classes of customers has an moderating effect of international literacy and service quality . Study of bank employees in a professional capacity of international literacy, learning new knowledge and attitude are three dimensions to measure. Service quality are to measure by reliable places to respond to the environment and facilities, and care and services three dimensions. The study, Taiwanese banks, have investment experience of the average consumer as measured by the mother, using questionnaires, a total of 450 questionnaires sent, 435 questionnaires were recovered, 28 invalid questionnaires, 407 valid questionnaires, the effective rate of 93.5% . A hierarchical regression model for the main model of data analysis and hypothesis testing, model validation studies. Validation results showed that: 1, the bank employees for international quality have significant positive impact on service quality. 2, the different positions of the employees in the international impact of literacy on the relationship between service quality with the moderate effects. 3, different levels of customers in the international impact of literacy on the relationship between service quality with the moderate effect.

Keywords : bank employee ' s international literacy, service quality, staff position, customer level.

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