

服務氣候與顧客滿意 - 服務屬性與市場導向人力資源管理活動之邊界條件

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摘要

對於服務業而言，第一線服務員工是否在交易時展現出組織公民行為，影響顧客滿意甚鉅。本研究旨在檢視服務氣候，能否正向地影響服務導向組織公民行為，以及員工此種自發性角色外能否提升顧客滿意，同時檢視服務屬性（顧客接觸頻率、服務無形性、與員工相依性）能否對服務氣候與顧客滿意的關係產生調節效果，市場導向人力資源管理活動能否對服務氣候與服務導向組織公民行為產生調節效果。本研究之資料收集自台中地區某量販店，共100位員工、40位主管與200位顧客。迴歸分析結果顯示，服務氣候會正向地連結到服務導向組織公民行為，卻無法提升顧客滿意；又階層線性模式分析結果顯示，服務無形性對服務氣候與顧客滿意關係具有調節效果，也就是說，當服務無形性高時，服務氣候強化對顧客滿意的正向關係；而員工相依性與顧客接觸頻率對服務氣候與顧客滿意關係不具調節效果；市場導向人力資源管理活動對服務氣候與服務導向組織公民行為產生調節效果。

關鍵詞：服務氣候、顧客滿意、服務屬性、市場導向人力資源管理活動

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