

A Study of the Relationships among Internal Marketing, Job Involvement, Job Satisfaction and Job Performance

李敬萱、曾耀煌

E-mail: 365850@mail.dyu.edu.tw

ABSTRACT

Business market is competitive and every business organization wants to keep talented staff to promote their organizational performance. However, not many researches discuss and have consensus on internal marketing, job involvement, job satisfaction, and job performance. Therefore, this research uses different industries as population to discuss the effect of internal marketing, job involvement, and job satisfaction on job performance. The research is based on relevant literature to build up research framework, to define operational definitions of the variables, and to design questionnaire. The study has taken Taiwan Taoyuan International Airport Corporation Ltd. employees as the sample objects and questionnaire respondents, and effective samples and surveys received number 207. Then, the statistical data collected from surveys are processed by the statistical softwares SPSS 12.0 and AMOS 18.0 to analyze. The statistical result indicates and the conclusion is that internal marketing has positive effect on job involvement and job satisfaction; and, job involvement and job satisfaction have positive effect on job performance. Finally, by the results of the study, the study proposes the implications of management in academics and practice, and offers advice for further research in future.

Keywords : Internal Marketing、 Job Involvement、 Job Satisfaction、 Job Performance

Table of Contents

封面內頁 中文摘要	iii	英文摘要	vi
iv 誌謝辭	v	目錄	vi
viii 圖目錄	x	第一章 緒論	
1 第一節 研究背景和動機	1	第二節 研究問題和目的	
2 第三節 研究流程	4	第二章 文獻探討	
5 第一節 內部行銷	5	第二節 工作投入	11
16 第四節 工作績效	21	第三節 工作滿意度	
25 第三章 研究方法	37	第一節 研究架構	37
38 第二節 研究假設	38	第三節 變數的操作型定義和衡量	38
43 第五節 統計分析方法	46	第四節 問卷設計與抽樣設計	
49 第一節 敘述性統計分析	49	第二節 驗證性因素分析	54
62 第四節 建構信度及效度	67	第三節 變數資料分析與檢驗	
71 第六節 討論	75	第五節 整體結構模式驗證	
80 第一節 研究結論	80	第五章 結論與建議	
82 第二節 管理意涵	81	第一節 研究限制	
85 一、中文部分	85	第二節 後續研究建議	83
93 附錄A 問卷	106	參考文獻	

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