

內部行銷、員工幸福感與顧客服務品質關係之研究-以M跨國公司為例

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摘要

服務業在現今社會中扮演重要的角色，內部行銷訓練激發員工忠於組織，而贏得良好的績效端看員工的服務品質，內部行銷與服務品質間的關係是經營者獲勝的關鍵。本研究旨在討論服務業 M 跨國公司內部行銷、員工幸福感與服務品質之關連性。共有 44 名員工及 459 名顧客參與此一研究。研究結果顯示銷，內部行銷與服務品質間、內部行銷與員工幸福感間，員工幸福感與服務品質間，都具有顯著影響。其次，經分析後，發現員工幸福感於內部行銷及服務品質兩者間具有部分中介效果。

關鍵詞：內部行銷、員工幸福感、服務品質

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