

The Studies among Internal Marketing, Emotional Labor and Job Satisfaction of Toys Industry's Employees of a Taiwanese

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ABSTRACT

This report is a study on the theories of Internal Marketing, Employee Job Satisfaction and Emotional Labor; research conducted using statistics from personal statuses change in selected group of employee. Research statistics gathered using surveys, from employee group based in Guangdong Province, Mainland China. Total issue of survey is 550 sets, total number of survey recovered is 513 sets, with 3 sets of invalid survey, the amount used for research statistics is 510 sets. Survey rate of recovery is 93.27% and Valid Survey rate of recovery is 99%. Sample body has a higher percentage of Female Labor, age from 19 or up, with minimum education status as Junior High School Graduate. Majority of whom are full time production line workers that are married according to marital status, earning no more than 2,000 CNY as monthly salary and do not have to work overtime. Research result shows : 1. The higher the Internal Marketing statistic is, the higher the Emotional Labor. 2. The higher the Emotional Labor statistic is, the higher the Employee Job Satisfaction. 3. The higher the Internal Marketing statistic is, the higher the Employee Job Satisfaction.

Keywords : Internal Marketing、Emotional Labor、Job Satisfaction

Table of Contents

內容目錄.....	vi	表目錄.....	viii	圖目錄.....	ix	第一章 緒論	
.....1 第一節 研究背景.....	1	第二節 研究動機.....	3	第三節 研究目的.....	5	第四節 研究流程.....	6
第二章 文獻探討.....	7	第一節 大陸玩具產業概況.....	7	第二節 內部行銷.....	8	第三節 情緒勞務.....	17
第四節 工作滿意度.....	28	第五節 各變數間之相關研究.....	38	第三章 研究方法.....	44	第一節 研究架構.....	44
第二節 研究假設.....	45	第三節 研究變項之操作性定義及衡量.....	45	第四節 問卷設計.....	50	第五節 資料分析方法.....	51
第四章 資料分析結果.....	54	第一節 描述性統計分析.....	54	第二節 信度分析.....	59	第三節 因素分析.....	60
第四節 不同個人屬性在各變項之差異性分析.....	63	第五節 各變項上之相關分析.....	77	第六節 迴歸係數分析.....	78	第五章 結論與建議.....	86
第一節 研究結論.....	86	第二節 研究意涵.....	91	第三節 研究限制.....	94	第四節 未來研究建議.....	95
參考文獻.....	96	附錄A 問卷設計繁體版.....	108	附錄B 問卷設計簡體版.....	111		

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