

智慧資本、工作滿足與組織承諾關係之研究-以中台灣珍珠奶茶飲料店員工為例

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摘要

本研究的目的是在探討智慧資本、工作滿足與組織承諾之間的關係。本研究針對中台灣珍珠奶茶飲料店員工為對象，透過量化研究，以問卷調查的方法進行實證分析。問卷發放份數為560份，回收實際有效問卷558份，有效回收率為99.6%。資料分析方法主要透過皮爾森相關分析與迴歸分析來探討各變項因素間的關連性。彙整實證結果如下：一、智慧資本與組織承諾有顯著正向關係。二、智慧資本與工作滿足有顯著正向關係。三、工作滿足與組織承諾有顯著正向關係。四、工作滿足對智慧資本與組織承諾關係具有部分中介效果。經由上述結果，進一步提出理論上的實務運用以及後續研究之相關意涵與建議。

關鍵詞：智慧資本、工作滿足、組織承諾

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