

導遊人員工作特性、社會支持、玩興特質與工作滿意度之關係

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摘要

本研究主要關注工作特性、社會支持、玩興特質與導遊人員工作滿意度之關係。研究方法採用便利抽樣及立意抽樣方法進行調查，共計發放260份，回收有效問卷為254份，並採用SPSS for Window統計軟體 12.0進行資料分析。使用統計方法包括描述性統計、信度分析、獨立樣本t檢定、Pearson積差相關分析、逐步多元迴歸分析。研究結果發現：不同人口背景變項學因子在工作滿意度上無顯著差異，其中工作特性、社會支持、玩興特質與工作滿意度呈顯著相關，其中工作特性、社會支持、玩興特質能有效預測導遊人員工作滿意度。根據上述研究結果，建議相關工作組織重視導遊工作特性，協助社會支持網路的建構，並了解導遊人員玩興特質發展，以提昇導遊人員獲得更高工作滿意度。

關鍵詞：工作特性、社會支持、玩興、工作滿意度

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