

跨國企業員工心理賦權對工作滿足與顧客滿意關係之研究

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摘要

本研究旨在於瞭解跨國企業員工心理賦權、工作滿足與顧客滿意之關聯性，以在臺灣之麥當勞與肯德基速食餐飲業為例，採用問卷調查方式進行資料收集，發放對象分別為速食業之員工與用餐顧客。問卷發放員工400份以及顧客400份，共計800份問卷；員工回收346份，剔除無效問卷49份，實際有效問卷為297份；顧客回收400份，剔除無效問卷67份，實際有效問卷為343份，最終可採用問卷數各為297份，回收率為74.25%。有效樣本以敘述性統計、信效度分析、相關分析以及階層迴歸分析進行驗證。根據結果得到以下結論：一、員工心理賦權的提高對顧客滿意並無顯著性影響。即當主管交付任務使得心理賦權提高時，顧客的感受不一定會得到滿意。二、心理賦權的提高對工作滿足具有正向顯著性影響。即員工對心理賦權認知程度愈高時，工作滿足也愈高。三、員工工作滿足提高對顧客滿意並無顯著性影響。即員工對於工作滿足程度愈高時，顧客滿意卻不一定會提高。四、心理賦權透過工作滿足的中介影響對顧客滿意並沒有增強的效果。即員工對心理賦權的認知對於顧客的滿意程度，並不會受到工作滿足之影響而更顯著。

關鍵詞：心理賦權、工作滿足、顧客滿意、知覺服務品質、顧客忠誠

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