

# A Study of the Relationships among Multinational Enterprises Employees' Psychological Empowerment, Job Satisfaction and

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## ABSTRACT

This study aims to understand the multinational employee psychological empowerment, job satisfaction and customer satisfaction relevance. Examples of McDonald's and KFC in Taiwan fast food restaurant industry. Data collection conducted by questionnaire, distributed objects were fast food industry employees and dine customers. 400 questionnaires were distributed to employees and customers, a total of 800 questionnaires; employees recycle 346 questionnaires, 49 were excluded invalid questionnaires, 297 valid questionnaires were real; customer recovered 400 questionnaires, 67 were excluded invalid questionnaires, the actual effective questionnaires 343 copies of the final number of 297 questionnaires can be used, the recovery rate was 74.25%. Effective sample descriptive statistics, reliability and validity analysis, correlation analysis and hierarchical regression analysis for verification. Based on the results the following conclusions: 1.The improvement of employees' psychological empowerment on customer satisfaction has no significant impact. That is, when the competent delivery of mission makes psychological empowerment increases, the customer experience will not necessarily be satisfied. 2.The psychological empowerment improve job satisfaction has a positive significant effect. Psychological empowerment that staff awareness is higher, job satisfaction is also higher. 3.Improve job satisfaction had no significant impact on customer satisfaction. Ie employees for job satisfaction is higher, but would not necessarily improve customer satisfaction. 4.Job satisfaction, psychological empowerment through an intermediary impact on customer satisfaction and did not enhance the effect. Namely psychological empowerment of employees for customer satisfaction perception and not affected by the impact of job satisfaction and more significant.

Keywords : Psychological empowerment、 Job satisfaction、 Customer satisfaction、 Perceived service quality、 Customer loyalty

## Table of Contents

封面內頁 簽名頁 中文摘要	英文摘要
誌謝	目錄
表目錄	圖目錄
第一章 緒論 第一節 研究背景與動機	1 第二節 研究目的
5 第二章 文獻探討 第一節心理賦權	6 第二節工作滿足
10 第三節顧客滿意	18 第四節知覺服務品質與顧客忠誠對顧客滿意之中介關係
22 第五節心裡賦權、工作滿足與顧客滿意之關係	26 第三章 研究方法 第一節研究架構
29 第二節研究假說	30 第三節研究對象 & 資料收集
30 第四節操作性定義與衡量工具	30 第五節資料蒐集與分析方法
36 第四章 資料分析與研究結果 第一節敘述性統計分析	36 第二節研究模型修正後之綜合結果
49 第三節信效度分析與相關評估	55 第四節階層迴歸分析
55 第五章 結論與建議 第一節研究結論	61 66 第二節研究貢獻與意涵
68 第三節研究限制	70 第四節後續研究建議
71 參考	73 附錄一 員工問卷
83 附	85 表目錄 表2.1 工作滿足之定義.....
錄二 顧客問卷	19 表3.1 心理賦權問卷量表.....
.... 11 表2.2 顧客滿意度之定義.....	32 表3.3顧客滿意問卷量表.....
.... 31 表3.2 工作滿足問卷量表.....	34 表3.5顧客忠誠問卷量表.....
.... 33 表3.4知覺服務品質問卷量表.....	35 表4.1 樣本結構之敘述性統計分析.....
35 表4.1 樣本結構之敘述性統計分析.....	43 表4.2 心理賦權構面分析.....
46 表4.3 工作滿足構面分析.....	46 表4.4 顧客滿意構面分析.....
47 表4.5 知覺服務品質構面分析.....	48 表4.6 顧客忠誠構面分析.....
48 表4.7 本研究所採用之模式配適度指標值.....	49 表4.8 心理賦權測量題項之初階因素分析表.....
57 表4.9 工作滿足測量題項之初階因素分析表.....	57 表4.10顧客滿意測量題項之初階因素分析表.....
58 表4.11知覺服務品質測量題項之初階因素分析表.....	58 表4.12顧客忠誠測量題項之初階因素分析表.....
59	59

表4.13各構面信度分析.....	60	表4.14研究變項之變數相關係數表.....	61
表4.15心理賦權對顧客滿意之迴歸分析結果.....	64	圖目錄	
29 圖4.1 心理賦權之初階因素測量模式(CFA)圖.....	51	圖3.1 研究架構圖.....	
圖4.2 工作滿足之初階因素測量模式(CFA)圖.....	52	圖4.3 顧客滿意之初階因素測量模式(CFA)圖.....	53
圖4.4 知覺服務品質之初階因素測量模式(CFA)圖.....	54	圖4.5 顧客忠誠之初階因素測量模式(CFA)圖.....	55
圖4.6 工作滿足對心理賦權與顧客滿意之間的關係.....	6		

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