

組織間關係行為之研究：以通訊產業為例

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摘要

隨著競爭環境的變遷，愈來愈多的企業感受到與供應商共存共榮的重要性，認為良好的合作關係可以提高關係品質，而且穩定的合作關係可以使彼此更具競爭力，讓企業更有餘裕，全力在事業上發展。本研究主要的目的在探討製造商與供應商之間的關係行類型為與市場和情境因素之間的關係，以及對關係品質的影響。在國內通訊產業製造商以問卷實證後，共回收有效樣本111份（回收率13.17%）。而分別以集群分析、區別分析及多變量變異數分析，得出結果如下：1.規模1000（含）人以上的公司，關係行為類型與影響因素的供應商可選擇性、供應的複雜性，以及結果因素的關係品質有關。2.規模1000人以下的公司，其關係行為類型與市場與情境因素以及關係品質並無相關。本研究結果可做為企業衡量買賣雙邊關係發展的參考依據。最後，本研究依架構與實證結果，進一步提出理論與管理涵義，以及未來研究之相關建議。

關鍵詞：關係行為；關係品質；區別效度；通訊產業

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怪這兩年來愈來愈茂盛了。在校時與學弟阿戴、阿嘉、育群、益璋、漢揚、慶源、育賢與炎煌共同以球會友，打遍管院各所無敵手，為工關所爭了一口氣；另外以慶源為首的象迷們，一同奔波台中棒球場為兄弟隊加油，並場場釋放蜂炮，最後並參與到兄弟象91年上半年球季封王的「封王賽」，黃色彩帶齊飛，這種感覺真是棒丫！系辦的林姐與惠琪學姐，謝謝妳們在行政與器材上的協助，使我在課業上能更加順利；而我也常常有事沒事在系辦與你們打屁、哈拉，排解論文的壓力與苦悶，雖然你們常常跟我說「要延畢啦！」，但是在此可能要說聲抱歉，無法如你們所願，我終於畢業了說，哈哈！！系辦的林姐與惠琪學姐，謝謝妳們在行政與器材上的協助，使我在課業上能更加順利；而我也常常有事沒事在系辦與你們打屁、哈拉，排解論文的壓力與苦悶，雖然你們常常跟我說「要延畢啦！」，但是在此可能要說聲抱歉，無法如你們所願，我終於畢業了說，哈哈！！在員林的生活，要感謝采馥老闆在便當上每次都多給我豐富的菜色，且也便宜我10元，這對於我們求學在外的學子，實在是倍感窩心！另外，謝謝家教學生柏諺每星期陪我打籃球，以及當初全省缺米酒的時候，從家裡的酒廠提供2大桶給予救急。最後要感謝爸爸媽媽與弟弟的支持，在問卷發放上的大力相助，因為有你們的鼓勵，我才能無後顧之憂地在學習之路上勇往直前。因此，謹以此篇論文獻給我最摯愛的家人，藉以表達我的感恩之意，並分享這份喜悅。2002年7月于大葉