

The Relationship among the Five-Factor of Personality, Interpersonal Relationship Characteristic, and Performance of Ins

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ABSTRACT

Along with economic society development and advanced age society's arrival, insurance enterprise is vigorous development. Joins WTO in accordance to Taiwan (World Trade Organization) time, the insurance company develops insures the market in the strategy, the organization expanded the strategy still was the insurance industry promotes the service the main method, but the service personnel was the development entire sale work center of gravity, therefore chose only then, the training and keeps the talent, became the insurance company the important topic. This research penetration to the insurance service personnel personality factor and the interpersonal relationship discussion, hoped may effectively assist the insurance company and the service manager chooses suits the talented person, reduces draining rate and increases the cost which the personnel counsels; thus to promote Performance of Insurance Salespeople. This research from variable is Five-Factor of Personality, uses Costa & McCrae (1986) Five-Factor of Personality classification to divide into: Friendliness, rigorousness, extroversion, open, and nervousness five constructions surface. From variable for the interpersonal relationship characteristic, divides into the specialty, the authority, the amiableness, similar, the contact number of times five constructions surface. According to variable is the achievements performance, divides into the objective target and the subjective target two constructions surface. This research take the Manu life Insurance field personnel colleague as asked the volume provides the object, picks the random sampling way to provide to various mailing offices asks the volume, altogether sends out 384 to ask the volume, asked the volume recycles altogether 267, rejects after the inspection leaks answers or not the completeness, the actual recycling effectively asked the volume is 209, effectively asked the volume returns-ratio is 54%. Alpha Analyzes letter of analysis and the explanation each construction surface using Cronbach's. The findings discovered as follows: First, nervousness of the service personnel personality five factors and the interpersonal relationship characteristic is the negative direction relations, remaining all for to relations. Second, Salespeople Five-Factor of Personality the tropism and the rigorousness results in score high, achievements performance better, the nervousness scores points high with the friendliness, the achievements performance is worse. Third, in the interpersonal relationship characteristic and the achievements performance each construction surface all presents to the relations.

Keywords : Five-Factor of Personality, Interpersonal Relationship, Achievements Performance

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