

個人資本對知覺服務品質之影響探討:以醫院病患為例

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摘要

鑑於提供病患優質與平等之服務品質對醫療產業維持競爭優勢之重要性，本研究以社會資本、財務資本及人力資本三項個人資本理論，探討其對服務品質之影響。本研究對545份有效問卷進行迴歸分析，主要之研究結果為(1)社會資本多寡將導致不平等之服務品質待遇，反映出有無人脈關係對於醫療服務品質之影響。(2)財務資本將正向影響服務過程之溝通性與反應性，造成不公平之服務待遇。(3)人力資本的教育構面對服務品質呈高度顯著之負向影響，顯示醫療產業中存在顯著之資訊不對稱特性，而人力資本為影響資訊差異缺口大小的關鍵要素之一。本研究亦對管理實務及學術研究之意涵提出說明。

關鍵詞：社會資本；財務資本；人力資本；知覺服務品質

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