

內部行銷、工作滿足、員工顧客導向與工作績效間相關之研究-以金融控股公司旗下之證券業為例

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摘要

中文摘要「金融控股公司法」的成立，無非是為追求更大的業務範圍及獲取更多的利潤，除了在經營策略方面需詳加計劃外，在員工工作時是否滿足，能否進而提升工作績效也是一個重要的問題。過去對內部行銷的研究多在於觀念的提出，但究竟公司能否經由內部行銷的運作，對員工的態度、行為與績效產生影響，以及能否讓員工感受到公司的誠意並提升工作滿足，進而使其願意為顧客著想，而表現出顧客導向行為及提升工作績效，乃為本研究有興趣所探討的動機。本研究欲達成的具體研究目的，主要為下列六點：一、瞭解第一線員工對公司之「內部行銷」與其「工作滿足」之影響。二、瞭解第一線員工之「工作滿足」是否會影響其「工作績效」。三、瞭解第一線員工之「工作滿足」是否會導致其「員工顧客導向」作為。四、瞭解第一線員工之「顧客導向」作為是否會影響其「工作績效」。五、瞭解第一線員工對公司之「內部行銷」與其「工作績效」之影響。六、瞭解第一線員工對公司之「內部行銷」與其「員工顧客導向」之影響。研究結果發現，除了內部行銷對工作績效與內部行銷對員工顧客導向之假設是不成立外，其餘皆為成立。

關鍵詞：內部行銷、工作滿足、工作績效、員工顧客導向

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