

壽險業內部服務品質、關係品質對組織承諾之影響

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摘要

本研究探討壽險業的內部服務品質，關係品質與組織承諾之間的關係。研究發現能做為壽險業提升員工組織承諾的參考。本研究以問卷調查法訪問南山人壽業務員，得到如下發現：1. 內部服務品質對關係品質具正向關係。2. 關係品質對組織承諾具正向關係。3. 內部服務品質對組織承諾具正向關係。4. 關係品質對內部服務品質與組織承諾之間具有部份中介效果。據研究發現，組織要提升員工的組織承諾可以透過提供員工良好的內部服務品質，如教育訓練、完善的獎酬制度以及組織所提供的資訊與辦公設備；員工對於所接受的內部服務越感到滿意，員工知覺之關係品質就越好，以及組織也應注意員工所知覺的關係品質對組織承諾的影響。最後，員工對於內部服務提供者所提供的服務感到的滿意的態度會透過關係品質影響組織承諾。關鍵字：內部服務品質、關係品質、組織承諾

關鍵詞：內部服務品質、關係品質、組織承諾

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