

# 內部服務品質與員工滿意度對外部服務品質與顧客滿意度影響探討-以兩岸美容服務業為例

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## 摘要

本研究旨在了解兩岸美容服務業的內部服務品質對員工滿意度及外部服務品質對顧客滿意度之影響，並分析各子構面之間的差異性及相關性，再進一步探討員工滿意度對外部服務品質是否有影響力。在此將所得到的研究結論依序條列如下：一、兩岸美容服務業雖然在顧客的男女比例上均十分接近，但在結構上有很大差距：臺灣地區顧客年齡層分佈平均、以會員居多；大陸地區顧客年齡層偏低，非會員比會員多。二、美容服務業的內部服務品質對員工滿意度的影響，只有「政策與程序」、「溝通」兩構面完全成立，「工具」、「管理支援」、「團隊合作」、「目標認同」、「有效訓練」、「獎酬與褒揚」六構面對員工滿意度的影響隨兩岸地域不同而有所分別，亦即部份成立。三、美容服務業的外部服務品質對顧客滿意度的影響，只有「保證性」、「關懷性」兩構面完全成立，「可靠性」、「有形性」二構面對顧客滿意度的影響隨兩岸地域不同而有所分別，亦即部份成立。

關鍵詞：內部服務品質；員工滿意度；外部服務品質；顧客滿意度；美容服務業

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