

醫療產品業務人員之人格特質、外觀吸引力對業務績效之影響-以華人地區醫療產業為例

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摘要

台灣在健保局給付經費不斷緊縮的醫療產業中，醫療機構的獲利空間一再被壓縮，相關的成本當然也會影響到醫療產品販賣業。販賣醫療產品的行銷手法又不同於一般商品，因此，業務拓展的責任落在公司與主要購買者(醫院、診所、藥局)接觸的第一線行銷業務人員身上。業務人員對外維繫公司的整體形象，而業務銷售成績是否達到預期目標，更直接影響公司的營收與財務的健全。本研究旨在探討究竟具有何種人格特質的業務人員較適合醫療產業，以及業務人員的外表長像、專業性對其本身業績成長的影響，本研究採問卷調查法，以醫療產品販賣業之業務人員及醫師為對象，共發出300份問卷，回收231份，剔除無效問卷46份，有效問卷計185份。本研究結果發現，業務人員的人格特質確實會影響其業務績效而其中具親和型的人格特質最具影響力。另由醫師部份受訪問卷之外觀吸引力題項之值亦得知，研究結果存在著「異性相吸」的可能，同時也驗證了擁有美好的外表確實會令人留下較深刻及美好的印象。另本研究依據上述結論，分別對管理與實務及未來研究提出建議，以供參考。

關鍵詞：人格特質、外表吸引力、專業性、業務績效

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