

The Relationships among Leadership Style, Internal Marketing, Organization Supports, and Job Satisfaction: A Case Study.

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ABSTRACT

The purpose of this thesis is to discuss the relationship between leadership style, internal marketing, organization supports, and job satisfaction. Besides, by adding the mediate variable of organization support, we want to discuss the burring effects of leadership style and internal marketing on job satisfaction. The sampling method of our research was survey. With the supporting of accountant and auditing division of the Department of Defense, we had sent out 500 questionnaires, returned with 450 questionnaires, of which 421 questionnaires were valid, and with percentage rate of 90.00% and 93.56% respectively.

Keywords : leadership style, internal marketing, organization supports, job satisfaction

Table of Contents

內容目錄 中文摘要	iii	英文摘要	
iv 誌謝辭		v 內容目錄	
vi 表目錄		viii 圖目錄	
x 第一章 緒論	1	第一節 研究動機、背景與目的	1
1 第二節 研究範圍與對象	4	第三節 研究方法與限制	4
4 第四節 研究流程	5	第二章 文獻回顧	5
7 第一節 領導風格	7	第二節 內部行銷	16
16 第三節 組織支持	28	第四節 工作滿足	34
34 第三章 研究設計	40	第一節 研究架構	40
40 第二節 研究假設	41	第三節 研究對象	42
42 第四節 研究變項之操作性定義與衡量	45	第五節 資料分析方法	54
54 第六節 問卷之信、效度分析	56	第四章 研究結果與分析	67
67 第一節 研究樣本與變項之描述統計分析	67	第二節 個人屬性在各研究變項上之差異分析	75
75 第三節 各研究變項之典型相關分析	90	第四節 組織支持之干擾效果分析	104
104 第五節 假設驗證結果		第五章 結論與建議	121
121 第一節 研究發現		121 第二節 後續研究建議	126
126 參考文獻			128

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