

# 領導型態、自我效能與顧客導向行為關係之研究

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## 摘要

由於金融市場競爭激烈與政府加速整併金融機構以提升金融機構競爭力的金融政策，各金融行業無不積極合併成金控體系，並透過合併後的綜效，建立強大競爭優勢，以維持市場地位。然而，金控體系係屬高度與顧客接觸的行業，顧客對企業之評價與滿意度，往往取決於第一線員工所表現的顧客服務行為。因此，企業更應建立員工顧客導向之服務行為，以達到企業競爭優勢。本研究以金控行業員工為對象，主要目的在分析金控行業第一線人員之個人背景不同對領導型態的滿意度是否具差異性？並探討不同領導型態對自我效能是否有顯著影響？與自我效能對顧客導向行為是否有顯著影響？及自我效能是否扮演領導型態與顧客導向行為的中介角色。研究結論顯示，領導型態、自我效能與顧客導向行為呈顯著正向的相關性。而領導型態對自我效能的影響方面，交易型領導型態影響員工自我效能的程度高於轉換型領導型態。此外，當員工的自我效能愈高，愈會表現出顧客導向行為。因此，主管之領導型態，若配合適度提昇員工的自我效能，能激發員工表現出顧客導向的服務行為。

關鍵詞：領導型態；轉換型領導；交易型領導；自我效能；顧客導向行為

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