

「人力資源管理活動、顧客關係管理與服務品質」對組織績效影響之研究

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ABSTRACT

本研究旨在探討人力資源管理活動、顧客關係管理與服務品質對組織績效間影響，以公民營事業機構為對象，發600份問卷，有效問卷317份，據研究結果，供企業作未來研究建議與省思。在研究方法上以問卷法為主，藉由敘述性統計、t檢定、單因子變異數分析、典型相關分析及層級迴歸分析等統計方法作分析。本研究主要獲得的結論如下：一、不同的個人變項在人力資源管理活動、顧客關係管理、服務品質與組織績效上有部份顯著差異。二、人力資源管理活動、顧客關係管理、服務品質與組織績效之間，彼此有顯著正相關。三、服務品質在人力資源管理活動對組織績效的影響過程中具有部份中介效果。四、人力資源管理活動與顧客關係管理的交互作用對組織績效有部分干擾效果。五、服務品質與顧客關係管理的交互作用對組織績效有部分干擾效果。

Keywords : 人力資源管理活動;顧客關係管理;服務品質;組織績效

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