

# 大陸台商跨國採購之供應商績效改良對採購商與供應商關係影響之研究

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## 摘要

本研究採用量化的方法進行資料分析，以「大陸台商跨國採購之供應商績效改良對採購商與供應商關係影響之研究-進行問卷調查」並做為收集研究資料的主要工具，將問卷回收後，應用在SPSS 12.0與AMOS 7.0等統計軟體做為資料分析用的工具，實際驗證本研究對大陸台商跨國採購之供應商績效改良對採購商與供應商關係影響評估模式，以做為將來在企業界評估之參考使用，來讓我們加以審查這些供應商發展策略的績效影響。本研究結果得知，供應商評估對供應商績效改良、供應商激勵對供應商績效改良以及供應商績效改良對採購商與供應商關係等，都有相互影響之關係。這說明了企業對供應商的評估能使供應商能更進一步的對供應商的績效加以改良，而供應商激勵對供應商的績效改良上以AMOS分析上並無影響，最後供應商的績效改良對採購商與供應商關係，也有明顯的相互關係存在，也讓我們對企業採購產生內部供應商發展的結果，使之了解在績效改良上扮演著重要的角色。關鍵字：供應商評估(supplier assessment)，供應商激勵(supplier incentives)，供應商績效改良(supplier performance improvement)，採購商與供應商關係(buyer-supplier relationships)

關鍵詞：供應商評估;供應商激勵;供應商績效改良;採購商與供應商關係

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