

# 大型百貨公司專櫃人員人格特質與工作滿足對銷售績效影響之比較研究

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## 摘要

台灣百貨業近年來受到各型態零售通路的大量擴充以及服務精緻化的趨勢影響下，已進入空前競爭的時代，因此第一線專櫃人員是否具備良好的銷售能力，便成為商品成功銷售的關鍵因素。本研究旨在探討大型百貨公司專櫃人員人格特質與工作滿足對銷售績效影響之比較研究。本研究以全省市佔率前5名之大型百貨公司之401位專櫃人員為實證對象，以問卷調查方式進行研究，並採信度分析、因素分析、t檢定、單因子變異數分析、相關分析及迴歸來檢驗人格特質、工作滿足對銷售績效的影響力。本研究結果顯示：(一)人格特質對工作滿足有顯著影響；(二)工作滿足中的工作條件滿足及整體滿足對銷售行為績效有顯著影響；(三)人格特質對銷售行為績效有顯著影響；(四)銷售行為績效中的適應性銷售行為對銷售績效有顯著影響。依據上述研究結果提出以下建議：(一)專櫃人員方面：強化個人競爭力，適時調整銷售方式以符合不同消費者需求，提升市場競爭力與銷售績效；(二)百貨公司或專櫃廠商方面：選任適當的銷售人員並提供完善的教育訓練，同時維持與專櫃人員間良好的溝通及互動關係，以有效提升整體銷售表現。

關鍵詞：人格特質、工作滿足、銷售績效

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