

內部行銷對職場友誼與組織公民行為關係之研究：以台中縣國民中學為例

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摘要

內部行銷的概念源自服務業，重點在於以組織內全體員工為對象，運用行銷的觀念與技巧來滿足員工需求，以培養員工顧客導向的意識與作為，進而提高優良的服務品質，以達成組織的目標。而對於教育單位來說，若能先將教師視為內部顧客、善待教師，可能有助於教師之間的友誼，並且回報非正式角色義務，而提高組織公民行為。本研究目的是探討內部行銷對職場友誼與組織公民行為之關係，採用調查研究法，針對台中縣國中教師進行抽樣，共計發放300份問卷，回收257份，回收率約85.6%。根據本研究結果發現，內部行銷對職場友誼具有顯著的正向關係，而內部行銷也對組織公民行為具有顯著正向關係。由此可知，若希望教師們能在正式角色的義務之外，互助合作、自動自發地從事對組織有利的行為，可透過內部行銷的方法達成，希望學校能在重視學生、家長之餘，也不要忘了學校的基本要素「教師」，同樣將教師視為內部顧客，傾聽其需求且善待之，以共創三贏的局面。而根據本研究結果，進一步提出管理實務意涵及未來研究方向。

關鍵詞：內部行銷；職場友誼；組織公民行為

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