

資訊技術的易用性與有用性對宅配人員的工作滿足與工作投入影響之研究

藍幼玫、鍾育明

E-mail: 9806148@mail.dyu.edu.tw

摘要

近年來，由於電子商務市場和電視購物的興趣，國內宅配市場趨於興盛，在科技的創新下，宅配市場經營之設備已走向自動化、人性化，科技設備的易用性與有用性更被重視，宅配人員操作科技設備的過程容易影響到顧客對服務過程的評鑑。有滿意的員工才有滿意的顧客，宅配業者積極加強內部員工滿足以作為服務顧客之基礎，本研究針對宅配科技設備的易用性與有用性探討對工作滿足和工作投入的影響。本研究實地到各宅配營業所或是服務據點進行問卷的發放與回收，共得244份有效樣本，以迴歸進行檢定。根據資料分析發現，資訊科技易用性、有用性會對服工作滿足有顯著正向影響、工作投入對工作滿足有顯著正向影響、有用性對工作投入有顯著正向影響。

關鍵詞：認知易用性；認知有用性；工作滿足；工作投入

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