

The Study of the Impact on the Ease of Use and Usefulness for Information Technology to the Delivery 's Job Satisfaction

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ABSTRACT

For the past few years, the market of the home delivery in Taiwan has been tending to become prosperous as a result of the popularization of electronic business and TV shopping. And owing to the innovation of the science and technology, the equipment of operating the home delivery market has been more and more automated and being operated humanly. The technical equipments are much more emphasized by the practicability and the easiness to be operated. The process of operating the technical equipment by the delivery people is easily to be affected by the satisfaction from the customers. Satisfied employees create satisfied customers. The home delivery companies have been positively enhancing the job satisfaction from the employees to serve the customers in better ways. This research is focused on discussing the influence on job satisfaction and job involvement from the ease of use and usefulness of the technical equipments in home delivery business. And the research is finished by regression analysis and is based on the results of the 244 practical questionnaires from every delivery offices or service centers. According to the information analysis, it is found that the perceived ease of use and perceived usefulness of the information technology cause very positive influences on job satisfaction. Furthermore, the job involvement also effects the job satisfaction and the usefulness of technology effects job involvement a lot as well.

Keywords : 認知易用性 ; 認知有用性 ; 工作滿足 ; 工作投入

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