

情緒勞務、心理所有權與知覺服務品質關係之研究：以臺資跨國企業為例

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摘要

隨著服務產業的蓬勃發展，其競爭程度也愈來愈激烈，如何提供更好的服務來吸引顧客，已成為企業發展的重要課題。而服務業員工為企業接觸顧客的第一線，對於顧客的感受將有決定性的影響。

本研究即以員工情緒勞務為自變項，探討其與顧客知覺服務品質之關係，並以員工心理所有權作為干擾變項，以觀察其對於員工心理所有權與顧客知覺服務品質間的關係是否造成影響。

本研究以大陸上海地區台資之餐飲業為研究對象，共計發出預視問卷50份及正式問卷500份，回收之有效問卷分別為36份及323份。

研究結果顯示，員工情緒勞務對於顧客知覺服務品質具有正向之影響，而心理所有權對於表層情緒勞務與知覺服務品質之關係具有正向之干擾作用，對於深層情緒勞務與知覺服務品質之關係則有顯著之干擾作用。

關鍵詞：情緒勞務、心理所有權、知覺服務品質

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