

員工類型、溝通策略與關係品質之研究

謝芳妤、姚惠忠

E-mail: 9806528@mail.dyu.edu.tw

摘要

本研究主要探討員工類型、溝通策略與關係品質三者之間的關係，並且探討員工類型(涉入程度)在溝通策略與關係品質之間是否具有干擾效果。本研究以便利抽樣，選擇壽險從業人員為抽樣對象，採用對偶問卷方式發放，由問卷調查資料分析結果顯示：一、主管對績效好與績效差員工使用之溝通策略有明顯差異。二、主管與員工對溝通策略之認知上有明顯差異。三、依涉入程度劃分員工類型對主管所使用之溝通策略認知上有明顯差異。四、溝通策略與關係品質之間具有關連性。五、涉入程度在「社交活動與員工關係品質」之間具有干擾效果。六、涉入程度在「對等溝通與績效好員工關係品質」之間具有干擾效果。七、涉入程度在「人際溝通與績效差員工關係品質」之間具有干擾效果。

關鍵詞：涉入程度、溝通策略、關係品質

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