

跨國企業員工情緒勞務、知覺服務品質與顧客滿意度關係之研究

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摘要

研究顯示，知覺服務品質對員工情緒勞務與顧客滿意度之關係具有中介效果，根據研究結果提供給想到中國上海投資餐飲事業者當參考。本研究以情緒勞務為自變數，顧客滿意度為依變數，並透過知覺服務品質為中介變數，以進一步釐清兩變數間的關係。問卷樣本以中國上海之餐飲業員工與登門顧客為對象，採配對問卷方式實施統計驗證，問卷發放前測100份及正式問卷1000份，回收有效問卷中，前測為80份及正式問卷為646份。研究結果顯示，員工情緒勞務對顧客滿意度具顯著正向影響，此外，知覺服務品質對於員工情緒勞務與顧客滿意度之中介效果成顯著之影響。

關鍵詞：情緒勞務；知覺服務品質；顧客滿意度

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