

海巡署基層單位與社區公眾關係品質之研究

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摘要

本研究主要探討安檢所所長認知之關係品質、安檢所所長使用之公關策略與漁民認知之關係品質三者之間的關係；安檢所所長使用之公關策略在安檢所所長與漁民各自認知之關係品質之間是否具有中介效果，並且探討漁民代表與漁會辦事員認知之關係品質在安檢所所長使用之公關策略與漁民認知之關係品質之間是否具有干擾效果。本研究以便利抽樣，選擇行政院海岸巡防署中部地區巡防局所轄屬安檢所所長、漁民、漁民代表及漁會辦事員為抽樣對象，採用對偶問卷方式發放，由問卷調查資料分析結果顯示：一、安檢所所長與漁民對公關策略的認知程度具有顯著差異；二、安檢所所長與漁民認知之關係品質有明顯差異；三、漁民、漁民代表、漁會辦事員三者之中，以漁會辦事員認知安檢所所長關係品質最好；四、安檢所所長認知之關係品質對其採用「社交活動」策略沒有影響，且其採用「社交活動」策略對漁民關係品質沒有影響；五、公關策略作為所長關係品質與漁民關係品質的中介變項，會因為所長認知與漁民關係品質的不同稍有差異；六、漁會辦事員關係品質在「對等溝通與漁民關係品質」之間具有干擾效果。

關鍵詞：公共關係(public relationship)；公關策略(public relationship strategies)；溝通策略(communication strategy)；關係品質(relationship quality)

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