

A Study on Relationship Quality between the Basic Section of Coast Guard Administration and Community Publics

邱瑞讀、姚惠忠

E-mail: 9901142@mail.dyu.edu.tw

ABSTRACT

This study focuses on the relations among inspector leader's relationship quality, inspector leader's public relationship strategies and fisherman's relationship quality. It explores whether the public strategies of inspector leader induce any mediating effect between the relationship quality of inspector leader and fisherman. It also explores whether the representative of fisherman and fishery association staff's relationship quality induce any interference between inspector leader's public relationship strategies and fisherman's relationship quality. The method of the research utilizes dual questionnaires whose target of sampling are inspector leader、fisherman、the representative of fisherman and fishery association staff of Central Coastal Patrol Office. The result of the survey indicates: First, there is a correlation between inspector leader's and fisherman's public relationship strategies. Second, there is significant divergence on the relationship quality between inspector leader and fisherman. Third, among fisherman, representative of fisherman and the staff of fishery association, and the last one have the best relationship quality. Fourth, inspector leader's relationship quality has no effect on social activity strategies that inspector leader takes, and the social activity strategies he chooses also has no effect on fisherman's relationship quality. Fifth, public relationship strategies, as the mediating factor between inspector leader's relationship quality and fisherman's relationship quality, will be little different due to inspector leader's relationship quality and fisherman's relationship quality. Sixth, the relationship quality of fishery association staff also has interference between symmetrical communication strategy and the relationship quality of fisherman.

Keywords : public relationship ; public relationship strategies ; communication strategy ; relationship quality

Table of Contents

內容目錄 中文摘要	iii	英文摘要	
iv 誌謝辭		vi 內容目錄	
vii 表目錄		ix 圖目錄	
xi 第一章 緒論	1	第一節 研究背景與動機	
1 第二節 研究目的	4	第三節 研究流程	
5 第二章 文獻探討	7	第一節 公關與公關研究	
7 第二節 公關策略之研究	14	第三節 關係品質	
18 第三章 研究方法	22	第一節 研究設計與架構	
22 第二節 研究假設與變項操作型定義	24	第三節 研究對象與問卷設計	
27 第四節 分析方法	29	第四章 研究分析	
32 第一節 回收樣本描述	32	第二節 信度及效度分析	
34 第三節 平均數分析與差異檢定	43	第四節 迴歸分析	
53 第五節 中介及干擾效果驗證分析	61	第五章 結論與建議	
69 第一節 結論與管理意涵		69 第二節 研究限制與未來研究建議	
72 參考文獻		74 附錄A 學術研究問卷(安檢所所長)	
85 附錄B 學術研究問卷(漁民)		90 附錄C 學術研究問卷(漁民代表)	
95 附錄D 學術研究問卷(漁會辦事員)		100	

REFERENCES

- 一、中文部份 Grunig, J. E. (2001b). The role of public relations in management and its contribution to organizational and societal effectiveness. 公關新世紀-理論與實務的探討 (pp. 7-26), 台北:世新大學。 Grunig, J. E. (2001c). Building relationships with public: The next wave of research and evaluation in public relations. 公關新世紀-理論與實務的探討 (pp. 50-69), 台北:世新大學。 Grunig, J. E., & Grunig, L. A. (1994). Public relations, media relations, and marketing. 傳播文化, 3, 81-113. Thomas L. H. (1997), 行銷公關(吳玟琪, 蘇玉清譯), 台北:台視電視事業股份有限公司, (原文於1991年出版)。 方世榮(2002), 關係價值、關係品質與忠誠度之探討 - 零售銀行業的實證研究, 管理學報, 19(6)

, 1097-1130。方世榮, 施義輝(1997), 旅行業關係品質模式的實證研究, 企業管理學報, 41, 1-32。行政院海岸巡防署編印(2006), 海巡勤務, 台北:五南書局。吳明隆, 涂金堂(2005), SPSS與統計應用分析, 台北:五南書局。居延安(2001), 公共關係學, 上海:復旦大學。邱皓政(2002), 量化研究與統計分析, 台北:五南書局。林家慧(2003), 溝通策略對關係品質影響之研究, 國立政治大學國際貿易研究所未出版之碩士論文。林靜伶, 吳宜蓁, 黃懿慧(1996), 公共關係, 台北:國立空中大學。金耀基(1980), 人際關係中的人情之分析, 第一屆漢學會議論文集(pp. 413-428), 台北:中央研究院。姚惠忠(2004), WHAT ' S PR公關基本教練, 台北:威肯公關。姚惠忠(2006), 公關策略內涵與實務操作組合之探討(國科會, No. NSC94-2412-H-212-002), 台北:行政院國家科學委員會。姚惠忠, 王怡雯, 張靖嫻(2005), 公關策略之初探性研究 - 全球化、在地化與公共關係管理, 第二屆關係管理學術研討會論文集(pp. 1-17), 彰化:私立大葉大學。孫秀蕙(1997), 公共關係理論、策略與研究實例, 台北:正中書局。張依依(2004), 新世紀營銷:公關、趨勢、行銷, 台北:聯經出版事業股份有限公司。張依依(2007), 公共關係理論的發展與變遷, 台北:五南書局。張紹勳(2000), 研究方法, 台中:滄海書局。陳康莊(2003), 關係品質與忠誠度關係之研究 - 以中華電信ADSL顧客為例, 國立交通大學經營管理研究所未出版之碩士論文。陳順宇(2005), 多變量分析(4版), 台北:華泰書局。喬健(1982), 關係芻議, 收於楊國樞1993年編, 中國人的心理(pp. 105-122), 台北:桂冠圖書公司。黃光國, 人情與面子:中國人的權力遊戲, 收於黃光國編, 中國人的權力遊戲(pp. 10-55), 台北:巨流出版社。黃俊英(1995), 多變量分析(5版), 台北:中國經濟企業研究所。黃懿慧(1999), 公關策略與其效果之關連性研究 - 行政院部會與立法院互動關係之探討, (國科會, No. NSC88-2412-H-004-024), 台北:行政院國家科學委員會。黃懿慧(2001a), 公共關係之「關係」研究 - 研究方向的省思與展望, 廣告學研究, 17, 21-44。黃懿慧(2001b), 90年代台灣公共關係研究之探討 - 版圖發展、變化與趨勢, 新聞學研究, 67, 51-86。黃懿慧(2003), 台灣公共關係學門及研究:1960-2000之回顧, 廣告學研究, 20, 13-50。黃懿慧, 林穎萱(2004), 公共關係之關係策略模式初探:在地與文化的觀點, 新聞學研究, 79, 135-195。蔡麗玲(2007), 農田水利會工作站與小組長關係品質之研究, 私立大葉大學人力資源暨公共關係學系研究所未出版之碩士論文。鄭貞銘(2003), 公共關係總論, 台北:五南書局。臧國仁(2001), 公共關係研究的內涵與展望 - 十字路口的觀察, 廣告學研究, 17, 1-19。賴金波(2003), 公關策略:理論與實務運用, 台北:五南書局。二、英文部份 Barnes, J. G. (1997). Closeness, strength, and satisfaction: Examining the nature of relationships between providers of financial services and their retail customers. *Psychology and Marketing*, 14(8), 765-790. Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and social psychology*, 51(6), 1173-1182. Benoit, W. L. (1997). Image repair discourse and crisis communication. *Public Relations Review*, 23(2), 177-186. Bitner, M. J. (1990). Evaluating service encounters: The effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82. Bitner, M. J. (1995). Building service relationships: It ' s all about promises. *Journal of the Academy of Marketing Science*, 23(4), 246-251. Broom, G. M., Casey, S., & Ritchey, J. (2000). Toward a concept and theory of organization-public relationships. *Journal of Public Relations Research*, 9, 83-98. Coombs, W. T. (1995). Choosing the right words the development of guideline for the selection of the appropriate: Crisis-response strategies. *Management Communication Quarterly*, 8(4), 147-175. Coombs, W. T. (2001). Interpersonal communication and public relations. In R.L. Heath (Ed.). *Handbook of public relations* (pp. 105-114). California: SAGE Publication Inc. Crosby, L. A., Evans, K. R., & Cowles, D. (1990). Relationship quality in services selling: An interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-82. Cutlip, S. M., Broom, G. M., & Center, A. H. (2000). *Effective public relations*. New Jersey: Prentice-Hall. Dwyer, F. R., Schurr, P. H., & Oh, S. (1987). Developing buyer-seller relationships. *Journal of Counseling Psychology*, 43(4), 34-57. Garbarino, E., & Johnson, M. S. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *Journal of Marketing*, 63(2), 70-87. Gronroos, C. (2004). The relationship marketing process: Communication, interaction, dialogue, value. *The Journal of Business & Industrial Marketing*, 19(2), 99-133. Grunig, J. E. (2001a). Two-Way symmetrical public relations-Past, present, and future. In R.L. Heath (Ed.). *Handbook of public relations* (pp. 11-30). California: SAGE Publication Inc. Grunig, J. E., & Huang Y. T. (2000). From organizational effectiveness to relationship indicators: Antecedent of relationships, public relationships, and relationship outcomes. *Public relations as re-relationship management* (pp. 23-53). London: LEA. Grunig, J. E., & Hunt, T. (1984). *Managing public relations*. New York: Holt. Grunig, J. E., & White, J. (1992). The effect of worldviews on public relations theory and practice. *Excellence in public relations and communication management* (pp. 31-64). New Jersey: Lawrence Erlbaum Associates, Inc. Grunig, L. A., Grunig, J. E., & Ehling, W. P. (1992). What is an effective organization? *Excellence in public relations and communication management: Contributions to effective organizations* (pp. 65-89). Hillsdale, New Jersey: Lawrence Erlbaum Associates, Inc. Grunig, L. A., Grunig J. E., & Vercic, D. (1998). Are the IABC ' s excellence principles generic? Comparing slovenia and the united kingdom and Canada. *Journal of Communication Management*, 2, 335-356. Guenzi, P., & Pelloni, O. (2004). The impact of interpersonal relationships on customer satisfaction and loyalty to the service provider. *International Journal of Industry Management*, 15(3/4), 365-384. Gummesson, E., & Gronroos, C. (1988). Quality of services: lessons from the product sector. In C. Suprenant (Ed.), *Add Value to Your Service* (pp. 13-16). Illinois: AMA. Hartley, J. L. (2000). Collaborative value analysis: Experience from the automotive industry. *Journal of Supply Chain Management*, 36(4), 27-32. Hennig-Thurau, T., Gwinner, K. P., & Gremler, D. D. (2002). Understanding relationship marketing outcomes: An integration of relational benefits and relationship quality. *Journal of Services Research*, 4(3), 230-247. Hon, L. C., & Grunig, J. E. (1999). Guidelines for measuring relationships in public relations. *Commission on PR Measurement and Evaluation*, 1-40. Huang, Y. H. (2000). The personal influence model and gao guanxi in Taiwan Chinese public relations. *Public Relations Review*, 26(2), 219-236. Huang, Y. H. (2001a). OPRA: A cross-cultural, multiple-item scale for measuring organization-public relationships. *Journal of Public Relations Research*, 13(1), 61-90. Huang, Y. H. (2001b). Values of public relations: Effects on organizations-public relationships mediating conflict resolution. *Journal of Public Relations Relation*, 13(4), 265-301. Huang, Y. H. (2004). PRSA: Scale development for exploring the impetus of public relations strategies. *Journalsml and Mass Communication Quarterly*, 81(2), 307-326. Huang, Y. H. (2008).

Trust and relational commitment in corporate crises: The effects of crisis communicative strategy and form of crisis response. *Journal of Public Relations Relation*, 20, 297-327. Hunt, H. K. (1977). Consumer satisfaction/ dissatisfaction: Overview and research directions. In H. K. Hunt (Ed.), *Conceptualization and measurement of consumer satisfaction and dissatisfaction* (pp. 455-488). Cambridge, Massachusetts: Marketing Science Institute. Hutton, J. G. (2001). Defining the relationship between public relations and marketing. In R. L. Heath (Ed.), *Handbook of public relations* (pp. 205-214). California: SAGE Publication Inc. Jackie, L., Tam, M., & Wong, Y. H. (2001). Interactive selling: A dynamic framework for services. *Journal of Services Marketing*, 15(4/5), 379-396. Jones, H., & Farquhar, J. D. (2003). Contact management and customer loyalty. *Journal of Financial Services Marketing*, 8(1), 71-78. Jones, T. O., & Sasser, W. E. (1995). Why satisfied customer defect. *Harvard Business Reviews*, 73(6), 88-99. Kumar, N., Hibbard, J. D., & Stern, L. W. (1994). The nature and consequences of marketing channel intermediary commitment (pp. 94-115). Cambridge, Massachusetts: Marketing Science Institute. Lagace, R. R., Dahlstrom, R., & Gassenheimer, J. B. (1991). The relevance of ethical salesperson behavior on relationship quality: The pharmaceutical industry. *Journal of Personal Selling and Sales Management*, 11(4), 39-47. Lee, J. N., & Kim, Y. G. (1999). Effect of partnership quality on is outsourcing success: Conceptual framework and empirical validation. *Journal of Management Information Systems*, 15(4), 29-61. Leuthesser, L. (1997). Supplier relational behavior: An Empirical assessment. *Industrial Marketing Management*, 26(3), 245-254. Ni, L. (2006). Relationships as organizational resources: Examining public relations impact through its connection with organizational strategies. *Public Relations Review*, 32(3), 276-281. Palmatier, R. W. (2008). Interfirm relational drives of customer value. *Journal of Marketing*, 72(4), 76-89. Smith, J. B. (1998). Buyer-Seller relationships: Similarity, relationship management, and quality. *Psychology and Marketing*, 15(1), 3-21. Smith, R. D. (2005a). Introduction. In R. D. Smith (Ed.), *Strategic planning for public relations* (pp. 1-14). London: LEA. Smith, R. D. (2005b). Using effective communication. In R. D. Smith (Ed.), *Strategic planning for public relations* (pp. 117-156). London: LEA. Yen, D. A., Yu, Q., & Barnes, B. R. (2007). Focusing on relationship dimensions to improve the quality of Chinese-Western business-to-business exchanges. *Total Quality Management*, 18(8), 889-899