

使用者認知人力銀行提供需求內容與忠誠度關聯-以滿意度為干擾效果

The Relationship Between Content of Needs of Job Search Websites Provided and Loyalty by Users' Cognitive Processes-Moderating Effect of Satisfaction

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摘要

人力銀行是求職者與雇主間一個很受歡迎的管道，有關著個人工作與社會的穩定。本研究以馬斯洛需求理論為基礎發展人力銀行使用者之需求題項，試圖找出使用者需求與使用者忠誠度之關聯性，並加入使用者滿意度變項深入研究。以立意抽樣方式回收有效問卷441份。本研究結果顯示，使用者需求與忠誠度證實具有部份正向顯著影響。另外，以滿意度作為干擾變項，結果顯示滿意度與忠誠度有正向顯著的關係，而滿意度同時對使用者需求與忠誠度產生交互作用，扮演部份干擾角色。本研究根據結果，提出對學術與實務的建議，供人力銀行業者應用於網站服務的經營方向與策略的制定，而對於求職者則能提供更符合真實需求之服務與產品，進而協助其就業。

關鍵字：人力銀行、需求內容、忠誠度、滿意度、使用者

ABSTRACT

Job search website is a popular platform for job seekers and recruiters, it's important in relation to personal work and the stability of society. This study shows that there is a positive influence proved user's demand and loyalty. Applying purposive sampling, 441 valid copies were collected. In addition to satisfaction as a moderating variable, the result show there's a positive relationship between satisfaction and loyalty; on the other hand, the study found "moderating variable – satisfaction" also act a interference role between user's demand and loyalty. The result of the study provides the industry of job search website web service developing and business strategy formulating. After that, job search website will be able to provide more suitable services and real demand; finally, we wish to reduce the high unemployment rate in Taiwan, and help job seekers to get a job.

Keywords : Job bank, Content of needs, Loyalty, Satisfaction, User