

題目	社會支持對角色外顧客服務行為之影響
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摘要	本研究藉由社會交換理論與角色界定的概念，探討各項社會支持對角色外顧客服務行為的直接影響，並討論情感性組織承諾是否在社會支持與角色外顧客服務行為之間，扮演中介角色。本研究採取第一線服務人員與主管配對式問卷收集資料，針對國內最大連鎖量販店的 14 家分店發出 280 份問卷，有效回收樣本 198 份，並採用結構方程模式進行分析。結果發現，組織支持與同事支持均會透過情感性組織承諾的中介作用，間接影響員工的角色外顧客服務行為，而同事支持也會對角色外顧客服務行為產生直接影響。針對上述結果，本研究提出管理意涵與後續研究建議。
關鍵字	社會支持、角色外顧客服務行為、情感性組織承諾
Title	The Influences of Social Support on Extra-role Customer Service Behavior
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Abstract	Deriving from social exchange theory and the concept of role definition, this study developed and tested a model of how contact employee perceptions of social support influence affective commitment, which contributes to their extra-role customer service behaviors. Dyad-data was collected from 198 contact employees and supervisors of 20 branches in Taiwan's largest hypermarket group and analyzed using structural equation modeling (SEM). The results reveal that organizational support and co-worker support have indirect effects on extra-role customer service behavior through affective commitment. In addition, co-worker support directly contributes to the exhibition of extra-role customer service behavior. Based on the findings, some managerial implications and suggestions for further research are proposed.
Key Words	social support, extra-role customer service behavior, affective commitment