

題目	醫院服務失誤是否會引起顧客抱怨？探討心理契約違背之中介效果
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摘要	在醫療服務的接觸過程中，服務失誤無可避免；當服務失誤發生時，有些民眾會產生抱怨行為，有些則不會，兩者之間可能涉及一種不可言喻的心理契約。因此，本研究試圖從心理契約違背的觀點探討醫院服務失誤與顧客抱怨行為之影響。本研究利用實證調查的方式，有效分析 346 份問卷資料發現，醫院服務失誤(醫療型服務失誤與非醫療型服務失誤)會正向影響心理契約違背；心理契約違背會正向影響顧客抱怨行為，而心理契約違背在醫院服務失誤(醫療型服務失誤與非醫療型服務失誤)與顧客抱怨行為之間扮演者中介的效果。本研究並針對研究發現在理論與實務之涵義進行討論。
關鍵字	服務失誤、抱怨行為、心理契約違背、醫療產業
Title	The Hospital Service Failure whether Can Cause the Customer Complaint? The Mediating Effects of Psychology Contract Violation
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Abstract	In the medical service contact processes, service failure is inevitable. When the service failure occurs, some people may have complaints, some may not. The two variables might involve an unspeakable psychological contract. Therefore, this study attempts to use the perspective of psychological contract violation to explore the relationship between hospital service failures and customer complaints. This study used an empirical investigation to effectively analyze 346 samples and found medical service failure positively affects psychological contract violation; psychological contract violation positively affects customer complaint behavior. Psychological contract violation mediates between medical service failure and customer complaint. Theoretical and practical implications of the findings are discussed.
Keyword	Service failure, complaint behavior, psychological contract violation, medical industry