

國立高雄科技大學
企業管理系碩士班
碩士論文

工作投入、創新行為與工作滿意度關聯性之研究

The Relationship among Work Engagement,
Innovative Behavior and Job Satisfaction

研究生：秦世一
指導教授：劉季貞 博士

中華民國 107 年 06 月

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摘要

隨著科技日新月異與國民生活水準提高，造就了服務業開始蓬勃發展，而企業間競爭也越來越激烈。為了因應市場需求，企業需要提供更多創新與多元的服務。本研究主要探討服務業，針對工作投入、創新行為與工作滿意度的影響及其之間的相關性。深入了解員工的工作投入，是否會產生更多的創新行為，因而對工作感到滿意。並聚焦此情境來進行員工實證，了解員工在創新行為對於工作投入與工作滿意度之中介效果。

本研究對象為服務業員工，總共發放了 400 份，回收問卷為 210 份，有效問卷為 208 份。本研究假設透過 SPSS22.0 統計軟體方法進行檢驗，研究結果發現：(1)工作投入對工作滿意度有顯著正向影響。(2)工作投入對創新行為有顯著正向影響(3)創新行為對工作滿意度有顯著正向影響。(4)創新行為在工作投入與工作滿意度之間具有中介效果。

本研究以資源保存理論的觀點，將工作投入與創新行為視為資源，了解對工作滿意度有何影響，然而影響工作滿意度領域中尚有許多議題值得探討，期望未來能提供後續研究者參考。

關鍵詞：工作投入、創新行為、工作滿意度

The Relationship among Work Engagement, Innovative Behavior and Job Satisfaction

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ABSTRACT

With the improvement of technology and high quality of life, the service industry has also begun to flourish, and the competition among enterprises has become more and more intense. In order to respond to marketing demands, companies need to provide more innovative and diverse services. The main purpose of the study is focusing on the relationship among the work engagement, innovation behavior, and job satisfaction. The study intends to investigate in depth how companies may stimulate their employees to dedicate and immerse themselves into their work, whether, by doing so, workers feel satisfaction and sense of achievement by making more innovative behavior. In the past, many studies focused on factors affecting work engagement and job satisfaction. But few of them dealt with the interaction between work engagement and job satisfaction. Therefore, the present investigates the intermediating effects of employee innovation and its relations to work engagement on the one end and job satisfaction on the other.

This study takes service industry employees as research subjects and analyzes 208 valid questionnaires. The collected data were processed and analyzed by SPSS22.0 software program. The main findings of the study are as follows:

- (1) work engagement has positive effect on job satisfaction.
- (2) work engagement has positive effect on innovative behavior.
- (3) innovation behavior has positive effect on job satisfaction.
- (4) innovative behavior has mediating effect between work engagement and job satisfaction.

Keywords: work engagement, innovative behavior, job satisfaction