



國立高雄科技大學  
企業管理系碩士班  
碩士論文

內部行銷與留任意願關聯性之研究—  
以自我效能與工作投入為中介變數

The Relationship between Internal Marketing and  
Employee Retention: The Mediation Effects of  
Self-Efficacy and Job Involvement

研究生：張修瑤

指導教授：劉季貞 博士

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# 內部行銷與留任意願關聯性之研究一

## 以自我效能與工作投入為中介變數

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### 摘要

本研究旨在探討內部行銷、自我效能、工作投入與留任意願之關聯性，並且以台灣護理人員為樣本，深入探討醫院之內部行銷，是否會讓員工產生更多的自我效能與工作投入，因而提升員工留任意願，並了解員工的自我效能與工作投入是否對內部行銷與留任意願之間具有中介效果。本研究採用問卷調查法，共發放 210 份問卷，有效問卷為 170 份。本研究採用信度分析、敘述性統計分析、獨立樣本 t 檢定、單因子變異數分析、相關分析及多元迴歸分析等統計方法，分析資料與驗證假設。

研究結果發現內部行銷、自我效能與工作投入對留任意願有顯著正向影響；自我效能對內部行銷與留任意願之間具有中介效果；工作投入對內部行銷與留任意願之間具有中介效果。最後針對本研究結果進行探討並提供管理實務上的建議。

**關鍵字：**內部行銷、自我效能、工作投入、留任意願

The Relationship between Internal Marketing and Employee Retention:  
The Mediation Effects of Self-Efficacy and Job Involvement

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**ABSTRACT**

The purpose of this study is to explore the correlation between internal marketing, self-efficacy, job involvement and employee retention, and to explore in depth whether the internal marketing of hospitals, based on the sample of Taiwan nursing staff, will enable employees to produce more self-efficacy and job involvement, thus enhancing employees' retention, and to understand whether employees' self-efficacy and job involvement have intermediary effects between internal marketing and employee retention. In this study, 170 valid questionnaires were distributed. This study uses statistical methods such as Reliability Analysis, Descriptive Statistics Analysis, t-test, One-way ANOVA, Correlation Analysis and Multiple Regression Analysis. The results show that internal marketing, self-efficacy and job involvement have a significant positive effect on the employee retention, self-efficacy has an intermediary effect on the relationship between internal marketing and employee retention, and job involvement has an intermediary effect on the relationship between internal marketing and employee retention. Finally, this study results are discussed and suggestions on management practice are provided.

Keyword: Internal Marketing, Self-efficacy, Job Involvement, Employee Retention