

警察內部行銷、心理契約與特考班員警工作態度關聯之研究

黃素惠, 賴廷彰, 王素蘭

通識教育中心

人文社會學院

suhui@chu.edu.tw

摘要

With rapid changes in the environment, the police administration has a profound understanding of the importance of having highly efficient and high-quality human resources, which constitute the most important assets of the country. Strengthening police policy knowledge management and establishing group consciousness would effectively elevate the administrative efficacy of the police in satisfying diverse needs of the public, which would realize the value of public service. In order to elevate the competitiveness of the police and cultivate excellent public servants requires good people to activate police administration reform, inspire creativity, and to effectively execute state power. Police personnel are government employees, and are a key to the government's political affairs. The quality and ability of police personnel would directly influence the effective realization of government efficacy. Therefore, it is important to establish a good police administration culture, elevate service quality, achieve the people's satisfaction for service, and in turn create a competitive edge with a good police administration culture.

This study uses the theoretical framework of police institutional internal marketing, psychological contract, and police personnel work attitudes. This study uses new special examination personnel who are not from police schools and Central Police University as the sample population, with a questionnaire survey method. There were 254 valid sample questionnaires. The purpose of the study is to use the perspective of new special examination personnel to evaluate the connection between people in the special examination class and the police institution. Descriptive analysis, reliability, validity, and regression analysis are used to study internal marketing, psychological contract, and differences in police employee attitudes. Results of the study will enhance police personnel

selection and recruitment planning and utilization of strategy, in order to comprehensively enhance the efficiency and efficacy of police human resources.

Results of the study are summarized as follows:

1. Internal marketing perception has a significant relationship with work attitudes.
2. Psychological contract has a partial significant relationship with work attitudes.
3. Psychological contract has a partial significant relationship with internal marketing perception.
4. Psychological contract operates through internal marketing perception to create a partial significant relationship with work attitudes.

關鍵字：police, internal marketing, psychological contract, work attitudes