

國小教師內部行銷知覺、工作士氣與工作滿意之關聯性研究-以台中縣為例

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### 摘要

In the age of people having fewer children and liberalization of education, parents have more choices, thereby elevating the pressure of competition faced by educational organizations. The principal should proactively select and use the concepts and strategies of corporate marketing and management. Principals should also use internal marketing (IM) strategies to transmit school ideals, visions, and organizational mission to teachers, and emphasize consensus among faculty members, in the hope of making teachers identify with the school organization and have a positive attitude, in order to elevate the faculty members' job morale and job satisfaction, and then promote the achievement of whole organization.

Currently, there are only a few domestic studies on the perception of internal marketing and job morale in elementary schools; this study seeks to fill this gap by evaluating the correlation between perceptions of internal marketing, job morale and job satisfaction of elementary school teachers. The study uses questionnaires on teachers at public elementary schools in Taichung County. 324 questionnaires were sent to them, 266 were returned, and the return rate was 82.1%; 262 were valid samples, and the valid return rate was 80.1%. SPSS12.0 statistical software is used to conduct analysis of the data, using methods including descriptive statistics, one-way ANOVA, correlation analysis, regression analysis, and path analysis.

Results of this study are as follows:

1. For the present, perceptions of internal marketing, job morale, and job satisfaction of elementary school teachers are all above mean range.
2. Elementary school teachers with different current work, highest level of education received, and school sizes, their perceptions of internal marketing are significantly different.

3. As for elementary school teachers with different genders, ages, numbers of years served, and school sizes, their job morale are significantly different.

4. Elementary school teachers with different genders, ages, and number of years served, current work, highest level of education received, and school sizes show significant differences in job satisfaction.

5. The correlation between perceptions of internal marketing, job morale, and job satisfaction of elementary school teachers:

(1) There is a significant positive relationship between the perception of internal marketing and job morale.

(2) There is a significant positive relationship between the perception of internal marketing and job satisfaction.

(3) There is a significant positive relationship between job satisfaction and job morale.

(4) The perception of internal marketing has a direct positive impact on job morale.

(5) The perception of internal marketing has a direct positive impact on job satisfaction.

(6) Job satisfaction has a direct positive impact on job morale.

(7) Job satisfaction is an intermediary variable of the perception of internal marketing and job morale.

In conclusion, we give some suggestions and hope these findings offer a reference for educational administrations, schools, teachers and follow-up researchers

**關鍵字** : perception of internal marketing, job morale, job satisfaction