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Personality Traits, Internal Marketing, Professional Commitment, Emotional Labor and Job Performance- take the Tainan area's banks as example
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Abstract
The research adopted SPSS statistics Windows software as statistical analysis tool, of research technique in view of sampling materials, for example, factor analysis, descriptive statistics analysis, T-test analysis, One-Way ANOVA, Pearson correlation analysis, regression analysis, cluster analysis, to discuss the Financial Consultant's personality traits, internal marketing, professional commitment, emotional labor and job performance.
The research conclusions will be shared to the bank superintendent, as well as provide a direction to investigator for related researches in the future.
Take the Tainan area's Financial Consultant for research object, carries on the questionnaire surveys, total sent out 268 set of questionnaires, the effective feedback questionnaires are 202 sets, the effective questionnaire returns-ratio is 75.37%, the questionnaire design refer to existing literature materials, with some modifications and revisions ,the conclusions to be as follows:
1. The different individual characteristic of a Financial Consultant variable to personality traits, internal marketing, professional commitment, emotional labor and job performance. It has conspicuous difference.
2. Financial Consultant in each research variable between personality traits, internal marketing, professional commitment, emotional labor and job performance. It has a remarkable correlation.
3. Each research variable between personality traits, internal marketing, professional commitment, emotional labor, has remarkable influential variable to a Financial Consultant's work achievements.
4. Financial Consultant of the different colony has a remarkable difference of cognition to the personality traits, internal marketing, professional commitment, emotional labor and job performance.
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