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Abstract
Questionnaire, which had been drawn from those who work as medical technologists in medical laboratories in Tainan, was implemented as a main insrument in this research. This research is aimed to inquire their cognition in different perspectives namely work values, inner marketing, morale, professional commitment, and organizational performance influences to the performance of medical laboratories. All questionnaires were handed out to collect quantifiable data of cognition.
Generally, questionnaire, which had been handed out to those who currently practice as medical technologists in medical laboratories via assistance of laboratory supervisors mainly and regular mail , is defined as a form of data retrieval and analysis in this research.
SPSS is implemented as a statistical analysis software in this research. The main implications can be seen :
1. Characters (namely gender, age, marital status, work experience, education, job position, average monthly income and types of medical lab) of medical laboratory technologists partially dominate the influence of work values, internal marketing, morale, professional commitment and organizational performance.
2. Studies in work values, internal marketing, morale, professional commitment and organizational performance apparently relate to one another.
3. The results of multiple and hierarchy reversal analysis are enormously influenced by factors of work values, internal marketing, morale, professional commitment and organizational performance.
4. Different groups of cognition in work values, internal marketing, morale, professional commitment and organizational performance have significantly different results in One-Way ANVOA.
In short, this research reveals several suggestions for medical laboratory managers and researchers who are interested in study concerned to this research.
Key words: work values, internal marketing, morale, professional commitment, organizational performance
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