

# Predicting the Taking Advantage of Company: Integrating Perceived Risk and Moral Obligation with the Theory of Planned Behavior

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## ABSTRACT

This study uses the theory of planned behavior (TPB) and combines moral obligation and perceived risk to develop a model of explaining and predicting employees' behavior intention of the taking advantage of company. Hoping to bring contributions to the theory and practice and assist the company managers thinking as reference. Military officers, government officials, teachers, services and manufacturing staff are the objects in this study. And a total of 361 questionnaires were distributed. After deducted invalid questionnaires, 345 valid questionnaires were collected. Through Structural Equation Model conducted research model validation. The findings of this study are as follows: 1. The behavior intention of the taking advantage of company is positively affected by the attitude, the subjective norms, and the perceived behavioral control. 2. The moral obligation negatively affects the intention of the taking advantage of company and the attitude at the same time. 3. The perceived risk has no significantly affection to the behavior intention and the attitude. Among the variables, the moral obligation affects the behavior intention best. Then is the attitude and the subjective norms, and the last is the perceived behavioral control. This study tested the relationship assumed in TPB, and tested that the increasing moral obligation can significantly enhance the explanation ability of TPB to the behavior intention.

Keywords: taking advantage of company、theory of planned behavior、perceived risk、moral obligation

## Table of Contents

中文摘要	i
英文摘要	ii
誌謝辭	iv
內容目錄	v
圖目錄	vii
表目錄	viii
第一章 緒論	1
第一節 研究背景與動機	1
第二節 研究目的	6
第三節 研究問題	6
第二章 文獻探討	7
第一節 佔公司便宜	7
第二節 理性行動理論與計畫行為理論	15
第三節 道德義務	21
第四節 知覺風險	29
第三章 研究方法	37
第一節 研究架構	37
第二節 研究假設	38
第三節 研究變數的操作性定義與衡量	40
第四節 測量工具	46
第五節 資料分析方法	49
第四章 資料分析	52
第一節 樣本描述與分析	52
第二節 變數之敘述性統計分析	56
第三節 相關分析	60
第四節 結構方程模式	61
第五章 結論與建議	68
第一節 研究結論與發現	68
第二節 研究貢獻	69
第三節 研究限制	72
第四節 後續研究方向	73
參考文獻	75
附錄	97
圖目錄	
圖2-1 員工從工作場所偷竊的項目	14
圖2-2 理性行動理論	16
圖2-3 計畫行為理論	17
圖2-4 道德決策模型	26
圖2-5 Ferrell, Fraedrich and Ferrell之倫理決策架構	27
圖2-6 Flannery and May之倫理決策模式	28
圖3-1 研究架構	37
圖4-1 研究架構路徑分析圖	66
圖4-2 計畫行為理論模式分析圖	67
表目錄	
表2-1 員工偏差行為的分類	11
表2-2 知覺風險之構面分類彙整	34
表3-1 態度衡量問項	41
表3-2 主觀規範衡量問項	42
表3-3 知覺行為控制衡量問項	43
表3-4 行為意向衡量問項	44
表3-5 道德義務衡量問項	45
表3-6 知覺風險衡量問項	46
表3-7 預測量表項目相關分析結果	48
表4-1. 人口統計變數彙整表	55
表4-2 態度的敘述性統計	56
表4-3 主觀規範的敘述性統計	57
表4-4 知覺行為控制的敘述性統計	57
表4-5 道德義務的敘述性統計	58
表4-6 知覺風險的敘述性統計	59
表4-7 行為意向的敘述性統計	59
表4-8 自變數之相關係數表	60
表4-9 整體配適度檢驗結果	62
表4-10 因素分析結果	64
表4-11 研究模式標準化係數表	65
表5-1 本研究之各構面間之假說結果	68

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