# Effects of Charismatic Leadership,Subordinates' Trust, and Unit Culture on Subordinates' Cohesiveness: A Case Study of A

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## ABSTRACT

Whatever any kind of organization, arising performance to get profits is the ultimate purpose. Cohesion is an important factor of effecting organization performance. The most research about cohesion in Taiwan are concerned on what the cohesion could effect, but further this study emphasizes on what factors could effect cohesion. The leader, unit culture, and subordinates' trust are the factors to effecting cohesion. The purpose of this study focused on effects of charismatic leadership, subordinates' trust, and unit culture on subordinates' cohesiveness. The trust was emphasized on subordinates to leader. The sample was amusement parks employees. The questionnaire survey method was used in this study, and of all 460 copies questionnaires sent, 83 copies were retrieved and valid. Reliability Analysis, One-way ANOVA, Pearson Correlation Analysis and Regression Analysis were used. The findings were as follow: 1. The more charismatic leaders have, the higher trust subordinates have. 2. The more charismatic leaders have, the higher effects unit culture have. 3. The higher tendency of subordinates' trust subordinates have, the higher trust subordinates have. 4. The higher degree of unit culture the unit has, the higher subordinates' cohesiveness subordinates have. 5. The higher trust subordinates have, the higher subordinates' cohesiveness subordinates have.

Keywords : Charismatic Leadership, Subordinates' Trust, Unit Culture, Cohesiveness

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