

影響服務品質因素之實證研究 以台灣休閒地區飯店業為例

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摘要

本研究目的為從情緒勞務的角度，探討台灣地區休閒飯店從業人員之服務品質。經相關文獻之探討，建構本研究之研究架構，提出工作特性(個人因素)與組織文化(組織因素)為前因變項，探討其對情緒勞務負擔的影響後，再深入瞭解其對服務品質之影響程度為何。本研究問卷主要採用模糊語意量表作為填答設計、抽樣方法則採便利抽樣，抽樣期間為2006年8月6日至9月14日，選取台灣北、中、南、東四區之飯店員工後獲得有效問卷482份，資料分析方法採用線性結構方程模式驗證各項假設。研究結果發現：(1)工作特性對情緒勞務有顯著的正向影響；(2)組織文化對情緒勞務有顯著的正向影響；(3)情緒勞務對服務品質有顯著的正向影響。根據研究結果提出相關建議，提供休閒地區飯店業者做實質而具體的改善建議，使其能提供更良好的服務品質。

關鍵詞：組織文化；工作特性；情緒勞務；服務品質

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