

An Empirical Study of Factors Affecting Service Quality-The Leisure Area's Hotels of Taiwan

陳瓊芬、魏文欽

E-mail: 9701123@mail.dyu.edu.tw

ABSTRACT

This study, based on the emotional perspective of the workforce, is to explore the service quality of employees in hotels in the leisure sector of Taiwan. Through discussion of related literature, the framework of this research was established: the antecedents of emotional laborloading, job characteristics (personal factors) and organizational culture (organizational factors). At first, the influence on emotional labor was investigated and the impacts on service quality analysed. The questionnaire for this study was based on an fuzzy scale and a convenient sampling approach selected. This study samples the employees of target hotels in Northern, Central, Southern and Eastern Taiwan. Four hundred and eighty-two samples were obtained, from August 6th to September 14th, 2006. A Structural Educational Modeling (SEM) approach was used to verify the hypotheses. The major findings of this study are summarized as following: (1) The influence of job characteristics on emotional labor has been statistically significant; (2) The influence of organizational culture on emotional labor has been significantly supported; (3) The influence of emotional labor on service quality has also been significant. Based on the conclusive evidences of this study, some management implications are derived for the reference of hotels in the leisure sector, in order to provide better service quality.

Keywords : organizational culture ; job characteristics ; emotional labor ; service quality

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