

A Study of the Relationships among Emotional Labor , Psychological Ownership and Perceived Service Quality-An Empirical S

金學銘、楊豐華

E-mail: 9806319@mail.dyu.edu.tw

ABSTRACT

Because of the development of the service industry, its intensity of competition is very fierce, how to offer better service to attract customers, it is the important subject of enterprise's development, and the staff of the service trade are the forefront to contact the customer, they will have decisive influence on the customer's feeling.

This research regards emotional labor as independent variable, to find out about its relation with perceived service quality, regard psychological ownership as moderator variable, in order to observe whether it has influence on relation among psychological ownership and perceived service quality.

This research regards Taiwan investment catering trade of Shanghai area as the research object, send out and 50 test questionnaires and 500 formal questionnaires, the valid questionnaire retrieved is 36 and 323 respectively.

The result of study reveals, the emotional labor has positive correlation to the perceived service quality, and psychological ownership has interference effect to the relation between surface acting of perceived service quality, as to the relation between deep acting and perceived service quality, There is apparent interference effect.

Keywords : emotional labor、 psychological ownership、 perceived service quality

Table of Contents

中文摘要

英文摘要

誌謝辭

內容目錄

表目錄

圖目錄

第一章 緒論

第一節 研究背景與動機

第二節 研究目的與問題

第二章 文獻探討

第一節 情緒勞務

第二節 知覺服務品質

第三節 心理所有權

第三章 研究方法

第一節 研究架構

第二節 研究假設

第三節 研究對象與資料收集

第四節 操作性定義與衡量工具

第五節 資料分析方法

第四章 資料分析

第一節 描述性統計分析

第二節 信度分析

第三節 效度分析

第四節 差異分析

第五節 相關分析

第六節 層級迴歸分析

第五章 結論與建議

第一節 結論

REFERENCES

- 一、中文部份于家琳(2000), 仲介性職務之情緒勞務、情緒規則及其社會化:以廣告業務(account)人員為例, 國立中山大學人力資源管理研究所未出版之碩士論文。林尚平, 陳敦生(1997), 情緒勞務分類下自我監控力與組織行為結之關連性研究, 人力資源學報, 7, 49-65。林尚平(2000), 組織情緒勞務負擔量表之發展, 中山管理評論, 3(8), 427-447。林財丁, 林瑞發(1999), 組織行為第三章個體行為的基礎, 台北滄海書局。洪順慶(1999), 行銷管理, 台北, 新陸書局。凌儀玲(1990), 服務接觸中認知腳本之研究, 國立中山大學企業管理研究所未出版之博士論文。高佳伶(2001), 銀行行員情緒勞務負荷、影響因素與結果之研究, 國立中正大學勞工研究所未出版之碩士論文。陳祖榮(1994), 透過YMCA的體育事工探討健康管理的實踐, 中華民國基督教青年會1994年專業幹事未出版之授證論文, 57。陳妍辰(2003), 情緒勞務、工作特性、工作滿足與組織公民行為之相關性研究, 義守大學管理研究所未出版之碩士論文。陳啟光, 蔡政和, 李元墩(2000), 高等教育行政服務品質衡量之研究。長榮學報, 4(1), 15-32。張倩秋(2007), 談智力資源資本化的產權建設—基於心理所權, 博士論叢, 現代管理科學, 12。黃櫻美(2000), 顧客購買意願對員工情緒表達的影響, 國立台灣科技大學管理研究所企業管理學系未出版之碩士論文。滿莉芳(2002), 情緒勞務工作者情緒勞務負荷與工作結果之研究—以情緒智力與工作特性為干擾, 靜宜大學企業管理研究所未出版之碩士論文。
- 二、英文部份Adelmann, P. K. (1989). Emotional labor and employee well-being. Doctoral Dissertation, The University of Michigan.Anderson, G. (1993). Emotions and work in lifestyle occupation. *Journal of European Industry Training*, 17(5), 10-14.Ashforth, B. E., & Humphrey, R. H. (1993). Emotional labor in Ser-vice Roles: the influence of identity. *Academy of Management Review*, 18(1), 88-115.Ashforth, B. E., & Tomiuk, M. A. (2000). Emotional labour and au-thenticity: Views from service agents. In S. Fineman (Ed.), *Emotion in organizations*. (2nd ed). London: Sage. 184-203.Beggan, J. K., & Brown, E. M. (1994). Association as a psychological Just ification for ownership. *Journal of Psychology*, 128, 365-380.Belk, R. W. (1988). Possessions and the extended self, *Consumer Re-search*. 15, 139-168.Berry L. L. (1980). Services Marketing Is Different. *Business*, 0, 24-29.Brotheridge, C. M., & Grandey, A. A. (2002). Emotional labor and burnout: Comparing two perspectives of “ people work ” . *Jour-nal of Vocational Behavior*, 60, 17-39.Carman, J. M. (1990). Consumer Perceptions of ServiceQuality:An Assessment of the SERVQUAL Dimensions. *Journal of Retail-ing*, 66, 33-55.Cooper, R. K. (1997). Applying emotional intelligence in the work-place. *Training and Development*, 51(12), 31-38.Csikszentmihalyi, M., & Rochberg-Halton, E. (1981). *The meaning of things: Domestic symbols and the sell*. Cambridge: the Univer-sity Press.Dittmar, H. (1992). *The social psychology of material possessions: To have is to be*. New York: St. Martin Press.Duncan, N. G. (1981). Home ownership and social theory. In J. S. Duncan(Ed.). *Housing and identity. Cross-cultural perspectives*, 98-134.Dyne, L. V., & Pierce, J. L. (2004). Psychological ownership and feel-ings of possession: three field studies predicting employee atti-tudes and organizational citizenship behavior. *Journal of Or-ganization Behavior*, 25(4), 439-459.Etzioni, A. (1991). The socio-economics of property. In F. W. Rudmin, *To have possessions: a handbook on ownership and Property*. *Journal of Social Behavior and Personality*, 6(6), 465-468.Frijda, N. H., Manstead, A. S. R., & Bem, S. (2000). *Emotions and beliefs*. Cambridge: the University Press.Furby, L. (1991). Understanding the psychology of possession and ownership: A personal memoir and of our progress. *Journal of Social Behavior and, apaersonality*, 6(6), 457-463Garvin, D. A. (1983). Quality on the line. *Harvard business Review*. 61(September-October), 65-73.Garvin, D. A., (1984). What does Product Quality Really Mean? *Sloan Management Review*, 26, 25-43.Garvin, D. A., (1988). *Managing Quality: the strategic and competi-tive*. New York: The Free Press.Goleman, D. (1995). *Emotional Intelligence*. New York: Bantam Books.Grandey, A. A. (2003). When the “ show must go on ” : Surface acting and deep acting as determinants of emotional exhaustion and peer-rated service delivery. *Academy of Management Journal*, 46, 86-96.Hochschild, A. R. (1979).Emotion work, feeling rules, and social structure. *American Journal of Sociology*, 85(3), 551-575.Hochschild, A. R. (1983). *The Managed Heart:Commercialization of Human Feeling*. Berkeley: University of California Press.Isaacs, S. (1933). *Social development in young children*. London: Routledge & Kegan Paul.James, N. (1989). Emotional labor: Skill and work in the regulation of feelings. *American Sociological Review*, 37(1), 15-42.Kotler, P. (1991). *Marketing Management*. (7th ed.). Englewood cliffs, New Jersey: Prentice-Hall International Inc.Kotler, P. (1999).*Marketing Management, Analysis, Planning, Im-plementation and Control*. (9th ed.). Englewood Cliffs, New Jersey: Prentice-Hall International Inc.Kotler, P. (2003). *Marketing Management*. (11th ed), Englewood Cliffs, New Jersey: Prentice-Hall International Inc.Marx, K. (1976). *The Marx-Engels reader*. (2nd ed.). New York: Nor-ton.Middleton, D. R. (1989). Emotional style: The cultural ordering of emotions. 17(2), 187-201.Morris, J. A., & Feldman, D. C. (1996). The dimensions, antecedents, and consequences of emotional labor. *Academy of Management Review*, 21(4), 986-1010.Morris, J. A., & Feldman, D. C. (1997). Managing emotions in the workplace. *Journal of Managerial Issues*, 9(6), 257-274.Parasuraman, A., Zeithaml, V. A. & Berry, L. L. (1985). A Concep-tual Model of Service Quality and Its Implication for future Re-search. *Journal of Marketing*, 49, 41-50.Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions ofService Quality. *Journal of Retailing*, 64, 12-40.Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1991). Refinement and Reassessment of the SERVQUAL Scale. *Journal of Retail-ing*, 67(4), 420-450.Pierce, J. L., Kostova, T., & Dirks, K. (2001). Toward a theory of psy-chological ownership in organizations. *Academy of Manage-ment Review*, 26, 298 – 310.Pierce, J. L.,

Kostova, T., & Dirks, K. T. (2003). The state of psycho-logical ownership: integrating and extending a century of re-search. *Review of General Psychology*, 7, 84 – 107.

Rafaeli, A. (1989). When cashiers meet customers: An analysis of the role of supermarket cashiers. *Academy of Management Journal*, 32(2), 245-273.

Rafaeli, A. & Sutton, R. I. (1989). The expression of emotion in or-ganizational life. *Research in Organizational Behavior*, 11, 1-42.

Rafaeli, A. & Sutton, R. I. (1991). Emotional contrast strategies as means of social influence: Lessons from criminal interrogators and bill collectors. *Academy of Management Journal*, 34(4), 749-775.

Rudmin, F. W., & Berry, J. W. (1987). Semantics of ownership: A free-recall study of property. *The Psychological Record*, 37, 257 – 268.

Strongman, K. T. (1987). *The Psychology of Emotion*. New York: John Wiley & Sons.

Sutton, R. I. (1991). Maintaining norms about expressed emotions: The case of bill collectors. *Administrative Science Quarterly*, 36, 245-268.

Sutton, R. I. & Rafaeli, A. (1988). Untangling the relationship be-tween displayed emotions and organizational sales. *Academy of Management Journal*, 31, 461-487.

Van Dyne, L. & Pierce, J. L. (2004). Psychological ownership and feelings of possession: three field studies predicting employee attitudes and organizational citizenship behavior. *Journal of Organizational Behavior*, 25, 439-459.

Van Maanen, J. & Kunda, G. (1989). Real Feelings: Expression and Organizational Culture. *Research in Organization Behavior*, 11, 43-103.

Wharton, A. S. (1993). The affective consequences of service work: Managing emotions on the job. *Work and Occupations*, 20, 205-232.

Wharton, A. S. & Erickson, R. J. (1993). Managing emotions on the job and at home: Understanding the consequences of multiple emotional roles. *Academy of Management Review*, 18(3), 457-486.

Zeithaml V. A., & Bitner M. J. (1996). *Services Marketing*. New York: The Mc Graw-Hill Companies, Inc.