

The Relationships among Employee ' s Characteristics, Job Experience and Service Failure

陳俐穎、蘇奉信

E-mail: 9901118@mail.dyu.edu.tw

ABSTRACT

Over 70 percent of GDP in Taiwan is contributed by service industry, which is important in Taiwan economic. The food and beverage industry sampled by the research belongs to a labor intensive service industry which is high industry correlation and hard to be managed by entrepreneurs. In service industry, it is difficulty to standardize the service to satisfy customer ' s expectations; therefore, service failures sometimes happen. Since front-line workers represent a company to reach customers directly, it is comparatively important for their working experience in knowledge and skills. In the past, not many studies worked on the relations between job experience and service failure. The research puts personality characteristics as moderating variable when discussing the relations between job experience and service failure. The research methods of this study apply analysis of variance (ANOVA), correlation analysis, and canonical correlation analysis.

Results of the study are:

1. Employees ' job experience and service failure have significant effect in correlation analysis. Either ANOVA or correlation analysis, shows significant difference. Service failure and working experience in total seniority, current job seniority, and manager's seniority did not show significant effect in regression analysis.
2. Only those with diligent integrity have significant moderating effect in the relations between total seniority and service failures.

Keywords : personality characteristics、 job experience、 service failure

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