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目次 Contents

- | | | |
|---|--|----|
| 客務部門第一線員工情緒勞務、工作滿足與組織公民行為之相關研究—以工作特性為干擾變項
A Study of Relationships among First-line Employees' Emotional Labor, Job Satisfaction and Organizational Citizenship Behavior in the Front Office Department, Job Character as a Moderator | 許順旺、張姮燕
巫幸灃、許中駿
Shun-Wang Hsu
Heidi-H. Chang
Hsing-Yun Wu
Chung-Chun Hsu | 1 |
| 線上品牌社群的遭遇：共創之前導、中介與結果
Drivers, Mediators and Outcomes of Co-creation in Online Brand Communities | 謝佩玲
Pei-Ling Hsieh | 27 |
| 使用用途與隱私政策對社群網站持續參與意圖影響之探討：以臉書 (Facebook) 為例
Influence of Intended Use and Privacy Policy on the Intention of Continuing to Participate in Virtual Communities: The Case of Facebook | 鄭敏芝、蔡合和
洪秀婉、王文生
呂英傑、林哲如
Min-Jhih Cheng
Her-Her Tsai
Shiu-Wan Hung
Wen-Sheng Wang
Ying-Chieh, Lu
Jhe-Ru Lin | 59 |
| 影響參與健身俱樂部行為意圖之因素：探討人口統計變項之調節效果
The Influence of Workload and Family Demand on Work-Family Conflict: The Moderator of Proactive Personality | 李夢涵、洪榮成
林明杰
Meng-Han Li
Rong-Chen Hung
Ming-Ji Lin | 81 |

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許順旺*

Shun-Wang Hsu

張姮燕**

Heidi-H. Chang

巫幸濤***

Hsing-Yun Wu

許中駿****

Chung-Chun Hsu

* 輔仁大學餐旅管理系教授 (聯絡作者)

Professor, Department of Restaurant, Hotel and Institutional Management, Fu-Jen Catholic University.
(correspondence author).

** 義守大學餐旅管理學系助理教授

Assistant Professor, Department of Hospitality Management, I-Shou University.

*** 台北闊旅館客務部副理

Assistant Front Office Manager, HOTEL QUOTE Taipei.

**** 國立台灣大學環境工程所博士候選人

Ph.D. Candidate, Graduate Institute of Environmental Engineering, National Taiwan University.

摘要

本研究以台灣地區國際觀光旅館客務部門員工為研究對象，探討第一線員工情緒勞務、工作滿足與組織公民行為間之關係，並探討工作特性是否會對情緒勞務與工作滿足及工作滿足與組織公民行為之關係產生干擾。採便利抽樣方式進行問卷調查，受測對象為工作滿六個月以上之正式員工，並請其直線主管以配對方式協助填答員工之組織公民行為。問卷共發放員工 500 份，回收有效問卷 400 份；主管發放 100 份，有效問卷 81 份。研究結果顯示情緒勞務與工作滿足、組織公民行為均有顯著的正向影響；工作滿足與組織公民行為有顯著的正向影響；工作滿足會對情緒勞務與組織公民行為間產生中介效果；工作特性會對情緒勞務與工作滿足及工作滿足與組織公民行為間產生干擾效果。

關鍵字：情緒勞務、工作滿足、組織公民行為、工作特性

ABSTRACT

This research aimed to explore the relationships among first-line employees' emotional labor, job satisfaction and organizational citizenship behavior in the front office department of international tourist hotels in Taiwan. It also examined the moderating effect of job character on the relationship between emotional labor and job satisfaction, as well as job satisfaction and organizational citizenship behavior. Questionnaire surveys with convenience sampling were applied for data collection. Samples were full-time employees who had worked in the same hotels more than 6 months. Sample matching method was adopted so that direct managers were invited to evaluate organizational citizenship behavior of their subordinate employees. Five-hundred questionnaires were sent to first-line employees and 100 questionnaires to the manager-level. A total of 400 valid questionnaires from first-line employees and 81 valid ones from manager-level were received. Research results indicated that (1) emotional labor had a significant positive effect on job satisfaction and organizational citizenship behavior; (2) job satisfaction had a significant positive effect on organizational citizenship behavior; (3) job satisfaction had mediating effect on the relationship between emotional labor and organizational citizenship behavior; (4) job character has moderating effect on the relationships between emotional labor and job satisfaction, as well as the relationships between job satisfaction and organizational citizenship behavior.

Keywords: Emotional labor, Job satisfaction, Organizational citizenship behavior, Job character, International tourist hotels