

自我利益驅動的了嗎？心理安全在僕人領導影響顧客導向行為之調節式中介模式

童惠玲¹ | 劉芷妍² | 林正明³

¹ 大葉大學企業管理學系(通訊作者)

² 大葉大學國際企業管理學系

³ 中國醫藥大學附設醫院眼科醫學中心

摘要

根據社會學習理論，本研究探討僕人領導與顧客導向行為之間關係，檢視員工心理安全是否在僕人領導與顧客導向行為之間具中介因子，同時驗證在員工自我利益關注的邊界條件是否影響此中介效果。189份服務業員工問卷資料用來測試調節式中介模式。研究結果發現，僕人領導對心理安全具有正向關係，而且心理安全中介了僕人領導與顧客導向行為之間的關係。調節中介分析進一步表明，自我利益關注未能調節僕人領導與顧客導向行為之間接關係。

關鍵字：

僕人領導、自我利益關注、心理安全、顧客導向行為

Can self-interest drive? A moderated mediation model of psychological safety in the impact of servant leadership on customer-oriented behavior

Hui-Ling Tung ¹ | Zhi-Yan Liu ² | Jane-Ming Lin ³

¹ Corresponding author, Department of Business Administration, Da-Yeh University,
huiling7@mail.dyu.edu.tw

² Department of International Business Management, Da-Yeh University

³ Eye Center, China Medical University Hospital

ABSTRACT

Based on social learning theory, this study explores the model of the relationship between servant leadership and customer-oriented behavior. It investigates whether the mediating role of psychological safety in linking servant leadership with customer-oriented behavior. Additionally, it verifies the boundary condition of employee self-interest concern in influencing the mediation. The moderated mediation model is tested with data from 189 service employees. The results revealed that servant leadership positively related to psychological safety, which mediated the relationship between servant leadership and customer-oriented behavior. Moderated mediation analyses further revealed that self-interest concern failed to moderate the indirect relationship between servant leadership and customer-oriented behavior.

Keywords:

Servant leadership, Self-interest concern, Psychological safety, Customer-oriented behavior.