

服務文化與服務績效之關聯性探討—以信任與服務承諾為中介變數

The Relationships between Service Culture and Service Performance – Trust and Service Commitment as Mediators

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摘要

過去文獻對組織的服務導向有助於提升服務績效的研究論述，已有許多發現。但對組織的服務文化、員工關係品質與服務績效之間的互動關係，卻缺乏關注。本研究為補足上述研究缺口，探討服務文化與服務績效之間的關聯性，以員工信任與服務承諾為中介變數，了解員工與公司的關係品質可能扮演的角色。研究對象為台灣服務業公司之第一線員工，資料收集係以郵寄問卷調查方式進行。共發出505份問卷，收回298份有效問卷，回收率達59%。研究結果發現：(一)服務業公司之服務文化對第一線員工之信任、服務承諾與服務績效有正向顯著影響；(二)員工信任與服務承諾是影響服務文化與服務績效之中介因素。最後，本研究提出兩項實務建議：(一)有效發展服務文化策略；(二)正視第一線員工與公司間關係品質。以利台灣服務業公司管理服務品質，進而提升競爭優勢。

關鍵字：服務文化、服務績效、信任、服務承諾

ABSTRACT

Previous researches support the argument that service orientation may help to boost service commitment and performance. However, most researches pay less attention on the interaction among service culture, quality of employee's relation and service performance. To make up for the insufficient discussion of the relation between service culture and performance, employees' trust and service commitment are regarded as intermediate factors to explore the possible role of the quality between employees and the organization. The research was conducted with a survey and the subjects were employees of service industries in Taiwan. We sent about 505 questionnaires, and finally received 298 responses. The response rate is approximately 59%. The main findings of this study are summarized as follows: (1)The service culture in a service industry has a significantly positive effect on employee's trust, service commitment and performance. (2)Trust of employees and service commitment are the intermediate factors of service culture and performance.

According to the result, we provide two suggestions as follows: (1)To develop the strategies of service culture effectively. (2)To place importance on keeping a good relationship between employees and the organization, so that the service companies in Taiwan can enhance their management on service quality, and also increase the competitive advantages.

Keywords: Service culture, Service performance, Trust, Service commitment