

國際觀光旅館的組織氣候能影響員工績效表現嗎？探討服務品質的中介效果

Does Organizational Climate Influence Job Performance of Employees in The International Tourist Hotels? Service Quality as a Mediator

企業管理學報 第 114 期 (106 年 09 月) 頁 89-115

DOI: 10.3966/102596272017090114004

張姮燕*

Heidi H. Chang

許順旺**

Shun-Wang Hsu

吳紀美***

Chi-Mei Wu

陳冠霖****

Kuan-Lin Chen

* 義守大學餐旅管理學系助理教授

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

** 輔仁大學餐旅管理研究所教授

Professor, Graduate Institute of Restaurant, Hotel and Institutional Management, Fu Jen Catholic University.

*** 輔仁大學餐旅管理研究所助理教授 (聯絡作者)

Assistant Professor, Graduate Institute of Restaurant, Hotel and Institutional Management, Fu Jen Catholic University. (correspondence author)

**** 輔仁大學餐旅管理研究所碩士

M.B.A., Graduate Institute of Restaurant, Hotel and Institutional Management, Fu Jen Catholic University.

摘要

本研究以台灣地區國際觀光旅館之員工為研究對象，探討員工所知覺到的組織氣候與績效表現之間的關係，並探討員工之服務品質是否會對組織氣候與績效表現產生中介效果。採便利抽樣方式進行問卷調查，受測對象為國際觀光旅館工作滿一年以上之員工，且請其直線主管以配對方式協助填答員工之服務品質與績效表現。問卷發放主管及員工各 500 份，回收有效配對問卷 450 份。研究結果顯示：組織氣候及其子構面（專業與組織精神及團隊認同）與員工服務品質有顯著的正向影響；服務品質與績效表現有顯著的正向影響；組織氣候及其子構面專業與組織精神與績效表現有顯著的正向影響；服務品質會對組織氣候及其子構面（專業與組織精神、友善同儕及團隊認同）與績效表現之間產生中介效果。

關鍵字：組織氣候、服務品質、績效表現、國際觀光旅館

ABSTRACT

The purpose of this study aimed to examine the effect of organizational climate on employees' job performance in the international tourist hotels in Taiwan. The mediating effect of service quality on the relationship between organizational climate and job performance was also tested. Questionnaire surveys with convenience sampling were applied for data collection. Sample matching method was adopted so that direct managers were invited to evaluate their subordinates' service quality and job performance. There were 500 questionnaires sent to the manager-level and another 500 to the employees who had worked in the international tourist hotels more than one year. A total of 450 valid matching questionnaires were received from manager-level and employees. Research results indicated that (1)organizational climate constructs including professional and organizational esprit, and workgroup cooperation had a positive impact on service quality; (2)service quality had a positive impact on job performance; (3)organizational climate constructs including professional and organizational esprit had a positive impact on job performance; (4)service quality mediated the relationship between organizational climate (professional and organizational esprit, friendliness and warmth, and workgroup cooperation) and job performance.

Keywords: Organizational climate, Service quality, Job performance, International tourist hotels