

# 以知識分享為中介效果探討五星級旅館的 激勵與創新績效之關聯性

## A Study of Motivation and Innovation Performance in Five-Star Hotels — Knowledge Sharing as a Mediator

企業管理學報 第 112 期(106 年 03 月) 頁 1-28

DOI: 10.3966/102596272017030112001

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## 摘要

本研究以台灣地區五星級旅館之員工為研究對象，探討員工所知覺到的激勵與創新績效之間的關係，並探討員工之知識分享是否會對激勵與創新績效產生中介效果。採立意抽樣法進行問卷調查，受測對象為在五星級旅館工作滿六個月以上之員工。共計發出問卷 525 份，回收有效問卷 401 份。研究結果顯示：員工整體性之激勵及非財務性激勵做的越好，則知識分享會越高；員工之知識分享越多，則創新績效（技術創新與管理創新）會越好；員工之激勵（財務性激勵與非財務性激勵）做的越好，則員工之創新績效（技術創新與管理創新）會越高；本研究也發現五星級旅館員工的知識分享，無法透過增加員工的激勵（財務性激勵與非財務性激勵），而增加員工的創新績效（技術創新與管理創新）。

**關鍵字：**激勵、知識分享、創新績效、五星級旅館

## ABSTRACT

The purpose of this study is to examine the effect of motivation on innovation performance among five-star hotel employees in Taiwan. Additionally, the mediating role of knowledge sharing on the link between motivation and innovation performance is tested. Purposive sampling was adopted to recruit study participants. A total of 525 questionnaires were distributed to the employees who work in five-star hotels more than six months and 401 were completed and considered valid for analysis. The results indicated that organizations' nonfinancial motivation directly predicted employees' knowledge sharing. Additionally, both employees' knowledge sharing willingness and motivation were found positively impacted their innovation performance. Knowledge sharing, in addition, has no mediation effect on the relationship between motivation and innovation performance. Further discussion and managerial implications of the findings along with directions for future studies are provided.

**Keywords:** Motivation, Knowledge sharing, Innovation performance, Five-star hotels.