

工作價值觀調節員工之工作壓力、職業倦怠與服務品質之相關研究－以國際觀光旅館為例

Work Values as a Moderator of Employees' Job Stress, Job Burnout and Service Quality in International Tourist Hotels

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摘要

本研究以國際觀光旅館員工為研究對象，探討員工之工作壓力、工作倦怠與服務品質之關係，並藉由工作價值觀的調節，是否會對工作壓力與工作倦怠及工作倦怠與服務品質之間產生影響。資料收集採便利抽樣方式進行，受測對象為國際觀光旅館工作滿一年以上之員工，並請其直線主管協助填答員工之服務品質。問卷發放主管-員工配對問卷共 550 份，回收有效配對問卷 370 份。研究結果顯示：員工之工作壓力越大，則其工作倦怠會越高；員工之工作倦怠越高，則其服務品質會越低；研究發現員工知覺到的工作壓力會直接透過工作倦怠進而降低其服務品質；員工擁有高度正向工作價值觀時（相較於較低時），其工作壓力對於工作倦怠的影響較低，且可以阻礙工作倦怠與服務品質之間負向關係的形成。

關鍵字：工作壓力、工作倦怠、服務品質、工作價值觀

ABSTRACT

The purpose of the study aims to discuss the effects of employees' job stress, job burnout and service quality among international tourist hotels employees. The study further examines the moderating role of work value between the associations between job stress and job burnout as well as job burnout and service quality. The employees' service quality was evaluated by their direct supervisors. Employees who have worked in the international tourist hotels for more than one year were invited to participate in the study. By using convenience sampling, the structured questionnaire was distributed to 550 supervisor-subordinate dyads and a total of 370 valid dyads data was returned to the research institute. The results of the study suggested the significantly positive relationships between job stress and job burnout as well as job burnout and service quality. Additionally, the full mediating role of job burnout in the relationship between job stress and service quality was also identified. When employees' work values are high than low, the job stress has a less significant impact on job burnout. The negative relationship between job burnout and service quality is significantly buffered when employees' work values are high than low.

Keywords: Job stress, Job burnout, Service quality, Work values