

服務導向、信任與服務承諾、服務績效關聯性之探討

A Study on the Relationship between Service Orientation, Trust, Service Commitment, and Service Performance

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摘要

為補足先前研究探討服務業內部服務品質之缺口，本研究目的旨在探討服務業公司管理服務品質的做法，對於第一線員工服務承諾與服務績效，有何關聯性之影響。由於第一線員工在服務業中扮演關鍵時刻的重要角色，是服務傳遞成功的主要原因。過去的研究大都探討管理者或員工之個人特質，對其工作滿意或服務品質的影響，很少以服務導向的觀點進行探討。本研究針對國內第一類與第二類四家電信服務公司，進行抽樣調查，總共回收 196 份問卷。以瞭解電信服務公司之第一線員工，在傳送服務價值時，如何有效管理員工服務承諾，以提升內外部服務品質，與影響第一線員工服務績效。研究結果發現：(1)具有服務導向意識的卓越第一線員工，有助於提升服務承諾；(2)具有服務導向意識的卓越服務業公司，有助於提升服務績效；(3)具有高度員工情感型信任的卓越服務業公司，有助於提升服務承諾；(4)具有高度員工情感型信任的卓越服務業公司，有助於提升服務績效；(5)卓越服務業公司的員工對服務顧客的承諾愈高，愈有助於提升服務績效。最後，本研究提出結論與管理意涵，提供服務業公司管理服務品質之參考依據。

關鍵字：服務導向、信任、服務承諾、服務績效

ABSTRACT

In order to explore the services of internal service quality gap, this study proposed a model based on the structure of service commitment and service performance for front-line employee, and the impact of relevance. Front-line employee plays an important role in the clutch, whom are the main reason for delivery service successfully. In the past, researchers have tried to research into the factor which effect job satisfaction and service quality, such as personal characteristics of manager and employee. The study is an empirical study which was conducted to survey the four telecommunications of first and second category services companies, 196 effective samples have been collected in this study. The result implicated that service orientation significantly affect employees' service commitment and , service performance. The results showed that: (1) The excellent front-line employee with service-orientation can improve the service commitment; (2) The excellent companies with service-orientation can improve service performance; (3) The excellent companies with a high degree of employees' trust can improve service commitment; (4) The excellent companies with a high degree of employees' trust can improve service performance; (5) The excellent companies with a high degree of employees' service commitment can improve service performance. In final, the concept of this study may provide some insights and strategies for practitioner to realize and identify service quality; furthermore, future research directions and limitations are also addressed.

Keywords: Service orientation, Trust, Service commitment, Service performance