

論文名稱：組織認同、服務導向組織公民

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行為與服務品質之研究

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論文提要內容：

本研究主要目的在探討第一線服務人員的組織認同與服務品質之關係，並分別透過服務導向組織公民行為之忠誠、服務傳遞及參與等為中介進行探討。之後，就分析結果進行討論及管理意涵之說明。

本研究主要研究對象以台北市內外商保險公司之保險業務員及其顧客。問卷發放採取立意抽樣，針對保險業務員共計發放 300 份，並針對其顧客發放共計 300 份問卷，合計發放 600 份，回收有效問卷為 536 份，有效回收率為 89.3%。本研究主要採取路徑分析，以驗證服務導向組織公民行為之中介效果。本研究結果證實，服務傳遞對組織認同與服務品質形成完全中介，即保險業務員之組織認同會透過服務導向組織公民行為之服務傳遞，進一步影響服務品質。

關鍵字：組織認同(organizational identification)，服務導向組織公民行為(service-oriented organizational citizenship behavior)，服務品質(service quality)

A study of organizational identification, service-oriented
organizational citizenship behavior and service quality.

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ABSTRACT

The purpose of this study is to collect the related literatures and examine the relationships between the front-line employee's organizational identification and service quality by questionnaire survey and statistical analysis results. Service-oriented organizational citizenship behavior (loyalty, service delivery, participation) serves as the mediator. The conclusions and managerial implications are proposed according to the research findings and analysis results.

This study collects 536 formal questionnaires from 268 insurance salespersons and 268 customers in Taipei. The data were analyzed mainly by path analysis. The critical findings of this thesis are as follows : Service delivery serves as the full mediator between organizational identification and service quality.

Key Words: Organizational identification, Service-oriented organizational citizenship behavior, Service quality.