

# 餐旅實習學生情緒智商、服務態度與組織服務氣候對其情緒勞動意向及服務品質影響之研究

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## 摘 要

本研究目的在探討餐旅科系學生於實習期間，其個人的情緒智商與服務態度與實習單位的整體服務氣候，對於學生進行情緒勞動的意向與服務品質的影響，並運用計劃行為理論對研究主題進行探討，以情緒智商、服務態度與組織服務氣候作為前因變數，進行情緒勞動的意向為中介變數，而最終獲致的服務品質評估為依變數。採配對問卷的方式分別取得實習生與單位主管雙方的回覆，結果共蒐集 164 組的有效樣本，並運用 SEM 分析對整體理論的適用性和各研究假設進行驗證。分析結果證實本研究提出的理論架構相當適合解釋餐旅實習人員情緒勞動意向的討論，而組織層級與個體層級的因素對於個人行為意圖的影響也都獲得了顯著的支持。最後，本研究針對發現的意涵與未來研究發展提出具體之建議。

**關鍵詞：**情緒智商、服務態度、組織服務氣候、情緒勞務、計劃行為理論

# The Influence of Emotional Intelligence, Service Attitude, and Organizational Service Climate on Emotional Labor and the Service Quality for Hospitality Intern

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## Abstract

This study is aimed primarily at exploring the influence of emotional quality, service attitude and organizational climate cognition on emotional labor and the subsequent service quality via the Planned Behavior theory. The emotional quality, service attitude and organizational climate are as the independent variables, the emotional labor is as mediator, and the service quality is as dependent variable in this study. Pairing questionnaires were distributed to intern and their directors. A total of 164 completed valid questionnaires were used SEM for the analysis. The results showed that the PBT model is fit to explore the emotional labor intention for hospitality intern. Moreover, the organizational and personal level variables all have significantly influence to intern's intention. Finally, the implications of these findings and the directions for future research are discussed.

**Key words:** *Emotional intelligence, Service attitude, Service climate, Emotional labor, The Planned Behavior theory*