

The influence of quality management culture, quality consciousness, and service behavior for operating efficiency

鄧維兆, 宋明律, 黃秀莉

Leisure and Recreation Management

Tourism

simond@chu.edu.tw

Abstract

This research discusses the influence of quality management culture, quality consciousness, and service behavior for relative operating efficiency. The research method includes descriptive statistics, reliability analysis, factor analysis, paired-t Test, data envelopment analysis (DEA). The respondents of questionnaire survey are the front-line employees of international tourist hotel in Taiwan. Total numbers of valid questionnaires are 261. The research result shows quality management culture, quality consciousness, and service behavior three factors have significant positive influence for relative operating efficiency.

Keyword : Quality management culture, quality consciousness, service behavior, relative operating efficiency, international tourist hotel