A Study of Employee's Personality Traits, Work Motivation and Innovative Behavior in Penghu Marine Tourism Industry

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摘要

澎湖具有豐富的海洋資源及景觀，素以海洋為主軸推動觀光產業之發展。觀光產業以服務作為產出，從接觸顧客到完成所需之商品或服務，皆透過人力來傳達，而人是創造力的發起者，如何於工作中激勵員工，使個人創造力轉化為具體的創新行為，將能幫助企業從複雜的產業環境中脫穎而出。因此，瞭解海洋觀光產業從業人員之人格特質、工作動機與創新行為之關係，將為產業界帶來實質的幫助。

本研究以澎湖地區住宿業、餐飲業、零售業及海洋遊憩業等海洋觀光產業從業人員為研究對象，以問卷調查的方式共發出250份問卷，回收215份有效樣本，有效回收率為86%，問卷回收後使用SPSS 10.0統計軟體進行描述性分析、信度分析、t検定、單因子變異數分析、相關分析及迴歸分析。

研究結果發現，不同個人背景變項（性別、年齡、婚姻狀況、服務年資、職務別、部門別、學歷、行業別）在人格特質、工作動機及創新行為上，皆有部份的顯著差異。其中以「開放學習性」是正向影響從業人員創新行為的最重要因素。內在工作動機對創新行為有顯著的正向影響，內在工作動機愈高的從業人員，愈能展現出創新行為。外在工作動機對創新行為有部份顯著的正向影響，外在工作動機的「薪資報酬」會對創新行為產生顯著的正向影響。人格特質對工作動機有部份顯著的正向及負向影響，人格特質的「外向性」構面是正向影響內在工作動機的最重要因素，「情緒敏感性」構面則是負向影響外在工作動機的最重要因素，內在工作動機對人格特質與創新行為具顯著中介效果，外在工作動機對人格特質與創新行為，則具部份中介效果。

關鍵字：海洋觀光、人格特質、工作動機、創新行為
Abstract

Penghu contains large amount of ocean resources and wonderful views, by having these natural resources, Penghu is able to take the advantage to develop further upon its tourism industry. Tourism industry is based on providing service and by contacting with customers to fully satisfy customer needs of goods or services. Works are done by personnel workforces, problems are solved by man’s idea and the idea actually is converted into a tangible innovative behaviour. This is how a motivated man to help a business to survive in a high complexity industry. Therefore, understanding of marine tourism industry in terms of personality traits, work motivation, innovative behavior will be able to bring a great support to the industry.

The study has chosen different types of marine tourism business as studied targets, where accommodation, hospitality and retail industries have been selected. Questionnaire sample of 250 has been handed out, 86% of samples was approved and 215 effective samples has been collected for further use. At the last of the study, SPSS 10.0 was used to evaluate the following terms, descriptive analysis, reliability analysis, t test, single factor and variance analysis, relation analysis and multiple regression analysis.

Results have found that the differences in personal background (gender, age, marriage, service years, post, department working for, education and occupation), personality traits, work motivation, innovative behavior all varies from background of a person. Particularly for personality traits and innovative behavior which is likely to affect a person’s personality in positive and negative ways. Of openness to experience being considered as a positive effect which is the most important factor to employee's innovative behavior. Intrinsic work motivation also has positive effect to personality, the higher the intrinsic work motivation of a person, the more likely to generate innovative behavior. Extrinsic work motivation has partial effect to personality, the rate return in extrinsic work motivation has positive effect to person’s innovative behavior.

Additionally, personality traits affects personality in both positive and negative