A Study of the Relationship between Servant Leadership and Organizational Identification - an Empirical Research of Hotel Industry in Tainan

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Abstract:
Owing to Taiwan's economic development has entered the hospitality service industry-oriented economic system, and the emerging one by one hotel restaurants have sprung up there, and raise living standards, customer service requirements are growing, in order to improve the Service quality of hotel industry and pursue the competitive advantages of the firms, the leader's style of leadership have to make appropriate adjustments. The subjects of this study area the employees for hotel in Tainan, 350 questionnaires were sent, 200 questionnaires was returned, the data was analyzed by using Amos 17.0 software, the results as follows: servant leadership is positively related to organizational identification and servant leadership has positive influence on organizational identification.

Keywords: Servant Leadership, Organizational Identification