

不同體系之餐旅管理系學生報考職業技術士技能檢定證照之行為意向

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摘要

The purpose of this study is to determine the hospitality management students' behavior intention of obtaining technician certificate at different education system. The participants were the students who graduated in June, 2010, and 372 valid questionnaires were collected. The study results suggested that hospitality students believe they have intention to obtain technician certificate ($M=5.08$, $SD=1.14$). In addition, the results also revealed that subjective norm had greatest influence toward hospitality management students' behavior intention of obtaining technician certificate, follow by perceived behavioral control and attitude. All factors had positive influence toward behavior intention. As for the students in the different education systems, only "teachers encourage me to obtain technician certificate", "the industrial managers encourage me to obtain technician certificate" and "it is easy to get the information related to obtain technician certificate" these three beliefs have significant different between two education systems.

關鍵字：Theory of planned behavior, hospitality management, Technician certificate, behavior intentionfc