



構建殯葬禮儀師績效考核指標系統

Establish Performance Appraisal Indicator System for Funeral instructor

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摘要

臺灣殯葬產業演化至今，殯葬企業規模與營運方式，已由過去服務團體、商行、企業社，轉而發展成為大型企業或集團型式，其殯葬服務需求多元及人力運用廣泛之情形下，殯葬人力資源管理相形過去更為管理或經營決策階層關注，尤其必須長期提供悲傷哀痛情緒之家屬，專業諮詢與統合性服務之禮儀師更被重視。而本研究為能構建一套具客觀又富有彈性調整之殯葬禮儀師人事績效考核指標系統，運用德菲爾專家評估法與階層分析法，邀請殯葬企業內部人力資源管理及經營者制定考核指標與權重，並結合顧客滿意度調查評分，有效避免可能含有偏見因素之主觀性評分。另本研究方法亦可提供殯葬服務企業伴隨經營策略更動，彈性調整人事績效考評指標與權重，達到確認生產力與激勵等目的。此外本研究亦藉此探討殯葬企業人力資源管理及經營決策者，對於禮儀師各服務階段與項目所重視之層面，及其職場表現要項。

關鍵詞：殯葬管理、績效考核、殯葬人力資源管理

Abstract

Evolution of the funeral industry in Taiwan is transformed from the old service organization, firm, enterprises agency in turn developed into a large enterprise or a group type since the funeral industry enlarged firm size and the operation mode. Funeral service needs a wide range of human cares; therefore, human resource management needs more attention on management and decision making operation than the past. Especially, funeral service need to emphasis on provide long-term professional consulting and integration services of funeral director for the grieving family. This research must provide long-term funeral director performance evaluation system. The Analytic Hierarchy method of Delphi invites human resources and management team of funeral service to evaluate the performance and the percentage of works and combine with customer satisfaction survey to avoid any subject bias evaluation. This research can also provide funeral service business strategy flexible to adjust

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