

Effect of Knowledge Management and Job Satisfaction on Organizational Loyalty of the Hospital Administrative Staffs

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Abstract

With rapid changes in hi-tech information and the flourishing development of the internet, knowledge management seems to constitute a rather large challenge to the medical industry, and becomes a main topic of debate for their present and future success. In order to examine the effect of the knowledge management infrastructure, knowledge management capability and job satisfaction on organizational loyalty, this study conducted Structural Equation Modeling (SEM) to test the hypotheses with 399 questionnaires of hospital administrative staffs in Taiwan. In exploration of the model of this study, it was found that the factors greatly influencing organizational loyalty of hospital administrative staffs, in turn, were knowledge management infrastructure, job satisfaction, and knowledge management capability. The results of this research can help the authorities of hospitals to understand their staffs' job satisfaction and organizational loyalty, which will allow authorities to take the steps necessary to increase job satisfaction and organizational loyalty. Research implications and directions are discussed.

Keywords: Knowledge management infrastructure, knowledge management capability, job satisfaction, organizational loyalty, Structural Equation Modeling (SEM)