Learning and Socialization by Intranet System in the Hotel Industries

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Abstract: This study examined a research model in explaining the relationships of intranet adoption and newcomers’ organizational learning and socialization into the hotel industry. Data were gathered for a structural equation model (SEM) analysis, from 298 individual participants, who had only worked in a hotel for six months to one year. The research results demonstrated the mediation role of perceived usefulness and perceived ease of use for the intranet usage. The SEM results also revealed that usage of intranet did increase the extent of an employee’s socialization into the organization. Moreover, perceived usefulness has direct and indirect effects on socialization. Test on age differences were conducted. The invariance analysis of the theory model showed different age groups demonstrated significantly different paths. The direct effect of perceived usefulness was not significant for those newcomers aged over 35.