摘　　要

　　本研究欲瞭解在模擬招募情境中，兩個薪資特徵-「變動薪資比例」與「加薪型態」，分別對組織吸引力之影響，並探討此兩組關係中「風險知覺」的中介效果與「性格變項（核心自我評價）」的調節效果。本研究採 2x2 受試者間之實驗設計，所操弄的二個獨變項為：1.變動薪資比例（高、低）；2.加薪型態（高機率低加薪、低機率高加薪），依變項為整體「組織吸引力」及其三個向度（組織正向情感、雇主評價、求職行動意圖）。

　　本研究之受試者為 139 位大學應屆畢業生，研究結果顯示：「變動薪資比例」越高，受試者感受的「風險知覺」越高；但「加薪型態」與受試者的「風險知覺」無顯著關係。當受試者的「風險知覺」較高時，其組織正向情感、雇主評價則較低；然而，變動薪資比例、加薪型態與組織吸引力無顯著關係。雖然核心自我評價並沒有調節「變動薪資比例」或「加薪型態」與組織吸引力的關係；可是核心自我評價卻調節「風險知覺」與整體組織吸引力與其二個子向度（組織正向情感、求職行動意圖）的關係。

　　研究者分別就結果加以討論，提出可能的解釋，並說明本研究之限制與貢獻。

The influences of type of variable pay ratio and type of pay increases on applicants' organizational attraction- the moderating effect of risk perception

ABSTRACT

This paper presents an experimental investigation of the influences of type of variable pay ratio and type of pay increases on overall organizational attraction and its three dimensions: affection, intentions toward the company and company prestige. A 2x2 between subjects design was used. Two independent variables were types of variable pay ratio (high/ low) and types of pay increases (high probability, small pay increases/ low probability, large pay increases). The dependent variable was organizational attraction. Risk perception and core self-evaluation were mediating and moderating variable, respectively.

The sample comprised 139 college students approaching graduation. The results demonstrated that higher variable pay ratio caused higher risk perception but type of pay increases did not. Higher risk perception caused lower affection, company prestige; however, type of variable pay ratio and type of pay increases did not. Core self-evaluation did not mediate the relationship between type of variable pay ratio and risk perception, but it mediated the relationship between risk perception and overall organizational attraction and its two of three dimensions (affection, intentions toward the company). Based on the results, alternative explanation, limits, and implications were discussed.