

Studying the Relationship Between Personality Factor and Employee Service Performance among Hotel Employees

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Abstract: In the rapidly changing environment of working place, personality factor of employees is important especially in relates to employee service performance. In hotel industry, the organizations emphasis on “service with a smile” to maximize service quality and customer satisfaction. Managing service employees emotional has been recognized as an important aspect to maintaining loyal customers. This paper addresses the relationship between personality factors include conscientiousness, agreeableness, emotional stability, extraversion and openness to new experiences with employee service performance in hotel industry at Kuantan, Pahang. This paper found out that personality factor play vital role in relation with employee service performance especially front desk employees. The result of this study is expected to enhance the employee service performance especially in hotel industry.

Key words: Personality Factor • Service • Employee Performance

INTRODUCTION

The employee performance towards personality in services, hospitality and tourism organizations, depends on service quality, productivity and organizational effectiveness. [1] In hotel industry, the organizations emphasis on “service with a smile” to maximize service quality and customer satisfaction. Managing service employees emotional has been recognized as an important aspect to maintaining loyal customers [2] Frontline employees are expected to manage their personality and emotions in presenting their emotions when interacting with customers [3]. It is critically important for organizations today to recruit high performing employees within their personalities. Relate to the type of personality that one exhibit is the way how to separate individuals who are perform well from those who are not perform well in term of different personality. [4] claims that the employees still not meet the key of personality traits in practicing their career satisfaction. The employee ignores the importance of self-personality especially in service performance for hotel industry.

On top of that, the organizational needs to improve the personality of the employees in order to achieve the optimal organizational performance especially in tourism

sector. [5] Adsit *et al.* stated there is a positive but weak relationship between employee’s attitudes and employee performance. The study was including the customer satisfaction in employee servicing associate with employee attitudes. The internal factor of the employees personality may contribute to poor performance in servicing quality [6].

All workers especially in hotel industry, in their daily experiences are aware that conflict filled questions have the potential to produce feelings of physical and psychological discomfort [7]. We can say that when employee is confronted with a situation such as conflict between staff members or clients, has been found that from that situation can produce serious dysfunctional effects in the individual that can effect job performance, thus overall organizational effectiveness. The characteristics of key personality traits with service performance strongly related with customer service, [8]. Now, employee ignore about their personality, in other word not concerned about their self-personality especially service performance. When the management did not concerned about employee’s personality, how to improve the employee’s performance? The customer perceptions of the company is determined by the quality of the interaction within the employees. So, the personality

factors is play in predicting in service performance [9]. To fill this gap, this study investigates the relationship between personality and employee service performance among hotel employees. This is followed by a discussion the factors of personality, which is conscientious, agreeableness, extraversion, emotional stability and openness with employee performance. Generally, this study is conducted to identify the relationship between independent variable which is factor of personality; agreeableness, emotional stability, extraversion with the dependent variable which is employee service performance. The hypothesis being conducted in this study is: There is a positive relationship between personality and employee service performance.

Literature Review: Personality is condition of someone that have unique and different characteristic of behaviour, attitudes, emotional and mental traits. According to [10] said that a person's personality is a behaviour, enduring style of thinking, feeling and acting that relate with the task performance and career outcome. Also said that the feeling of interest have a link with Big Five personality to success in work organizations. Many researches before this made the research, they found that personality was the most important thing in career success. This statement prove by [11] that the five factor of personality did not have the theoretical perspectives but meet the personality from natural life themselves. Personality is the psychological qualities that influence an individual's characteristic behaviour patterns in a distinctive and consistence manner, across different situation and over time. Personality also attempted to identify the unique character of individuals and to understand differences between individuals [12]. All the factor of personality were acceptable by researchers and practitioners to evaluate or appraise individual personality. Factor of personality is the most important thing in employee performance [4]. According to [13] said that this five factor can help the individual live in the new culture, environment and society, there are conscientiousness, agreeableness, extraversion, openness to experiences and emotional stability. Although statically significant correlations have been observed between personality and job performance in these studies, this correlation is quite low relative. Based on [14] said that personality construct might not relate to performance in a bivariate sense, but that their relationship with performance might be moderated by aptitude or cognitive ability. Thus, the purpose this study is to test the moderating role of cognitive ability in the relationship between personality and job performance.

According to O.O. Sawyerr, S. Srinivas and S. Wang, [15] said that conscientiousness is hardworking, responsible and someone that follow the schedule, or always prepared. Then, [4] also claim conscientiousness is the active in process of plan, organize and carry out the task person. Other word, the individual that act faster and did not waste the time. But on negative side, this type of person is workaholic behaviour. According to M. Bhatti, M. Battour, V. Sundram and Othman [16] this all element mostly can help the achievement goals or target in the company effectively. Agreeableness refers to individuals who tend to be trusting, helpful towards others, forgiving, soft hearted and compassionate [17]. According to Bowling, N. A., and Eschleman, K. [18] said that this person easy to accept other person ideas, respect in team environment and organizational morale. For people that have opposite attitude will try to have argument, not give cooperate and feel warm with the people surrounding [19]. In addition, this type of people may try to avoid from get along with others. Other reason because they not have social life and humble, this persons thought that they did not have skills or talent in any fields. Past researcher found that no relationship between employee performances but depending on the type of occupation, agreeableness still contribute to employee performance [20]. According to J.H. Bradley and J.F. Hebert, [21] extraversion is about the tendency of being sociability, gregarious and talkativeness and assertiveness and dominance. Many researcher found that extroversion person can be most successful in career because of his or her attitude [22]. According to A. Klang [20] said that the sale worker who that have scored on extraversion had the high rate by supervisor on job performance. Also said that when work as someone that meet a variety of pattern attitudes and behaviour, can increase the employee performance drastically. Other researcher, M. Barrick and M. Mount, [23] also said the employee had the type of extraversion actually was predict the most professional's success in their work performance. According to Olukemi *et al.* [24] said the individual that had feel of anxious, less tolerant of stress and will not success as the individual who are calm and secure. The person that want to success in carrier must professional, not mix other problem during working and cooperative with client or customer, should avoid the feel that not good in the business relationship [25][35][36]. Emotional stability have the fewer resource available that direct to performance because their attention is deeper. Also this type of person, ability to focus on task completion then continue to be compromised unless they change their

emotion [26][33][34]. Behaviour exhibits by individuals with a performance approach orientation, such as focusing on ability from engaging in a task and exhibiting negative self-cognitions are similar to behaviour exhibits by individuals with low level of emotional stability. Coste *et al.* [28] said that openness to new experiences person is always with internet which is across the globe and provide variety of activities that include research networking, shopping, listening to music and blogging. Open individual constantly fulfil their need to expand experiences to others, also open minded to share anything topic. Active in imagination, always beware about other feeling and sometime willing to entertained novels idea [4] For those person that openness to experiences, actually have the deeper emotional because can control either both happiness or unhappiness [20].

As stated by J. Lounsbury, *et al.* [29] improve the quality of service is process that build on research, experimentation and practical experiences. Service performance is just focuses into how the

organization is performing. The two things that include in employee service performance is objectives and performance indicators. Objectives is the target that the company want to achieve. Then in performance indicators have inputs, outputs, outcomes, efficiency indicators and effectiveness indicators. The all element is for to measure the employee service performance that manage in the organizations [30][35][36]. As interest grows in the type of helpful, cooperative and innovative job performance behaviour, it becomes more important to understand the influence on organizational and individual outcomes [31]. The employee service performance should be provide a high quality of service to satisfy the customers. Most all the scientist said that performance can define through three things, there are task performance, contextual performance and counterproductive behaviour. Task performance is the activity either direct or indirect to the organizations 'score. For contextual performance refers effective and efficient to organization include social and psycho which is during task performance.

Research Framework:

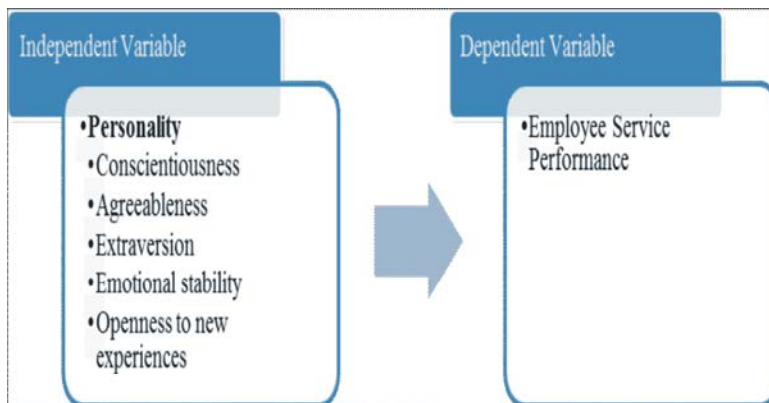


Fig. 1: Research Framework

Research Method: Hotels in Pahang are selected as target population and six hotels at Kuantan, Pahang being sampled. The questionnaire was distributed using convenience sampling and the respondents were from upper, middle and lower position in the hotel by 202 respondents. The questionnaire was adopted from Goldsberg [32] for personality factor while Rothman [4] Hurtz [33] for employee performance. Pearson Correlation Coefficient was conducted to identify the relationship between personality factor and employee service performance.

RESULTS AND DISCUSSION

The result of demographic information of 202 respondents show the demographic profile in terms of genders, races, ages, educational levels, positions and total years of service with the hotel.

Reliability Test: From Table 1, it shows every variables conducted in this research is reliable, thus there is no question being omitted in the questionnaire. Additionally, all questions is valid and reliable to be used.

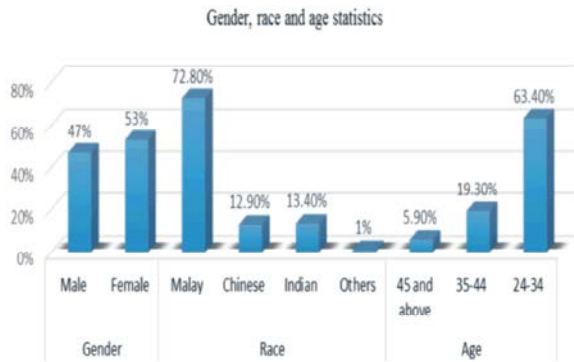


Fig. 2: Gender, race and age statistics

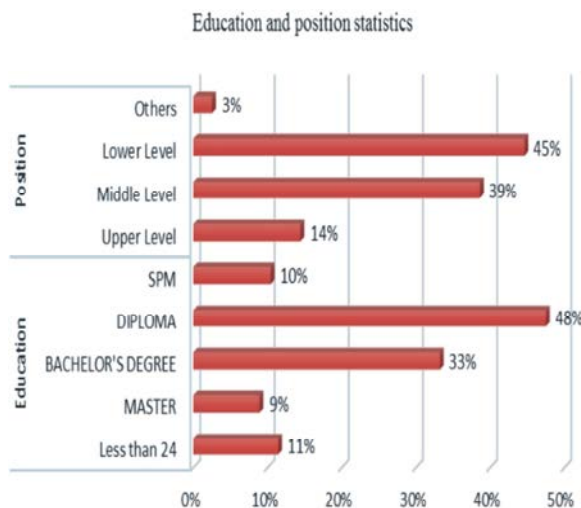


Fig. 3: Education and position statistics

Table 1: Cronbach's Alpha for each variables

Variables	Cronbach's Alpha	N of Items
Conscientiousness	0.709	5
Agreeableness	0.737	4
Emotional stability	0.737	4
Extraversion	0.839	4
Openness to new experiences	0.815	4
Employee performance	0.864	4

Table 2:

Variables	Personality
Employee Performance	0.256**
Sig. (1-tailed)	0.000
N	202

Table 2 shows the correlation for the hypothesis. From the test, it shows that that Pearson Correlation is 0.256 and it gives positively related relationship between personality and employee service performance. However, the strength for the relationship is weak. Yet, the hypothesis is accepted.

CONCLUSION

The hypothesis has significantly positive relationship between personality and employee performance. In line with the previous research that show the factors of personality also can be the strongest predictors of employee performance [20]. Thus, the result can be used for reference in any sector especially for service sector. This is because, the factor of personality each employee. This findings can open up numerous possibilities for future research and develop by help the hotel or any organization to identify the factors and cause about their attitude n after that can improve their work performance. Focus in personality traits and investigate the influence of personality traits on expatriates adjustment and job performance, in addition also can measure the employees performance [13][37].

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