



PERSONALITY FACTORS THAT INFLUENCE CALL CENTRE
REPRESENTATIVES WORK PERFORMANCE IN AN AIRCRAFT
INDUSTRY

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ABSTRACT

The challenge of retaining and attracting high performing call center employees is essential. Research has shown a link between personality factors and job performance generally. This study aims to focus on determining the relationship between personality factors and work performance using service performance indicators and further, to study the role of emotional exhaustion in this relationship in the context of call center. By using a structured questionnaire, 100 call center employees were surveyed in one call center in aircraft industries. All of the personality dimensions of the five factor model: conscientiousness, agreeableness, openness to new experience and neuroticism were significantly related to one or more of the performance measures which resulting in using structural equation modeling when it showed that extraversion/introversion was excepted. Emotional exhaustion mediated the relationship between neuroticism and conscientiousness and intent to turnover.

The study identified the mediating role of emotional exhaustion in the relationship between personality and performance. The advantages from this study could be used to develop selection strategies, work redesign programs and training that would benefit the organization by reducing employee costs and enhancing employee wellbeing. This study uses service performance assessment data obtained from employees to establish the link between personality factors and work performance of call center department among call center representatives in aircraft industries. Thus, by carefully handle the Big Five Personality Factors; organization will be able to attain its goals, be productive, and be effective in competitive business world. Hopefully, the combination of variables investigated can provide a comprehensive model to help improve the work performance in call center.

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CHAPTER 1

INTRODUCTION

This chapter discussed about the preliminary aspects of the study. This chapter consisted of eight main sections which will be further discussed by the researcher. The first section is the background of the study followed by the statement of problem, next is research objective and research questions. Section five of the chapter explained about the significance of the study, then section six presented the limitations of the study. Section seven described the definitions of terms and lastly section eight discussed merely about the summary of the chapter.

Background of the study

Call centers are parts of the service economy in the digital era nowadays (Mukherjee & Malhotra, 2009). A call center is described as a dispersed or centralized operation in which supervised and managed by group of people who make telephone calls and/or answer telephones increasingly through communicate online (Note, 2003). The average of customer contact occurs through call centers is over 70 percent (Feinberg, Hokama, Kadam, & Kim, 2002).

Companies which look forward to contain the costs of their customer service interactions through their call centers enjoy a growing array of technological options such as telephone, websites, online chat and voice recognition systems in order to improve the performance (Bianchi, 2007).