

UNIVERSITI TEKNOLOGI MARA

**WORK PLACE INCIVILITY ON
DEVIANT BEHAVIOUR IN CASUAL
DINING RESTAURANTS: THE
MODERATING ROLES OF
EMOTIONAL LABOUR**

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ABSTRACT

Workplace deviant behaviour is a voluntary act that breaks dominant organizational norms and threatens the welfare of the organization, including its members. It refers to the most prominent and subtle negative behaviours encompassing the retaliation, intimidation, and harm generally equipped with constancy, which is exhibited by a group or individual to another group or individual at work in the organization. The employee of service sectors is found to perform a deviant act that eventually leads the company into a financial and productivity loss which has an adverse impact on the developing economy of the nation. The primary purpose of this research was to investigate the effects of workplace incivility towards the deviant behaviour among front line employees' working in casual dining restaurants around the Klang Valley. The eight restaurants involved in this study were TR, MFM, KR, N, SR, PR, TCRS, and MK. The correlational study design is applied to this study. Data were collected by using Purposive sampling. Data were obtained through a set of questionnaires comprised of four sections. A pilot study was done prior to the actual data collection process, validating the instruments used. Factor Analysis was conducted to establish the components under investigation. Besides, the researcher used descriptive, correlational, multiple regression, hierarchical regression analysis to analyze the data obtained. The findings of this study revealed that there was a relationship between workplace incivility and deviant behaviour among the front line casual dining restaurants employees'. Specifically, every dimension of workplace incivility explained the variance of deviant behaviour. Customer incivility was discovered to be the most influential dimension of workplace incivility towards deviant behaviour and followed by supervisor incivility. Through correlational analysis, it was also found that customer incivility had a moderate positive relationship with employees' workplace deviant behaviour. In addition, hierarchical regression analysis discovered that emotional labour moderates the relationship between workplace incivility and deviant behaviour. In fact, emotional labour was found to be significantly moderating the relationship between workplace incivility and deviant behaviour. The researcher proposed a few suggestions on how to reduce workplace incivility and deviant behaviour by applying strategically planning implementation for the government, educational institution, hospitality, and tourism association of Malaysia. The researcher also proposed a few suggestions on how to develop and maintain emotional labour among employees'. For instance, the government was recommended to create additional courses that an emphasis on teaching and improving employees' emotional health conditions and strategies to tackle individual emotional states. Additionally, the researcher also suggested that future researches can be conducted in a larger population in other settings with better sampling methodologies.

Keyword: Workplace incivility, Workplace deviant behaviour, Hospitality and tourism industry, Casual dining restaurant.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Chapter one has deliberately discussed the nine main sections comprised of the background of the study, statement of the problem, research objectives, research questions, Hypotheses, the significance of the study and definitions of terms. The background of the study will be described what is the research is all about, problem statement, which entails the current present problem that triggers the need for this study to be done. Research objectives, research questions, and hypotheses are explaining what this research tries to answer and achieve throughout the process. Meanwhile, this research would be beneficial to people associated with the service industry. The limitations of this research describe the inclusion and exclusion criteria, as well as what is the possible obstacles for this research. Lastly, definitions of terms have explained each of the essential terms referred to in this research.

1.2 Background of Study

Today at the edge of modernisation and a competitive market with a dynamic environment, the service sector has become one of the leading market leaders for global economic development and is considered as one of the fastest-growing areas in the world for Gross Domestic Product (Giovani & Reyes, 2016). The service sector itself collectively accounts for about two-thirds of world trade (Wing & Yee, 2018). The service sector has become one of the fastest-growing industries in both developed and developing countries (Tuk, 2017).

In Malaysia, the service sector plays a vital role in the growth of the economy and services sub-sectors should further be developed and promoted (Ninth Malaysia Plan 2006-2010). According to the Eleventh Malaysia Plan (2016-2020), the government wants the organisation to become more efficient and productive in terms of service delivery. Due to the increase in service sectors, competition between the industries has massively increased (Dauth & Suedekum, 2017). As a result, customer service quality has become one of the essential indicators of competitive advantage for