

UNIVERSITI TEKNOLOGI MARA

**THE IMPACT OF JAY-CUSTOMER
BEHAVIORS ON FOOD RIDER JOB
STRESS: THE MODERATING OF
SOCIAL SUPPORT, REAL-TIME
EMPLOYEE FEEDBACK USAGE
AND EMPLOYEE ENGAGEMENT**

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ABSTRACT

The study investigated stress on food delivery riders from jay-customer behaviors in food delivery services. Additionally, this study had examined the effect of jay-customer behaviors on employees' job stress. Furthermore, moderating effects of social support were tested to see whether they decrease the stress caused by jay-customer behaviors. This study also investigated whether real-time feedback can reduce employee job stress caused by jay-customer behaviors. Furthermore, this study evaluated whether real-time feedback influences employee engagement. A survey-questionnaire approach collected points of view from 263 food delivery riders who work in Klang Valley. Data collected was analysed using exploratory factor analysis and structural equation modelling. The findings indicated that jay-customer behaviors (verbal abuse, physical abuse, and sexual predators) are negatively related to employees' job stress, except vindictive customers are positively related. A moderating effect of social support on the relationship between physical abuse, sexual predators, vindictive customer, and job stress were found. The study succeeded in supporting the relationship between employee job stress and real-time employee feedback. Also, the results revealed positive support for the relationship between real-time feedback and employee engagement. This research contributed to the Conservation of Resources theory on how social support can reduce employee job stress. Our results also had been assisted food delivery companies in better understanding how to deal with jay-customer behaviors and employee job stress.

Keywords: Jay-customer behaviors, job stress, social support, real-time employee feedback, employee engagement, food delivery riders

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CHAPTER ONE: INTRODUCTION

1.1 Preamble

This chapter provided information and an overview of the whole thesis. The chapter began with the study background; section 1.3 focused on the problem statement, and section 1.4 discussed the research objectives, followed by research questions. This chapter also briefly discussed the significance of the study and presented the research framework.

This thesis explained Malaysia's online food delivery services and the challenges faced by frontline employees. In particular, this study investigated the relationship between jay-customer behavior, employee job stress, social support, real-time employee feedback, and engagement in Malaysia's online food delivery services. Finally, this study provided some understanding of the importance of efficient online food delivery in delivering exemplary service and customer satisfaction, acknowledging employee feedback and the importance of employee social support, particularly in the food industry in Malaysia.

1.2 Background of Study

Coronavirus disease (COVID-19) has interfered with the way of life and slows the global economy (Haleem et al., 2020). The disease impacts many businesses and sectors, including medicines, solar energy, information technology, electronics, hospitality, and tourism (Haleem et al., 2020). The food sector, which is closely associated with the hospitality area, is one of the most affected, with the structure of "what and where has been eaten" dynamics changing (Hubbub, 2020; Wall, 2020).

Following the COVID-19 pandemic, the Movement Control Order (MCO) was introduced in many countries, including Malaysia. Malaysia started MCO on 18th March 2020. As a result, people were encouraged to isolate themselves and stay at home. Due to these restrictions, there has been an increased demand for online food delivery services in Malaysia. It has emerged as a new trend in Malaysia's food and