

# **A study on the relationship between Customer Misbehavior and Turnover Intention of Hospitality employees- the self-efficacy as moderator variable**

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**Keywords:** Customer Misbehavior, Turnover Intention, self-efficacy, the Hospitality employees

**Abstract:** While customer misbehavior, turnover intention and self-efficacy have been extensively investigated, the relationship between the above three research fields is relatively unexplored. This paper studies the three constructs relationship and moderating of self-efficacy situation. Using the hospitality industry employees as an example, this paper will argue that the regression analysis can provide a framework for customer misbehaviors have a positive impact on turnover intention, as well as giving self-efficacy has an impact on turnover intention, and a method of analyzing self-efficacy has an impact on customer misbehaviors, and find self-efficacy has a moderating effect on customer misbehaviors and turnover intention. The results indicate that not all hypotheses are set up. These findings contribute to the organizational management and theoretical construction of the hospitality industry.

## **1. Introduction**

There has been an increasing interest in research on the relationship between customer misbehavior and turnover intention. For instance, Fullerton and Punj define customer misbehavior as customer behavior that violates generally accepted norms of conduct in consumption situations or disrupts normal consumption order[1], Harris and Reynolds mentioned that customers will intentionally or unintentionally disrupt the function of service contacts in some cases, and misbehaviors during service contacts may occur, including verbal or physical abuse, theft, vandalism, making noise, unreasonable complaints and so on[2], Kim, Ro, Hutchinson and Kwun found that customer misbehavior could affect hotel employees' job satisfaction and job stress, and also had a direct impact on managers. [3], Reynolds and Harris concluded that customer misbehavior has a great impact on Hotel employees, peer customers and organizations, including disrupting staff service processes, organizing property and affecting other peer customer service feelings [4]. On the other hand, the research on turnover intention is mainly influenced by three factors: personal, organizational and external factors. Personal factors include internal and external emotional traits, self-efficacy, job satisfaction, etc., organizational factors include organizational commitment, organizational identity, organizational emotional commitment, etc., external factors include work-family conflict, customer misbehavior and so on [5,6,7]. It is known that turnover intention not only affected by individual's facts, such as self-efficacy, but also on external factor, such as customer misbehavior. However, there are few researches in the past. Therefore, the purpose of this study is to understand the relationship between three factors, namely customer misbehavior, turnover intention and self-efficacy.

## **2. Literature review**

In past studies, customer misbehavior is a kind of indiscriminate or insulting behavior, which causes harm to service-oriented enterprises, their service personnel and their affiliated customers[8]; At the same time, the research also points out that customer misbehavior leads to job burnout and turnover intention of service workers, in general, stress will hinder the achievement and growth of individual work goals, and individuals will adopt negative coping styles, such as turnover[9,10]. The self-efficacy is proposed by Bandura [11], Lent and Brown define self-efficacy as a cognitive ability

to assess future performance by measuring one's past behavior [12], or the willingness of individuals to engage in specific activities or achieve a specific result. [13]. The past research results were also found that different self-efficacy has a significant impact on turnover intention [14]. Therefore, this study proposes the following hypothesis 1-3:

H1: the customer misbehavior has a positive impact on turnover intention.

H2: the high self-efficacy has a negative impact on turnover intention.

H3: the low self-efficacy has a positive impact on turnover intention.

The past research concluded that employees with high self-efficacy usually plan their own learning process more effectively, put more effort in front of difficulties, and show better performance results in problem solving [15], and they mention that expectations have a significant impact on individual behavior, and that individuals tend to be more enthusiastic about what they can do than what others think they can do [16,17]. On the other hand, the individual self-efficacy is an important basis for human initiative, and other possible incentives are rooted in the core belief that 'human beings have the power to produce effects through their own actions', and the strength of individual self-efficacy will directly affect the choice of people's behavior [18]. Therefore, this study puts forward hypothesis 4-6:

H4: the high self-efficacy has a negative impact on customer misbehavior.

H5: the low self-efficacy has a positive impact on customer misbehavior.

H6: the self-efficacy has a moderating effect on customer misbehavior and turnover intention.

### 3. Method and Data Analysis

In this study, the employees of high star hotels in Fuzhou, Xiamen and Shenzhen etc. were sampled by means of intention sampling, and 300 questionnaires were collected effectively. The method of reliability analysis, factor analysis, regression analysis and Fisher's Z test were used to test the hypothesis. The reliability of the customer misbehavior Cronbach's alpha is 0.877, self-efficacy is 0.840, and turnover intention is 0.821, and the validity of the above three dimensions is more than 0.5. The results of hypothesis are shown in Table 1 as follows, the hypothesis 1, 3 and 5 are accepted, and using Fisher's Z test verification, the result of Z test is 1.25 that less than 1.96, and the result hypothesis 6 is rejected.

Table 1 Hypothesis validation result table

Hypothesis	$R^2$	$F$	Beta	$t$ -value	$p$ -value	Accept or Reject
H1	0.025	8.620	0.168	2.936	.004	Accept
H2	0.011	3.082	0.130	1.755	.081	Reject
H3	0.156	22.789	0.404	4.774	.000	Accept
H4	0.004	1.686	0.097	1.299	.196	Reject
H5	0.174	25.860	0.425	5.085	.000	Accept
H6	Z-test = 1.250 < 1.96					Reject

### 4. Summary

This study explores the relationship between the three aspects of customer misbehavior, self-efficacy and turnover intention. The results show that customer misbehavior has a positive impact on turnover intention, while low self-efficacy has a positive impact on customer misbehavior and turnover intention, but high self-efficacy does not. In addition, the results also show that the moderating effect of self-efficacy between customer misconduct and turnover intention is not significant. This result hopes to give practical and theoretical support and contribution to the practical and academic circles.

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