The Impact of Personal Factors on Employee Job Performance; an Empirical Study of Non-Academic Employees of the Universities in the Eastern Province of Sri Lanka

By Sareena UMA (iaffoor GS/MC/1244/2000

A dissertation submitted to the University of Sri Jayewardenepura in partial fulfillment of the requirements for the Degree of Master of Science in Management

> M.sc ((Management)) Degree Program Faculty of Graduate Studies University of Sri Jayewarcienepura Sri Lanka January 2007

> > i

CERTIFICATION

I hereby recommend that the thesis prepared under my supervision by Mrs. Sareena Umma Mohamed Abdul Gaffoor [GS/MC/1244/2000].

Entitled:

The Impact of Personal Factors on Employee Job Performance; an Empirical Study of Non-Academic Employees of the Universities in the Eastern Province of Sri Lanka

form

For Mrs. M D Pushpakumari Thesis Advisor

mv 85. udaynga

Approve by the Examining Committee

M.sc (Management) Degree Program Faculty of Graduate Studies University of Sri Jayewardenepura Sri Lanka January 2007

ii

Finally my heartiest thanks goes to my husband Mr. M M M Abdul Gaffoor and my brother A M Nazar, who provided the fullest cooperation and commitment to complete this dissertation.

iv

ABSTRACT

Universities are the major component(s) of higher education system in Sri Lanka. The significance of the efficient and effective function for a fruitful and productive university system depends on the support of satisfied staff activity, because of its' center role in providing a productive labor force to the labor market in the country.

The performance of the universities heavily depends on the individual behavior of their personnel. Many researchers have attempted to investigate the influence of individual, group, and organizational variables on job performance, but enough researches have not been done in Sri Lanka relevant to this area.

This research empirically studies the impact of personal factors on employee job performance of with reference to the non-academic employees of the universities operating in the eastern province of Sri Lanka.

The conceptual model was formulated to study the relationship of employee values, attitudes, ability, and motivation with employee job performance, and the influence of employee demographic variables, personality, and perception on employee job performance.

190 non-academic employees were randomly selected as the sample for this study from SEUSL and EUSL, 154 employees responded through the questionnaires. Data were analyzed using the software SPSS 10.0 validity and reliability of the questionnaire was satisfactory. Based on the results of the correlation analysis, some independent variables were significantly (weak positive and strong positive) correlated with employee job performance, some variables influence with employee job performance, and demographic variables do not relate or influence with employee job performance.

It was found that employee personality, employee ability, and employee perception had a strong correlation with employee job performance. The result of stepwise multiple

regression analysis revealed that these variables were strong predictors (45% of the variation) of employee job performance these. These three variables were found to be the critical personal factors to improve the employee job performance.

The research findings will help create an atmosphere for enhancing the job performance of non-academic employees of the universities operating in the eastern province of Sri Lanka.

Table of Contents

| | | Page No. | |
|-------|---------------------------------------|----------|--|
| Title | | i | |
| Cert | ification | ii | |
| Ack | nowledgement | iii | |
| Abst | tract | v | |
| Tabl | es of contents | vii | |
| List | of figures | xi | |
| List | of table | xiii | |
| List | of abbreviations | xvi | |
| | | | |
| Cha | pter One – Introduction | | |
| 1.1 | Background of the study | 1 | |
| 1.2 | Research problem | 5 | |
| 1.3 | Research question | 6 | |
| 1.4 | Objective of the study | 6 | |
| 1.5 | Hypotheses | 7 | |
| 1.6 | Significance of the study | 8 | |
| 1.7 | Methodology | | |
| 1.8 | Limitation of the study | 11 | |
| 1.9 | Organization of the study | 11 | |
| Chap | pter Two – Review of Literature | | |
| 2.1 | Introduction | 13 | |
| 2.2 | Job performance and personal factors | 13 | |
| 2.3 | Values and performance | 18 | |
| 2.4 | Attitudes and performance | 19 | |
| 2.5 | Ability and performance | 20 | |
| 2.6 | Motivation and performance | 23 | |
| 2.7 | Demographic variables and performance | 25 | |
| 2.8 | Personality and performance | 26 | |

| 2.9 | Perception and performance | 26 |
|-------|---|----|
| Chap | ter Three – Conceptualization & Operationalyzation | |
| 3.1 | Introduction | 28 |
| 3.2 | The model | 28 |
| 3.2.1 | Conceptualizing employee job performance | 29 |
| 3.2.2 | Conceptualizing employee values | 32 |
| 3.2.3 | Conceptualizing employee attitudes | 34 |
| 3.2.4 | Conceptualizing employee ability | 37 |
| 3.2.5 | Conceptualizing employee motivation | 40 |
| 3.2.6 | Conceptualizing employee demographic variables | 43 |
| 3.2.7 | Conceptualizing employee personality | 45 |
| 3.2.8 | Conceptualizing employee perception | 47 |
| 3.2.9 | The combined impact of seven independent variables on the | |
| | employee job performance | 49 |
| 3.3 | Operationalization | 49 |
| 3.3.1 | Operationalizing employee job performance | 50 |
| 3.3.2 | Operationalizing employee values | 52 |
| 3.3.3 | Operationalizing employee attitudes | 53 |
| 3.3.4 | Operationalizing employee ability | 53 |
| 3.3.5 | Operationalizing employee motivation | 54 |
| 3.3.6 | Operationalizing employee demographic variables | 55 |
| 3.3.7 | Operationalizing employee personality | 56 |
| 3.3.8 | Operationalizing employee perception | 58 |
| | | |
| Chapt | er Four – Methodology | |
| 4.1 | Introduction | 59 |
| 4.2 | Study setting and method of survey | 59 |
| 4.3 | Population and sample | 59 |
| 4.4 | Method of data collection | 61 |
| 4.5 | Method of measurement | 63 |
| 4.5.1 | Measuring job performance | 63 |

viii

| 4.5.2 | Measuring employee values | 65 |
|-------|--|----|
| 4.5.3 | Measuring employee attitudes | 66 |
| 4.5.4 | Measuring employee ability | 67 |
| 4.5.5 | Measuring employee motivation | 68 |
| 4.5.6 | Measuring employee demographic variables | 69 |
| 4.5.7 | Measuring employee personality | 70 |
| 4.5.8 | Measuring employee perception | 72 |
| 4.5.9 | Measuring employee personal data | 73 |
| 4.6 | Techniques of data analysis | 76 |
| 4.6.1 | Univariate analysis | 77 |
| 4.6.2 | Bivariate analysis | 79 |
| 4.6.3 | Multivariate analysis | 84 |
| 4.7 | Testing hypotheses | 85 |

Chapter Five – Data Presentation and Analysis

| | • | | |
|---------|---|-----|--|
| 5.1 | Introduction | 88 | |
| 5.2 | Analysis of reliability of the instruments | 88 | |
| 5.3 | Univariate analysis | 89 | |
| 5.3.1 | Analysis of the number of respondents | 89 | |
| 5.3.2 | Frequency distribution analysis of the respondent's personal data | 90 | |
| 5.3.3 | Frequency distribution analysis of the variables in the research | | |
| | model | 101 | |
| 5.4 | Bivariate Analysis 1 | | |
| 5.4.1 | Correlation Analysis | | |
| 5.4.1.1 | .1 Multicolinearity among the independent variables | 114 | |
| 5.4.1.1 | .2 Multicolinearity among DVs and other IVs | 115 | |
| 5.4.2 | Simple regression analysis | 116 | |
| 5.4.3 | Chi-square test 12 | | |
| 5.5.1 | Multiple regression analysis | | |
| 5.6 | Hypothesis testing 13 | | |

ix

Chapter Six – Discussions and conclusions

| 6.1 | Introduction | 141 |
|-------|--|-----|
| 6.2 | Discussion | 141 |
| 6.2.1 | Discussion on the relationship between EVs and EJP | 141 |
| 6.2.2 | Discussion on the relationship between EAs and EJP | 142 |
| 6.2.3 | Discussion on the relationship between EAy and EJP | 143 |
| 6.2.4 | Discussion on the relationship between EMn and EJP | 145 |
| 6.2.5 | Discussion on the relationship between EPy and EJP | 146 |
| 6.2.6 | Discussion on the relationship between EPn and EJP | 147 |
| 6.2.7 | Discussion on the relationship between EDV and EJP | 148 |
| 6.3 | Conclusions and recommendations | 149 |
| 6.4 | Limitations of the study | 151 |
| 7.1 | Implication of the study | 152 |
| | | |

Bibliography

Appendixes

| *** | Appendix – I | Questionnaire used for this research | 158-170 |
|-----|----------------|--------------------------------------|---------|
| * | Appendix – II | Outputs of the analysis | 171-207 |
| * | Appendix – III | Organization chart SEUSL | 208-209 |

153-157

List of Figures

| | | Page No. |
|-------------|--|----------|
| Figure 2.1 | A model of the determinants of individual behavior, | |
| | performance, and effectiveness in organizations | 14 |
| Figure 2.2 | Mullins model | 15 |
| Figure 2.3 | Arnold, Feldman, and Hunt model | 16 |
| Figure 2.4 | Blumberg and Pringle model | 17 |
| Figure 2.5 | Individual difference in the work place | 18 |
| Figure 2.6 | Attitudes and behavior relationship | 19 |
| Figure 2.7 | Porter and Lawler model | 21 |
| Figure 2.8 | Performance is a function of ability and motivation | |
| | moderated by situational and organizational factors | 22 |
| Figure 2.9 | A model of motivation | 24 |
| Figure 2.10 | Relationship between motivation and performance | 25 |
| Figure 2.11 | Perceptual process | 27 |
| Figure 2.12 | Factors influencing a person's perceptions | 27 |
| Figure 3.1 | The research model | 29 |
| Figure 3.2 | Terminal and instrumental values in Rokeach value survey | 33 |
| Figure 3.3 | Definitions of key job dimensions | 35 |
| Figure 5.1 | Job category of respondents | 91 |
| Figure 5.2 | Age group of respondents | 92 |
| Figure 5.3 | Gender of respondents | 93 |
| Figure 5.4 | Marital status of respondents | 94 |
| Figure 5.5 | Race of respondents | 95 |
| Figure 5.6 | Length of service of respondents | 96 |
| Figure 5.7 | Number of dependent of respondents | 97 |
| Figure5.8 | Educational qualification of the respondents | 98 |
| Figure 5.9 | Income level of respondents | 99 |
| Figure 5.10 | Working spouse | 100 |
| Figure 5.11 | Histogramme of employee job performance | 102 |
| Figure 5.12 | Histogramme of employee values | 103 |

| Figure 5.13 | Histogramme of employee attitudes | 104 |
|-------------|-------------------------------------|-----|
| Figure 5.14 | Histogramme of employee ability | 105 |
| Figure 5.15 | Histogramme of employee motivation | 106 |
| Figure 5.16 | Histogramme of employee personality | 107 |
| Figure 5.17 | Histogramme of employee perception | 108 |
| Figure 5.18 | Scatter plots between EVs and EJP | 111 |
| Figure 5.19 | Scatter plots between EAs and EJP | 111 |
| Figure5.20 | Scatter plots between EAy and EJP | 112 |
| Figure 5.21 | Scatter plots between EMn and EJP | 112 |
| Figure 5.22 | Scatter plots between EPy and EJP | 113 |
| Figure 5.23 | Scatter plots between EPn and EJP | 113 |
| Figure 5.24 | Curve fit for EVs and EJP | 117 |
| Figure 5.25 | Curve fit for EAs and EJP | 119 |
| Figure 5.26 | Curve fit for EAy and EJP | 120 |
| Figure 5.27 | Curve fit for EMn and EJP | 122 |
| Figure 5.28 | Curve fit for EPy and EJP | 123 |
| Figure 5.29 | Curve fit for EPn and EJP | 125 |

xii

List of Tables

| | | Page No. |
|------------|---|----------|
| Table 1.1 | Population distributions of the study | 10 |
| Table 1.2 | Sample distributions of the study | 10 |
| Table 3.1 | The dimensions and indicators of job performance | 51 |
| Table 3.2 | The dimensions and indicators of employee values | 52 |
| Table 3.3 | The dimensions and indicators of employee attitudes | 53 |
| Table 3.4 | The dimensions and indicators of employee ability | 54 |
| Table 3.5 | The dimensions and indicators of employee motivation | 55 |
| Table 3.6 | The dimensions and indicators of employee DV | 56 |
| Table 3.7 | The dimensions and indicators of employee personality | 57 |
| Table 3.8 | The dimensions and indicators of employee perception | 58 |
| Table 4.1 | Population distribution of the study | 60 |
| Table 4.2 | The sample distribution of the study | 61 |
| Table 4.3 | Measurement aspects of employee job performance | 64 |
| Table 4.4 | Measurement aspects of employee values | 65 |
| Table 4.5 | Measurement aspects of employee attitudes | 66 |
| Table 4.6 | Measurement aspects of employee ability | 67 |
| Table 4.7 | Measurement aspects of employee motivation | 68 |
| Table 4.8 | Measurement aspects of employee demographic variables | 69 |
| Table 4.9 | Measurement aspects of employee personality | 70 |
| Table 4.10 | Measurement aspects of employee perception | 72 |
| Table 5.1 | Summery of reliability analysis of questionnaire | 88 |
| Table 5.2 | Distributed questionnaires | 89 |
| Table 5.3 | Collected questionnaires | 90 |
| Table 5.4 | Job category of respondents | 91 |
| Table 5.5 | Age group of respondents | 92 |
| Table 5.6 | Gender of respondents | 93 |
| Table 5.7 | Marital status of respondents | 94 |
| Table 5.8 | Race of respondents | 95 |
| Table 5.9 | Length of service of respondents | 96 |
| | | |

xiii

| Table 5.10 | Number of dependent of respondents | 97 |
|------------|---|------|
| Table 5.11 | Educational qualification of respondents | 98 |
| Table 5.12 | Income level of respondents | 99 |
| Table 5.13 | Whether spouse working or not | 100 |
| Table 5.14 | Statistics of the distribution of job performance | 101 |
| Table 5.15 | Statistics of the distribution of employee values | 102 |
| Table 5.16 | Statistics of the distribution of employee attitudes | 103 |
| Table 5.17 | Statistics of the distribution of employee ability | 104 |
| Table 5.18 | Statistics of the distribution of employee motivation | 105 |
| Table 5.19 | Statistics of the distribution of employee personality | 106 |
| Table 5.20 | Statistics of the distribution of employee perception | 107 |
| Table 5.21 | The scale of respondents' answer | 109 |
| Table 5.22 | Correlation between personal factors and EJP | 110 |
| Table 5.23 | The result of multicolinearity diagnostic test for IVs | 114 |
| Table 5.24 | Multicolinearity diagnostic test between EDV and other IV | s115 |
| Table 5.25 | Correlation between EJP and EDV | 115 |
| Table 5.26 | Statistics of regression between EVs - EJP | 116 |
| Table 5.27 | Statistics of regression between EAs - EJP | 118 |
| Table 5.28 | Statistics of regression between EAy - EJP | 119 |
| Table 5.29 | Statistics of regression between EMn- EJP | 121 |
| Table 5.30 | Statistics of regression between EPy - EJP | 122 |
| Table 5.31 | Statistics of regression between EPn - EJP | 124 |
| Table 5.32 | Chi-square test between age and EJP | 125 |
| Table 5.33 | Chi-square test between gender and EJP | 126 |
| Table 5.34 | Chi-square test between marital status and EJP | 126 |
| Table 5.35 | Chi-square test between length of service and EJP | 127 |
| Table 5.36 | Result of multiple regression analysis of IVs with EJP | 127 |
| Table 5.37 | The influence of the IVs on EJP | 128 |
| Table 5.38 | Result of stepwise multiple regression analysis; predictors | |
| | of EJP | 129 |
| Table 5.39 | Result of multiple regression analysis of EDV with EJP | 129 |

xiv

| Table 5.40 | Influences of the EDV on EJP | 130 |
|------------|---|-----|
| Table 5.41 | Result of stepwise multiple regression analysis; predictors | |
| | (from EDV) of EJP | 131 |

List of Abbreviations

| IV | - | Independent Variable |
|------|-----|---|
| DV | - | Dependent Variable |
| EJP | - | Employee Job Performance |
| EVs | - | Employee Values |
| EAs | 7 | Employee Attitudes |
| EAy | - | Employee Ability |
| EDV | - | Employee Demographic Variables |
| EPy | - | Employee Personality |
| EPn | -13 | Employee Perception |
| SPSS | - | Statistical Package for Social Sciences |