


Chapter 19

Employee Performance in the Fast Food Industry: A Mediating Role of Happiness

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ABSTRACT

The main purpose of this research is to find the relationship of role overload (RO), love of money (LOM), empowerment (EMP), and work engagement (WE) on employee performance (EP) in the fast food industry and also to find the mediating effect of happiness (HAP) between RO, LOM, EMP, and WE on employee performance and moderating role of the spirit of work (SOW) on happiness and employee performance (EP). The data was gathered using the online survey method through questionnaires from the employees of fast food restaurants of South Punjab, Pakistan. The sample size was 297. The smartPLS 3 was used to analyze the data. The result findings show that LOM, WE, and HAP have an influence on EP while RO and EMP have no influence on EP. There was a mediating effect of HAP between EMP and EP whereas there was no mediating influence of HAP between RO, LOM, WE, and EP. No moderating role of SOW between HAP and EP was found. This study findings are very useful for manager/owner of the restaurant the increase their employee performance, which leads to firm high performance.

INTRODUCTION

Over the few years it has been observed that restaurant industry has flourished to a great extent in Pakistan. Fast food restaurant sector is the second biggest industry in Pakistan. It reports for 16% of total employment in service sector (Awan & Nawaz, 2015). Pakistan possesses world's eighth largest market

DOI: 10.4018/978-1-7998-8678-5.ch019

with regards to fast food business. There are more than 1000 wide ranging food preparing endeavors in Pakistan. Due to increasing fast food business a large number of employments is being carried in this industry. Most of the population now comes to fast food restaurant. The employees had a great challenge in handling large number of orders daily and dealing with the customers (Awan & Nawaz, 2015).

The significant element that has been firmly connected with this industry is the fierce competition. While the GDP of the Pakistan is giving indications of slow economic growth and development, the inexpensive food industry is by all accounts encountering higher measures of growth. Industry projections propose it to be a \$1 billion per year market that worldwide and residential cooking styles and cafés appear to do very well (Riaz, Ahmed, & Akhtar, 2019).

However, in most of the firms the departmental heads put extra stress and pressure on the employees to accomplish organizational goals and desired performance. It is a frequent scenario in restaurant business where front line employees frequently need to manage stringent and troublesome customers which affects their job performance. Concerning the activity outlook itself, the workers of restaurants are regularly connected with elongated working hours, shifts, repeated projections, strain and clash and incompetent administration. It has also been observed that workers were paid low salaries and provided poor working conditions; resultantly there is a possibility of employee turnover and low job performance (Amran, Ghazali, & Siti Fatimah, 2018).

Moreover, this research study has extensive significance and importance. Previous Studies have been done in the developed economies. Very seldom has any research like this been organized on this topic in Pakistan. This research study is also significant because it will enhance knowledge of managers about role overload, love of money, empowerment and work engagement in the work life of an employee. Mediating and moderating variables have been used with independent and dependent variables to make this research a unique one. With this knowledge the managers will be able to implicate effective Human Resource Management strategies to motivate employees to achieve organizational goals and also to make their job more satisfying (Aydin, 2018).

LITERATURE REVIEW

Employee Performance

Measurement of worker performance is a movement that is exceptionally essential since it is very well may be utilized as a proportion of achievement in supporting the success of the firm worker (Gunawan & Amalia, 2015). Employee performance can by and large be characterized as all the conduct workers participate in while at work. It might likewise indicate to the profession like activity of a worker and how well those exercises were accomplished. Job performance ascribes to the quality and amount that are accomplished by worker or group of workers in the wake of finishing a given responsibility (Fonkeng, 2018).

Role Overload and Employee Performance

Role Overload that specifies when the workers role expectations surpass the resources or time accessible to satisfy allotted duties (Karimi et al., 2017). Somebody who encounters role over-load will for the most part have emotions that go astray from his typical capacity. This condition triggers stress in the working environment because of hurdles or claim that emerge refers to role overload (Garaika, 2019).

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