

The Relationship between Employees' Personality Traits, Work Values and Job Involvement with the Contribution to their Companies – For the Micro Food Service Industry

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Abstract

The purpose of the study is to discover the influence between the employee's (for whom who works in the micro food industry) personality, work values and job involvement to the contribution and dedication. Research sample focus on the snack bar in night market, bakery stores and the micro food industries' employees or owners from Taizhong, Changhua, Yunlin, Jiayi and Tainan cities. We send 450 questionnaires, the effective questionnaires are 333, and the percentage of effective retrieve of the questionnaire is 87.63%. After using reliability analysis, correlation analysis, one-way analysis of variance (ANOVA), independent, work values and personality can forecast prediction the employee's contribution and dedication very precisely; in addition, we find out that job involvement has a very clear effects between work values and job contribution.

Keywords: personality, work values, job involvement, contribution.

1. Introduction

Micro-Enterprise is an easier way of starting a personal-owning business due to the relative low market entrance. In Taiwan, it only costs five hundred thousand New Taiwanese Dollars to start an eating house [1], and therefore most of the people make livings on Micro-Enterprise, which is important and irreplaceable to social development [2]. Staff is the most important resource of an enterprise [3], only by choosing and keeping key staff long can an enterprise increase its competitive advantage [4]. Researchers pointed out that the personal values, personality traits, and the job involvement of staff

would affect individual performance and efficiency on work [5] [6] [7]. A staff's high job involvement, satisfaction, spontaneous professional proactive behavior with passion, and low intention of turnover refer to a high employee engagement, and therefore leveling up the efficiency of an enterprise [8] [9] [10].

This study aimed to discuss how the personality traits, personal work values, and job involvement of staff affect the employee engagement, and hope to offer advices to the Micro Food Service Industry runners on staff election and keep-on.

2. Study Purpose

The study was focused on investigating: 1) The effect of personal backgrounds on personality traits, work values, job involvement and employee engagement of individual staff. 2) The relationships among personality traits, work values, job involvement of staff and employee engagement. 3) The effect of personality traits, work values, job involvement of staff on its employee engagement. 4) The mediation of job involvement on work values and employee engagement.

3. Research Methods

The study applied convenience sampling from employers and staff in eating houses, small restaurants, combinative bakery, and food stands in the night markets in Taichung, Changhua, Yunlin, Chiayi, and Tainan. 450 designed questionnaires were released and 380 of them were returned, with the valid response rate of 87.63%. All data were analyzed with statistical software SPSS 12.0 for frequency distribution, mean, standard deviation, non-paired t-test, one-way ANOVA, Pearson's correlation coefficient, and regression for further discussions.

The questionnaire with high reliability was designed including the following scales. Personality traits scale applied for the study was adopted from Work Locus of Control Scale [11], including internal and external facets. And the items on the scale were condensed from 16 into 5 for the study. Originally there were 15 items in personal traits variable scale, and this study only concerned the 7 items of external facet, with total scale $\alpha = .892$. Items of work values scale including instrumental value and objective value evaluation parts were designed according to Wu [12] [13] [14]. These 17 items have a total scale of $\alpha = .905$, with $\alpha = .915$ and $\alpha = .877$ on instrumental value and objective value facet, respectively. Job involvement scale including 13 high-involvement items were designed according to Kanungo [15], and Lodahl & Kejner [16], with total scale of $\alpha = .902$. 15 items of employee engagement scale including vitality, concentrating, and professional effectiveness parts were designed according to Lee, Lain, & Chen (1999) [17], and Schaufeli, Salanova, Gonzalez-Roma, & Bakker [18] (2002). In this part, the total scale $\alpha = .916$,

vitality facet $\alpha = .841$, concentrating facet $\alpha = .803$, and professional effectiveness facet $\alpha = .901$.

4. Results and discussions

4.1. Descriptive statistics

1) For personality traits facet, the significant others for promotion, and the luck of having a good job are highly valued by employees involved in micro catering and beverage businesses.

2) For work value facet, participants regarded good interaction relationships, the improvement and learning experiences the job could provide, and the increasing opportunities of promotion due to learning hard as important factors.

3) For job involvement facet, high-involvement participants regarded assuming responsibility as an important factor.

4) For employee engagement facet, most of the participants regarded professional ability as the most important factor.

4.2. Correlation coefficient analysis

There were no significant correlation of personality traits and employee engagement ($r = -.027$). Work value and job involvement are significantly positive correlated to employee engagement, with $r = .707$ and $.734$, respectively. The results suggested that if participants of micro catering and beverage enterprises have more positive attitudes, involving more in their jobs, and have higher instrumental and objective values, their vitality, concentrating and professional effectiveness are higher, and the same as their employee engagement.

4.3. ANOVA

1) There were significant differences on external personality traits among different age groups.

2) There were significant differences on position and job grade among external personality traits, job involvement (high involvement), and employee engagement (professional effectiveness).

3) There were significant differences on external personality traits, objective value, and employee engagement (concentrating and professional

effectiveness) among participant groups with different years of working experience and different.

4) Experienced participants have higher job involvement and vitality than non-experienced ones.

5) There were significant differences on job involvement (high involvement) among participant groups with different years of working experience related to catering and beverage businesses.

6) The objective value of male was higher than female.

7) There were significant differences on job grade among external personality traits, objective value, high job involvement, concentrating, and professional effectiveness.

4.4. Regression analysis

1) The more the participants think highly of job involvement and job value, the more employee engagement they contribute, and jobs involvement affects employee engagement more than job value.

2) The more the participants think highly of high job involvement, objective value, and instrumental value, the more employee engagement, concentrating, and professional effectiveness they contribute. Among those, high job involvement affects employee engagement and concentrating facet the most, and objective value affects professional effectiveness the most.

3) The more the participants think highly of high job involvement and objective value, the more vitality they performed, and high job involvement affects vitality the most. The more the participants think highly of high job involvement, objective value, and instrumental value, the larger the concentrating sub-facet is, and high job involvement affects the most on concentrating sub-facet.

4) The more the participants think highly of high job involvement, objective value, and instrumental value, the larger the professional effectiveness sub-facet is, and objective value affects the most on it.

4.5. Mediation

1) The affects of work value toward employee engagement is partially mediated by job involvement.

2) The affects of objective value and instrumental value toward employee engagement are both partially mediated by job involvement.

3) The affects of objective value and instrumental value toward vitality facet, concentrating facet, and professional effectiveness facet are all partially mediated by job involvement.

5. Conclusions and suggestions

5.1. Conclusions

1) Staff with external personality traits hope to get a better job with significant others and luck, and this is extremely different from the career expectations of staff with high working passion, be willing of facing challenges, and sticking on one's place on catering and beverage business.

2) Once the staff confirm that they can have high individual achievements for the future in a company or an enterprise, they are more likely to involve themselves in their work.

3) Staff with high involvement is staff whom is passionate to their jobs with vitality, and also thinks highly on the SOP and their working efficiency.

4) Although external personality traits has negative effects on employee engagement and professional effectiveness, the study found that to the supervisors, the most important thing are that staff can be familiar with their job content and working progress, and finish their individual missions conscientiously and effectively.

5) Understanding the items staff are willing to devoted to, e.g. accomplishment, interests, and chances of learning thins, would help increasing the work value to the staff, and therefore increase staff's passion, vitality, responsibility, and working efficiency.

6) Among variables related with individuals, age, position, job grade, and years of working experience have significant effects on external personality traits, but have no significant effects on work value. Position, job grade, related working experience, and years of working experience related to catering and beverage business have significant effects on job involvement. Position, job grade, and related years of working experience have significant effects on employee engagement and professional effectiveness. Job grade and related years of working experience have significant effects on concentrating, while related working experience has significant effects on vitality.

5.2. Suggestions

- 1) Elect and apply staff with internal personality traits as the staff.
- 2) Build a fair managing system on working efficiency evaluation and promotion to help building a positive social interaction of the entire enterprise.
- 3) Build a reasonable and transparent celery managing system to lower the intention of staff turnover.
- 4) Build an encouragement system that fits the culture of the enterprise to make staff to be more willing to devote to the enterprise.

Table 1. The verification of research hypotheses.

Hypothesis	Result
1) Individual background has significant effects on personality traits, work value, job involvement, and employee engagement.	Partially accepted
2) Personality traits, work value, and job involvement are significantly positive correlated to employee engagement.	Partially accepted
3) Personality traits, work value, and job involvement have significant positive effects on employee engagement.	Partially accepted
4) Work value and employee engagement are mediated by job involvement.	Accepted

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