

ABSTRACT

The complexion of business operation has undergone a significant change during the concluding decades of twentieth century and beginning of the third millennium. In the current era the service sector has acquired more prominence in comparison to the manufacturing sector. Today, business players are more concerned with quality of operational activities in the service sector. The management of activities in the service sector is very complicated in general and in hospitality and tourism related businesses in particular. . To be more specific, the customer-contact-employees in hospitality and tourism related businesses perform very critical role. They act as crucial coordinator and thereby it will not be inappropriate to observe that their contribution of efforts will be significant for the success or failure of this type of business.

Since non-managerial customer contact employees have to act as the backbone of business therefore they work under considerable stress. The role conflict and role ambiguity for these employees affect their job performance and cause work or non-work related conflict. Similarly these can contribute to job satisfaction and provide life satisfaction to these employees. When role conflict and role ambiguity adversely affects job performance of employees and causes work or non-work related conflict then these dimensions of service environment can force employees to develop quitting intents.

Thus, the behavior of customer-contact-employees is very crucial for the success or failure of a hospitality and tourism related business operation. This has encouraged this researcher to investigate these issues in an organized manner. The purpose of this study was to study factors affecting performance, satisfaction and quitting intents of non-managerial frontline service providing employees and also comparative affect of role conflict and role ambiguity on male and female employees leading to quitting intents.

The framework contains two key independent variables, four key moderating variables and one key dependent variable. In this research, the questionnaires were used to collect the primary data from 385 employees in three-star, four-star and five-star hotels in Bangkok area. The questionnaires are comprised of demographic data, job performance, work/nonwork conflict, job satisfaction, life satisfaction, quitting

intent, role conflict and role ambiguity. Descriptive statistic, Pearson correlation test and independent sample t-test were used to analyze the data.

The statistical analysis shows that there are relationship between role conflict and job performance, work/nonwork conflict, job satisfaction, life satisfaction and quitting. For the role ambiguity the results show that there are relationship between role ambiguity and job performance, work/nonwork conflict, job satisfaction, life satisfaction and quitting intent. It also shows that there are no significance different of role conflict and role ambiguity when determine by gender. It means that role conflict and role ambiguity have affected to employee in non-managerial frontline service providing by cause a leading to quitting intent. But these affected to leading quitting intent are not different in gender were found.

