



THE IMPACTS OF WORK-LIFE BALANCE AND SELF-EFFICACY ON JOB
SATISFACTION AMONG FAST FOOD INDUSTRY WORKERS
IN IPOH, PERAK

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SATISFACTION

A Study of The Impacts of Work-Life Balance and Self-Efficacy on Job Satisfaction
among Fast Food Industry Workers in Ipoh, Perak

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DECLARATION

We declare that the material contained in this paper is the end result of our own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper attached here, entitled “The Impacts of Work-life Balance and Self-efficacy on Job Satisfaction among Fast Food Industry Workers in Ipoh, Perak” prepared and submitted by “ Ching Loo Pei and Low Wan Chee” in partial fulfillment of the requirements for the Bachelor of Social Science (Hons) Psychology is hereby accepted.

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ABSTRACT

This study is investigated the impacts between work-life balance and self-efficacy on job satisfaction among fast food industry workers at Ipoh. Most of the proposed studies do not evaluate the variables clearly and simultaneously. It is crucial to focus on because it can highlight the importance of job satisfaction by linking and promoting the work-life balance and self-efficacy among fast food industry employees. This study attempts to test the linkage among these variables that work-life balance and self-efficacy influence job satisfaction. 300 of fast-food industry employees have been selected by purposive sampling method and completed the tests on work-life balance, self-efficacy and job satisfaction. A self-administered questionnaire which consisted Work Life Balance Scale, Occupational Self-Efficacy Scale and Generic Job Satisfaction Scale was employed. Pearson Correlation revealed that self-efficacy and work-life balance are significantly correlated with job satisfaction. Furthermore, results of multiple regression revealed that self-efficacy is the strongest predictor for job satisfaction, followed by work-life balance. There is no significant difference between male and female employees in terms of work-life balance, self-efficacy and job satisfaction. This study delivers valuable insight for human resource practitioners and policy makers who are concerned with the factors that contribute to job satisfaction among fast food industry employees.

Keywords: work-life balance, self-efficacy, job satisfaction

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CHAPTER 1

INTRODUCTION

1.1 Background of study

Nowadays, fast food industry is huge, and the achievement of some fast food companies cannot be doubted. Since the 1960s, fast food industry has grown fast and there are more than 1000 fast food restaurants in Malaysia now. Fast food industry is one of the common markets rising most quickly in Malaysia. Fast food industry refers to convenience and quick service that the food ready in the shortest period and gave to customers as soon as possible. Hence, they deliver same menu and standardized quality to minimize the period for the buyer to get product details (Jekanowski, Binkley & Eales, 2001). Example of fast food restaurants include McDonald, KFC, Pizza Hut, Domino's Pizza, Subway and others.

According to Kumar, Ramendran and Yacob (2012), they stated that 70% of workers from the food industry planned to leave the restaurant industry in two years of the first working day. Hence, human resources play an extremely important role in fast food industry. Capable and effective labor force is the most valuable capital in any organization. Magnification of work and technology tend to blend employees' work and personal life. Organization will give more awareness to employees' work-life balance. Hence, organizations need to give more support and motivation to their employees in order to achieve work-life balance. It can increase employees' productivity and improves their job satisfaction (Hafeez & Akbar, 2015). In seeing the influence of work life balance on job satisfaction it becomes a main issue fundamental to human resource development (Adikaram, 2016). Agha et al. (2017) has defined work-life balance (WLB)

as looking at the balance between work and life and feeling satisfy with both work and personal life. A balanced between work and personal life helps an organization to have effective employees, while imbalance in the work life may makes the employees become less productivity (Greenhaus et al., 2003).

On the other hand, self-efficacy is one of the main aspects that affecting job satisfaction. Self-efficacy refers to employee's self-confidence in one's ability in implementing a certain action effectively and that the predictable outcomes are attained (Tojjari et al., 2013). Employees with high self-efficacy in their ability and competence will feel more satisfied with their job. Besides, management science professionals have stated that overlooking the employees' actual needs will cause low productivity (Borgogni et al., 2013). Job satisfaction is referred to an employee's feelings to a job based on a judgement of expected outcomes and real outcomes. Job satisfaction will affect employees' performances and may influence the organization functioning and achievement (Errhouni, 2017).

Fast food chain is growing enormously now in Malaysia. Thus, this research is intended to investigate work-life balance, self-efficacy and job satisfaction among fast food industry workers at Ipoh. Moreover, with a study of those factors by using surveys, information will be collected which will be examined for the impact of each factor. The data will be collected and keeping in attention on other demographic information such as gender, age and marital status.

1.2 Conceptual Definitions

1.2.1 Work-life balance

Work-life balance is referred to keeping a balance on people's obligation between work and home (Mendis & Weerakkody, 2014). It also refers to a state of balance between the demand of both work and family life (Yadav & Dabhada, 2014). Work life and personal life interaction functions as a vital dominant pathway between potential stressors in the employees' domains and psychological health (Oosthuizen, Coetzee & Munro, 2016). There will be a work-to-family conflict when employees experience work interferes with family life such as work overload, inflexible work hours and interpersonal conflict at work. Besides, employees will face family-to-work conflict too when they experience family interferes with work life such as unsupportive by family members, responsibilities on children and elder care and interpersonal conflict among family units (Mendis & Weerakkody, 2014). In this study, work-life balance can be defined as the maintenance of balance on people's responsibilities between work and home and it is a state of balance in the demands of both work and family life (Mendis & Weerakkody, 2014; Yadav & Dabhada, 2014).

1.2.2 Self-efficacy

Self-efficacy is defined as a confidence of a person about his abilities to organize the courses of action required to attain some types of performance. It refers to people's judgements towards their capabilities of establishing and implementing some ways of actions to obtain some kind of results (Erdil & Yakin, 2012). It is one's sense of competence on his or her assessment of abilities to execute certain tasks to achieve specific goals (Mensah & Lebbaeus, 2013). In the other words, it also defines as an

individual's perceived capabilities or belief on a person's capabilities to execute needed tasks or goals (Erdil & Yakin, 2012). Besides, self-efficacy is a belief that a person has the capability to perform specific tasks to obtain certain goals (Mensah & Lebbaeus, 2013). People with high self-efficacy are more likely to feel satisfied with their jobs when they are competent to implement their tasks or goals. Besides, they are able to make better use of resources from their work environment to establish tasks and solve difficult conditions compared to low self-efficacious individuals (Erdil & Yakin, 2012). In this study, self-efficacy can be explained as confidence level of an individual about his capabilities to establish the courses of action required to achieve some types of performance and it also refers to a sense of capability on his or her work assessment of skills to perform certain tasks to attain specific organizational goals (Erdil & Yakin, 2012; Mensah & Lebbaeus, 2013).

1.2.3 Job satisfaction

Job satisfaction is referred to the level of happiness workers feel about their job. This feeling is mostly depending on a person's perception of fulfillment. An employee's capability to finish job tasks, communication skill and how the organization treats staffs can affect employee's job satisfaction (Adikaram, 2016). Moreover, job satisfaction refers to how individuals feel about their work. It is based on the extent to which employees are pleased or discontented with their work. Agha et al. (2017) stated that job satisfaction is an important predictor of overall happiness and employee intentions to resign. Podsakoff et al. (2006) mentioned that job satisfaction is the fulfillment and enjoyment with the kind of work selected to an employee, which cause the employee's performance increase. Besides retention and job performance, job satisfaction has also been identified

to be a reliable predictor of work behaviors for instance organizational citizenship and withdrawal behaviors which include lateness and burnout (Chan, 2013). In this study, job satisfaction can be explained as the level of contentment of the employees' feelings about their job and it becomes an important predictor of employee's job performance and intention to resign (Adikaram, 2016; Agha et al., 2017; Podsakoff et al., 2006).

1.3 Operational Definitions

1.3.1 Work-life Balance

Work-life balance refers to the total sum of the scores obtained from the professional of career on three dimensions which are work interfere with personal life, personal life interfere with work and work/personal life enhancement as measured by Work-life Balance Scale and Work-life Culture Scale.

1.3.2 Self-efficacy

In this study, self-efficacy is defined as level of confidence on staying calm when facing problems, solving problems, handling the tasks, preparing well for future career, meeting goals and always being prepared as measured by Occupational Self-efficacy Scale and Work Self-efficacy Scale. High value indicates high level of self-efficacy.

1.3.3 Job Satisfaction

Job satisfaction is referred to the employee's feelings and other structural characteristics of the job such as actual value of pays, status, independence and others. Some significant psychological components in defining job satisfaction include work itself, salary, job promotion, supervision and colleague as measured by Generic Job Satisfaction Scale, Andrew and Withey Job Satisfaction Questionnaire and Job

Satisfaction Survey.

1.4 Significance of Study

This research will address the gap in literature related to lack of studies involving job satisfaction and its related variables by examining the relationship between work-life balance, self-efficacy and job satisfaction among employees (Chan, 2013). Besides, it will focus on Ipoh context as there is not much studies at Ipoh which can promote job satisfaction in the workplace. It will also be served as the future research material for other researchers who are investigating the importance of job satisfaction. This study can serve as a reference to develop more suitable work-life balance policies and plans. Organizations could develop and present new policies and approaches to remove the problems faced by employees and boost their job satisfaction.

This study benefits the organizations, especially Human Resources practitioners because it focuses on the importance of the relationship between job satisfaction and its related factors such as work-life balance and self-efficacy (Hamidi, 2005). It provides an in-depth understanding about the importance of work-life balance to the employers and serves as a guide to the organizations to set work-life balance as a benefit for the employees to improve their performance and job satisfaction. It also can raise the awareness of the employers to promote self-efficacy among employees by implementing training programs to increase their level of self-efficacy (Turkoglu, Cansoy & Parlar, 2017). High level of work-life balance and high self-efficacy result in high job satisfaction towards their tasks, therefore promote high job performance of the employees.

1.5 Problem statement

Fast food serves as one of the largest growing food type in the world (Warsi & Nisa, 2005). Hence, the services of the fast food industry are required for high quality as it serves a large number of people in the world. Lack of job satisfaction of the employees may lead to high turnover rate. The job satisfaction of the employees working in fast food industry is linked to their work quality and productivity that lead to the customers' satisfaction (Tan, Tang, Tee & Yew, 2013). Therefore, it is crucial for the organizations to reduce the turnover rate by identifying the factors to increase the employees' job satisfaction.

Job satisfaction is essential in the lives of employees because it is a fundamental reason for them to work in life (Adebomi Ibitoye & Sanni, 2012). It influences various aspects of organizational life among the employees such as employee productivity, absenteeism and loyalty. Hence, it is very important to pay attention to. Low job satisfaction will lead to many negative consequences which will result in negative behavior of the employees such as lack of loyalty, absenteeism and turnover intention (Aziri, 2011).

There are two factors that will be identified by this study and need to be focused on to promote the employees' job satisfaction which are work-life balance and self-efficacy. First, work-life balance has been difficult to maintain in the employees' life as new technology and customer demands nowadays change the employees' working patterns which need to spend more time on working to provide services (Fayyazi & Aslani, 2015). This might be an issue for the employees to reach high job satisfaction if they are annoying with their work-family conflict.

Besides, based on the findings from Aziri (2011), self-efficacy will affect one's physiological responses to stress, specifically to the immune system of one's body. Employees able to overcome their stress by gaining self-awareness abilities to contribute to the organization to attain certain goals. If employees unable to achieve their self-efficacy towards their jobs, they might lack of job satisfaction which will lead to reduced morale and commitment to the organization (Aziri, 2011).

1.6 Research Objectives

Job satisfaction of an employee is important for an organization to pay attention to as it affects the employees' decision on how to feel or response to their job (Turkoglu, Cansoy & Parlar, 2017). It does not have a single factor that is leading to but there is a certain combination of factors that makes an employee to feel satisfied on his job (Saremi & Rezeghi, 2015). Work-life balance and self-efficacy can be considered as some of the factors that lead to job satisfaction and influence the organizational life of the employees. Hence, the objective of this research is to examine the relationship between work-life balance, self-efficacy and job satisfaction among fast food industry employees at Ipoh. Below are the specific objectives of this study:-

1. To investigate the relationship between work-life balance and job satisfaction among fast food industry employees.
2. To investigate the relationship between self-efficacy and job satisfaction among fast food industry employees.
3. To examine the difference in work-life balance between male and female fast food industry employees.

4. To examine the difference in self-efficacy between male and female fast food industry employees.
5. To examine the difference in job satisfaction between male and female fast food industry employees.
6. To explore whether work-life balance and self-efficacy predict job satisfaction among fast food industry employees.

1.7 Research Questions

1.7.1 Is there any relationship between work-life balance and job satisfaction among fast food industry employees?

1.7.2 Is there any relationship between self-efficacy and job satisfaction among fast food industry employees?

1.7.3 Is there any difference in work-life balance between male and female employees in fast food sector?

1.7.4 Is there any difference in self-efficacy between male and female employees in fast food sector?

1.7.5 Is there any difference in job satisfaction between male and female employees in fast food sector?

1.7.6 Do work-life balance and self-efficacy predict job satisfaction among fast food industry employees?

1.8 Hypotheses

- 1.8.1 H0: There is no relationship between work-life balance and job satisfaction among fast food industry employees.
- H1: There is a significant relationship between work-life balance and job satisfaction among fast food industry employees.
- 1.8.2 H0: There is no relationship between self-efficacy and job satisfaction among fast food industry employees.
- H1: There is a significant relationship between self-efficacy and job satisfaction among fast food industry employees.
- 1.8.3 H0: There is no difference in work-life balance between male and female employees in fast food sector.
- H1: There is a difference in work-life balance between male and female employees in fast food sector.
- 1.8.4 H0: There is no difference in self-efficacy between male and female employees in fast food sector.
- H1: There is a difference in self-efficacy between male and female employees in fast food sector.
- 1.8.5 H0: There is no difference in job satisfaction between male and female employees in fast food sector.
- H1: There is a difference in job satisfaction between male and female employees in fast food sector.
- 1.8.6 H0: Work-life balance and self-efficacy do not predict job satisfaction among fast food industry employees.

H1: Work-life balance and self-efficacy predict job satisfaction among fast food industry employees.

1.9 Chapter Summary

This chapter has covered the background of study, problem statement, significance of study, research objectives, research questions, hypotheses, conceptual and operational definitions which clearly describe the core concept of this study. In the ongoing chapter, it will discuss about literature review to support this research.

CHAPTER 2

LITERATURE REVIEW

2.1 Work-life Balance and Job Satisfaction

According to Yadav and Dabhade (2014), the results showed that work life balance and job satisfaction have a significant relationship which means work life balance is a significant element of intrinsic parts of job satisfaction. In addition, Adikaram (2016) also found that work-life balance is significant enough to influence job satisfaction of an employee. The higher quality of work life balances, the higher level of job satisfaction. The productivity and efficiency of the employees increases if they have rights to arrange their own work timetables. This is because the freedom to select own work schedule will also carry the responsibility for accomplishing work within a stated deadline. Normal working hours are acceptable but sometimes overtime and working in evening session will interrupt work life balance (Yadav & Dabhade, 2014). Besides, Adikaram (2016) stated that fulfillment with work life balance is the most important element of employee's job satisfaction which indicates the high quality of work life balance can result in higher level of job satisfaction.

Furthermore, there are other research studies found out that work life balance programs can bring positive outcome to employee job satisfaction (Shujat, Cheema & Bhutto, 2011). The organization can optimize an employee's job satisfaction by adding work life balance programs for employees, which can help them well-handled and balance with their job and family. Ueda (2012) also found that work life balance programs showed a significant positive impact to employees' job satisfaction. Both studies showed that work life balance programs benefit employees to diminish their work

burden and they will efficiently complete their work. Ueda (2012) stated that female employees had much greater work life balance satisfaction and job satisfaction than male employees. Moreover, the study showed that long working hours are negatively related to employee's job satisfaction. Also, extended working hours do influence employees' job satisfaction (Shujat, Cheema & Bhutto, 2011).

Shadab and Arif (2015) stated that work-life balance able to impact job satisfaction. They found that there is higher job satisfaction among the workers who have work life balance. If an employee does not satisfy with his career, he cannot meet work life balance. According to Noor and Lee (2017), their result also showed that there is a positive significant relationship between work life balance and job satisfaction.

Employees tend to feel satisfy with their work when they can manipulate their family and work equally. When the employees' job satisfaction increase, the employees tend to complete their job more productivity. By giving the facilities of work-life balance also will enhance the employee's job satisfaction (Noor & Lee, 2017). Hence, it shows that there is an influence of working hour on employees' job satisfaction. If the employees worked extra hours, then they are unable to arrange proper time for their family and personal life (Shadab & Arif, 2015).

2.2 Self-efficacy and Job Satisfaction

According to the findings from Randhawa (2003), there is a significantly positive relationship between self-efficacy and job satisfaction. She revealed that one's belief in performing specific work tasks leads to satisfaction towards the job (Randhawa, 2003). The findings also supported by Turkoglul, Cansoy and Parlar (2017) that the correlation between self-efficacy and job satisfaction among teachers is significantly positive. It

showed that the job satisfaction of teachers will increase when their self- efficacy increase. The high self-efficacious teachers are likely to attain more educational outcomes compared to those low self-efficacious (Turkoglu, Cansoy & Parlar, 2017). The high self-efficacious employees have more confidence in their ability to accomplish the tasks. Even in the most demanding situations, they will also try their best to succeed. Eventually, the success from the completed tasks will bring them satisfaction from their job. Therefore, management need to pay out more efforts in nurturing high self-efficacy among employees to build a satisfied workforce in the organization (Randhawa, 2003).

Moreover, in the study proposed by Adebomi, Ibitoye and Sanni (2012), the results showed that self-efficacy and job satisfaction among the teachers are significantly related. The statement also supported by Borgogni, Dello Russo, Miraglia and Vecchione (2013) that self-efficacy has a significant positive correlation with job satisfaction among white collars. They indicated that employees tend to think and behave more creatively and positively with high self-efficacy (Borgogni, Dello Russo, Miraglia & Vecchione, 2013). They also explained that employees who have more confidence in performing their tasks and social context and exercise control over their moods and responses when face difficulties are likely to feel satisfied with their jobs. It interacts with motivation and bring the consequence of satisfaction to their job. Hence, self-efficacy contributes to one's self-belief as it forms the behavior which leads to job satisfaction (Adebomi, Ibitoye & Sanni, 2012). Actually, employees with high self-efficacy can cope with difficulties effectively, insist to face failure and achieve desired goals which they obtain more job satisfaction. In addition, employees who practice the regulatory skills

underlying self-efficacy are likely to become more confident to resolve conflicts, overcome frustrations, remain calm in every situation and derive more job satisfaction. Hence, employees with high self-efficacy in their ability and competence to perform a task will feel more satisfaction with it (Borgogni, Dello Russo, Miraglia & Vecchione, 2013).

In contrast, Caprara, Barbaranelli, Steca and Malone (2006) indicated that the teachers' job satisfaction did not significantly influence on their self-efficacy beliefs that linked to the students' achievement. The student's academic achievement mostly depends on the teachers' self-efficacy belief although the teachers' satisfaction might contribute in promoting the children's involvement in school but it does not make their achievement to be consistent (Caprara, Barbaranelli, Steca and Malone, 2006). This statement also supported by Tojjari, Esmaeili and Bavandpour (2013) that there is no significant relationship between the perceived self-efficacy and the job satisfaction among the referees instead of general self-efficacy.

2.3 Gender and Work-life Balance

In the study proposed by Agarwal, Mishra and Dixit (2015), they revealed that there is a gender differences in the perception of work-life balance. This can be explained by women experience more work and family interference compare to men, despite the women spending same working hours as men. The study showed that women stated that they are experiencing more role overload compare to men. Moreover, Fujimoto, Azmat and Härtel (2012) discover that there is a significant gender difference in work-life balance. Women reported that they spend more time on their families likes housework to follow the gendered social expectations and the behavioral norms of women.

However, according to Wilson, Vilardo, Fellingner and Dillenbeck (2015), their results showed that there is no statistically significant difference between men and women's current work life balance. Both women and men reported that supportive supervisor and family are considered to be the top two aspects in order to achieve work-life balance.

2.4 Gender and Self-efficacy

Based on the findings proposed by Janjhua, Chaudhary and Chauhan (2014), there is a significant difference on the level of self-efficacy between male and female employees. According to Arya, Sharma and Singh (2012), their results also supported that gender role orientation brings significant influence on the level of self-efficacy. They indicated that male employees have higher level of self-efficacy than female employees. They also stated that feminine characters are found to have lower self-efficacy than androgynous and masculine characters (Arya, Sharma & Singh, 2012). This may be explained by the fact that due to family restrictions, role conflicts, household responsibilities and social norms in which female employees are less likely to be expected to succeed in their job compared to male employees (Janjhua, Chaudhary & Chauhan, 2014).

Moreover, by supporting this statement, Butucha (2013) also stated that there is a significant difference in self-efficacy between male and female teachers. He also indicated that female teachers have consistently and significantly lower self-efficacy compared to male teachers. This can be explained that male teachers are preferable than female teachers in Ethiopia. Hence, female teachers may be suffering by lack of peer support or isolation that cause them to feel less confident to themselves (Butucha, 2013).

In contrast, Odanga, Aloka and Raburu (2015) proposed that gender orientation does not influence the level of self-efficacy among teachers. They tested self-efficacy on the item of student engagement, instructional strategy and classroom management. The results showed that the influence of gender on self-efficacy of the teachers in student engagement and instructional strategy is not significant but there is a significant influence in classroom management (Odanga, Aloka & Raburu, 2015). This also has been supported by Hurter (2008) that there is no significant difference in self-efficacy among male and female employees.

2.5 Gender and Job Satisfaction

Fatima, Iqbal, Akhwand, Suleman and Ibrahim (2015) revealed that there is a gender difference in job satisfaction. The study found that male employees feel more satisfied with their jobs as compared to female employees. Male employees tend to be more pleased with management, personal fulfillment but least gratified with job conditions. However, female employees feel less satisfied as compared to male employees toward their jobs.

In contrast, according to Mabekoje (2009), the result showed that there is no gender differences in the overall job satisfaction of teachers. This indicates that male and female employees would be quite same in the level of job satisfaction specifically with salary, advancement, management, benefits, rewards, peers and working environment. Both males and females had same perceptions toward their careers. Furthermore, Hong, Hamid and Salleh (2013) also found out that there was no significant relationship between the job satisfaction and the employees' gender. Besides, according to Beriales, Permocillo, Bartizo and Porras (2017), their result also showed that there is no gender

difference to the level of job satisfaction.

2.6 Work-life Balance and Self-efficacy predict Job Satisfaction

According to Turkoglu, Cansoy and Parlar (2017), they stated that self-efficacy correlated positively with job satisfaction. It showed that teachers' self-efficacy will have positive impact on job satisfaction. Furthermore, they also found that self-efficacy to be an important predictor to teachers' job satisfaction. The study found that self-efficacy was a predictor of job satisfaction as their results showed that self-efficacy is significant to increase job satisfaction (Turkoglu, Cansoy & Parlar, 2017)

In contrast, Demirdag (2015) stated that that there is no relationship between self-efficacy beliefs and job satisfaction. The study explained that teachers' self-efficacy beliefs were very limited on student commitment, instructional approaches, and classroom organization. Hence, it showed that self-efficacy cannot predict employees' job satisfaction (Demirdag, 2015).

On the other hand, Mukururi and Ngari (2014) stated that work life balance is a predictor of job satisfaction. Arif and Farooqi (2014) also stated that work-life balance has significant positive relationship with job satisfaction. Employees more likely to have high job satisfaction when they get the benefits of work-life balance programs implemented by their employers. According to Moran (2016), the result showed that work-life balance does impact the job satisfaction of employees. When employees achieve work-life balance, they feel higher confidence level and pleased with the organization and in order increase their job satisfaction. Their studies revealed that work-life balance predict employees' job satisfaction as those employees who achieve work-life balance are more fulfilled with their job (Arif & Farooqi, 2014; Moran, 2016). Hence,

it means that work-life balance can predict job satisfaction.

2.7 Theoretical Framework

There are several theories that explained about work-life balance, self-efficacy and job satisfaction. For work-life balance, it can be described by Clark's (2000) work/family border theory. According to this theory, every individual's role participates within an explicit domain of life. The borders that may be physical or psychological have separated these domains. Hence, the borders' flexibility and permeability between work life and family life are important to manage because it will influence the level of conflict, integration level and ease of transitions among these domains. Only flexible and permeable borders can smooth the integration between work and family domains. However, work family conflict may occur more often when the domains are rather integrated and the transition become easier. In contrast, work family conflict is likely to avoid by segmenting these domains and making the transition more effortful (Clark, 2000).

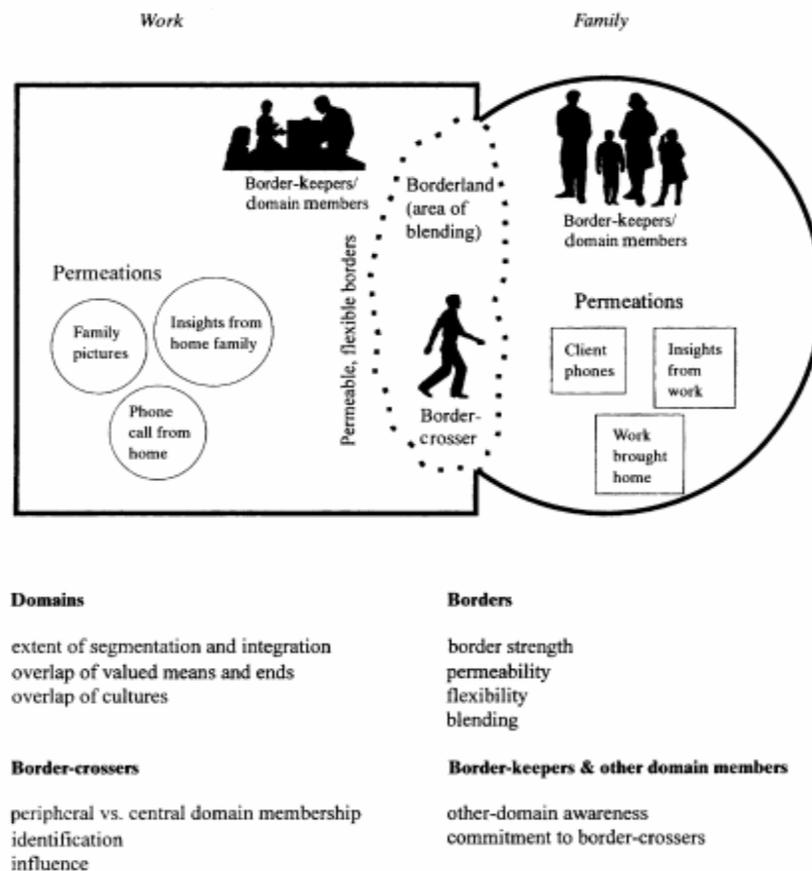


Figure 1.0

Self-efficacy has been widely known in Bandura’s social cognitive theory. It has a theory called self-efficacy theory that can be explained as a belief of examining how the ability operates to attain certain specific competency. Yet, self-efficacy can bring a direct influence on one’s anxiety or depression when he/she has the disbelief in his/her capabilities to perform tasks. It will not only limit the actual capability but also will affect one’s self-evaluation to his/her overall health and well-being. Self-efficacy expectancy determines whether one will attempt a certain behaviour which can lead to one’s motivation to accomplish a task (Garcia, 2015). The self-efficacy level will increase when the person complete the assignment successfully. It is strongly affected the person’s control on the behavior, effort and motivation to succeed (Ishak, Mahfar & Yusof, 2016).

In workplace, there are employees who enter the workforce with different level of self-efficacy which influence by their personal qualities, working experience and social support (Garcia, 2015). Self-efficacy is a crucial and effective factor in evaluating the employees' job satisfaction in the organizations. Once the employers meet the needs of the employees, the effectiveness of the self-efficacy on the employees' satisfaction will increase (Ishak, Mahfar & Yusof, 2016).

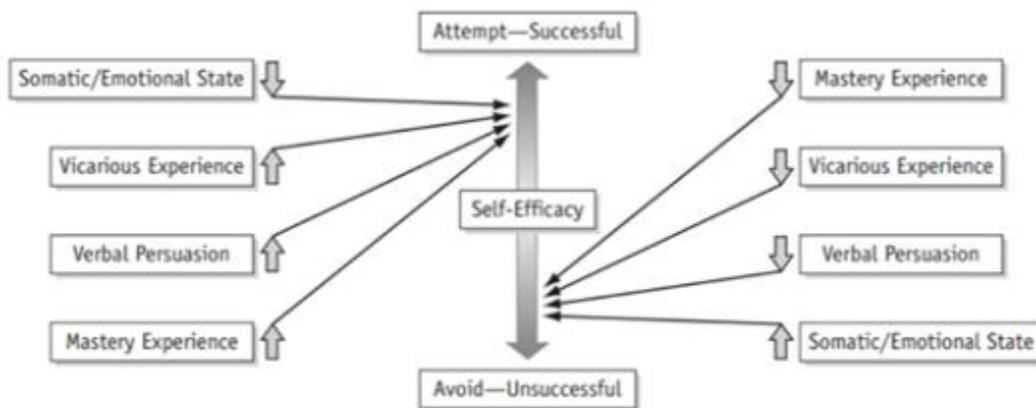


Figure 2.0

The theory to describe job satisfaction in this study is called Herzberg's motivation-hygiene theory which developed by Frederick Herzberg. This theory indicates that job satisfaction and dissatisfaction are independent to each other. According to Herzberg, this theory states the presence of one set of job characteristics (motivators) will lead to job satisfaction while another separate set of job characteristic (hygiene factors) will lead to job dissatisfaction (Strong, 2015). The motivators are the intrinsic characteristics that built into the job itself while hygiene factors are the extrinsic factors which related to the dissatisfaction feelings within the employees (Tan & Waheed, 2011). The satisfaction and dissatisfaction factors are independent condition which one will not increase when the other diminishes (Strong, 2015). Hygiene factors do not lead

satisfaction towards the job, but it will lead to dissatisfaction. On the other side, motivators are the actual factors that will motivate the employees and lead to higher level of job satisfaction (Tan & Waheed, 2011). In this study, work-life balance is considered as hygiene factors that the organization provide to maintain the level of satisfaction among the employees. Whereas self-efficacy serves as the motivators in which the employees have their own confidence in executing their job tasks to feel satisfied when working.



Figure 3.0

2.8 Conceptual Framework

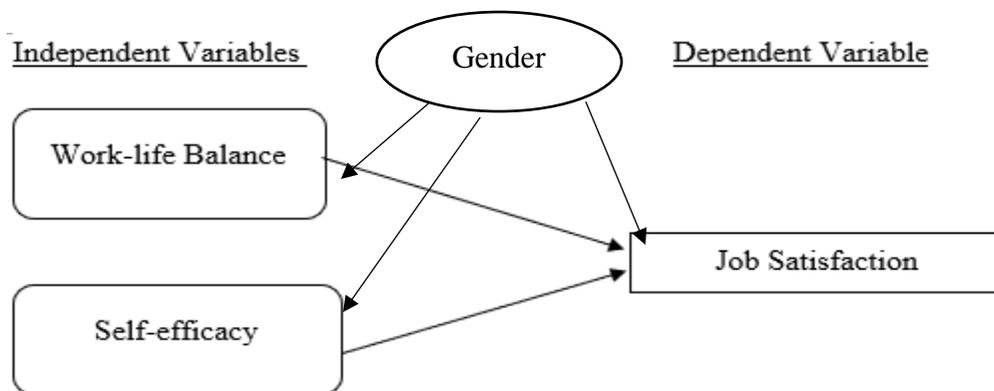


Figure 4.0

This study aims to examine the relationship between work-life balance, self-efficacy and job satisfaction among fast food industry workers at Ipoh. Job satisfaction is the dependent variable (DV) in this research. While work-life balance and self-efficacy are independent variables (IV) which are important for the organizations to promote job satisfaction among fast food workers. Work-life balance brings an effect to the employees of being able to deal with the demands of work and family domains effectively which increase the level of job satisfaction (Chan, 2013). While self-efficacy makes the employees to cope with difficulties, able to face failure and obtain certain desired goals which derive them to reach high level of job satisfaction (Borgogni, Dello Russo, Miraglia & Vecchione, 2013). At last, work-life balance and self-efficacy will predict job satisfaction among fast food workers in this study.

Besides, this research also will test on the demographic information on gender. Hence, the antecedent variables (AV) of this study are demographic information of the workers which included gender. In this study, all the dependent and independent variables will be tested with gender. Work-life balance has a large research link with the responsibilities of female employees because they are likely to have more demands in controlling their time and encounter more difficulties to balance their work life and family life compared to male employees. The social expectation of female role increases the responsibilities and preoccupations of the person to be an employee at work and caregiver in family that arise high level of work-family conflict (Fujimoto, Azmat & Härtel, 2012). Hence, it contains research value to explore on the work-life balance status of the male and female employees nowadays. Self-efficacy stated that individuals hold their beliefs to evaluate their competence to perform a specific behaviour (Garcia, 2015).

In profession context, male and female employees are found to have different level of self-efficacy in executing their tasks due to masculine and feminine characteristics (Arya, Sharma & Singh, 2012). Thus, this study enhances the literature renewal by examining the current authenticity of the status of male and female employees on their level of self-efficacy. Furthermore, job satisfaction reflects the level of happiness of the employee's experience from their job (Adikaram, 2016). There are few studies indicated that there is gender difference in job satisfaction, but some argued the opposite way (Masinghe & Wijayaratne, 2018). Therefore, this study tends to provide a clear cut answer on this argument which specifically focuses on the job satisfaction among fast food industry workers.

2.9 Chapter Summary

The current situation on the relationship between work-life balance, self-efficacy and job satisfaction among general employees has discussed in this chapter. Several literatures regarding to the work-life balance, self-efficacy and job satisfaction among general employees have been reviewed. Besides, the studies about work-life balance, self-efficacy and job satisfaction which tested on gender group also have been summarized. The theoretical framework of this study has explained the links between all the variables. Lastly, conceptual framework has described clearly on the relationship between variable and showed by a diagram for clearer picture.

On the upcoming chapter, it will explain about the methodology of this study which states the research design, research sample, research location, instrumentation, research procedure and data analysis which will mention about the targeted respondents and propose the questionnaires used.

CHAPTER 3

METHODOLOGY

3.1 Research Design

In this study, quantitative method has been used to collect the information in this research as it is used to obtain understanding, apply inquiry plans as surveys, and collect data to attain a statistical data (Creswell, 2003). Cross-sectional design has been used in which the samples can be chosen from one or more population in one time. Using cross-sectional study has several advantages, which include it is fairly easy and quick to conduct the research due to no long periods of follow-up, the data on all variables will only be collected once, and multiple outcomes and exposures can be studied. Other than that, it is useful for descriptive analyses and generating hypotheses as well (Levin, 2006).

Besides, correlational design also has been employed to investigate the relationship between work-life balance, self-efficacy and job satisfaction. It is a number of factors analysis to check on the relation of values for the determining factors in a perceptible pattern. Furthermore, survey research design has been used by distributing the survey in the form of questionnaires as it can describe and evaluate a person or a group by an oral or a written pattern of survey (Privitera, 2014). Hence, correlational survey has been used to examine the relationship between work-life balance, self-efficacy and job satisfaction among fast food industry employees.

3.2 Sampling Techniques

In this study, purposive sampling which is a non-random technique involving selection of participants who are experienced and involved in certain areas has been adopted (Etikan, Musa & Alkassim, 2016). The participants are restricted on fast food

industry employees at Ipoh. Besides, only shift workers are required in this study because they can be tested on the work-life balance level compared to the workers with fixed working hours. Moreover, the front-line employees are more preferable for this research as they can be tested on the self-efficacy level when they are required to deal with the customers.

The sample has consisted of approximately equal number of male and female employees. The targeted participants were those who are currently working in the fast food industries at Ipoh. This research has consisted of the type of fast food restaurants the respondents worked at. Moreover, this study has also included their marital status which indicate single or married.

Paper and pencil questionnaire, which is a printed-out questionnaire and required the respondents to read the questions before fill in their answers, has administered to collect data with the fast food industry workers for this study. This kind of questionnaire administration has high response rate compared to other type of questionnaire administration because the fast food industry workers who are busy can participate in this study by filling in the survey on the spot. The survey questionnaire has assigned to the targeted participants by visiting the fast food restaurants and meeting with the workers.

3.3 Participants

There have included 300 employees working in fast food industries at Ipoh participated in this study with the population of approximately 1000 employees. Ipoh has selected as the research location for data collection as there is not much studies investigated at Ipoh area about the employees of fast food industry. It can be one of the

significant research to the future researchers to examine on fast food industry at Ipoh.

The specific location of data collection has decided at any fast food restaurants at Ipoh.

The respondents are the front-line staffs of the fast food industry restaurants. They have been selected because they have the work shifts arranged in the work schedule which will affect their level of work-life balance. They can be tested on self-efficacy level as they have to communicate and deal with the customers which need them to be confident to their job performance. In addition, they also are group of employees who are working repetitively due of the same procedure of food preparation. This work situation may make them feel dissatisfied if there is no additional factor given by the companies to motivate them (Ukando & Ukpere, 2014).

3.4 Ethical Consideration

There are some ethical considerations which were considered to confirm that the research was conducted in a proper way. We have delivered the permission letter for conducting survey to the managers of restaurants. After obtaining their permission, we have distributed the survey to the participants. Informed consent has obtained based on the participants' willingness to contribute in this study. The participants have the right to take out from the study and there is no penalty for leaving the survey. Involvement in this survey is just based on voluntary basis. After finishing the survey, the information has been collected immediately to guarantee the privacy and confidential are protected. This study has ensured the confidentiality and anonymity of the respondents. The data only has been accessed by the researches and supervisor. Besides, the data has been stored for 6 months to do the data interpretation for the study.

3.5 Instrumentation

In this study, Work Life Balance Scale developed by Hayman has been used to measure the level of work-life balance. The scale has involved 15 items, separated into three aspects which are work interference with personal life (WIPL, for instance, “personal life suffers because of work”), personal life interference with work (PLIW, for instance, “my personal life drains me of energy for work”) and work/personal life enhancement (WPLE, for example, “Better mood at work because of personal life”). Items in the scale are scored from 1 to 5 using a 5-point Likert scale (for example, 1=Strongly disagree, 5=Strongly agree). The scale demonstrated Cronbach Alpha for the three factors of the Work-life Balance Scale are 0.73 for work interference with personal life, 0.78 for personal life interference with work and 0.76 for work/personal life enhancement. Higher scores show better work-life balance. However, WIPL and PLIW items are reverse coded to imply balance because these aspects are negatively expressed and indicates “imbalance” (Smeltzer et al., 2016).

The Occupational Self-Efficacy Scale has been used to measure employees’ level of occupational self-efficacy (Rigotti et al., 2008). The scale has consisted 6 items and are measured on a 6-point Likert scale, ranging from 1 (not at all true) to 6 (completely true). Cronbach's alpha coefficient for the Occupational Self-Efficacy Scale are between 0.85 and 0.90. High values indicate high occupational self-efficacy (Rigotti et al., 2008).

In addition, Generic Job Satisfaction Scale developed by McDonald and McIntyre has been used to measure participant’s level of job satisfaction. The scale has consisted 10 items and the items are measured on a 5-point Likert scale, ranging from 1 (strongly

disagree) to 5 (strongly agree). The Cronbach's alpha for this scale is 0.77. Higher scores represent higher job satisfaction (McDonald & McIntyre, 1997).

3.6 Pilot Study

Table 3.1

Reliability test of the pilot study

Variable	No. of Items	Cronbach Alpha
Work-life Balance Scale	15	.75
Occupational Self-Efficacy Scale	6	.86
Generic Job Satisfaction Scale	10	.92

Reliability test of the pilot study which has involved 30 participants is computed by using Statistical Package for Social Sciences (SPSS) and showed the questionnaire is highly reliable with the Cronbach's alpha ($\alpha = .75$) for Work-life Balance Scale; Cronbach's alpha ($\alpha = .86$) for Occupational Self-Efficacy Scale; while Cronbach's alpha coefficient ($\alpha = .92$) for Generic Job Satisfaction Scale.

3.7 Research Procedure

This research has used paper and pencil survey method to collect data from fast food workers at Ipoh. Before gathering the data, permission has been obtained from the managers of fast food companies. In the paper and pencil survey, it has stated the purpose of this study and instructions to facilitate the completion of the survey. They have been asked to complete a questionnaire including all the scales which consist of Work-life Balance Scale, Occupational Self-Efficacy Scale and Generic Job Satisfaction Scale. Besides, demographic data which include age, race, gender, working experiences has been obtained through the survey. Overall participants have used 15 to 20 minutes to fill

up the questionnaire. After our respondents have completed the survey, all the individual answers have been submitted to us. We have accessed the collected data and started to analyze the data through SPSS.

3.8 Data analysis

Pearson correlation coefficient analysis has been used to test research questions 1 and 2 because Pearson Correlation Coefficient measures the strength and direction of the linear relationship between two variables (Sekaran & Bougie, 2010). According to Sekaran and Bougie (2010), the value +1 indicated perfectly positive correlation. However, the value of -1 showed perfect negative correlation.

For research questions 3 and 4, t test has been used to compare two means and to show whether they are different from each other. The t test also able to show how significant the differences between two groups for example males and females (Sekaran & Bougie, 2010).

Besides, Multiple Regression Analysis (MRA) has been used to test research question 5 to test the relationship between all independent and dependent variables. MRA clarifies the change of dependent variable by using more than one independent variables (Sekaran & Bougie, 2010). In this research, independent variables are work-life balance and self-efficacy while dependent variable is job satisfaction. MRA able to show the relationship and significance of each independent variable in the prediction of the dependent variable.

3.9 Chapter Summary

The research design and sampling technique have been discussed in this chapter. Besides, the use of instruments and procedures on data collection have been described in detail which have been conducted ethically and smoothly. The upcoming chapter will be discussed on the analysis results from the data collected.

Chapter 4

RESULTS

4.1 Descriptive Analysis

4.1.1 Respondent Demographic Profile

Questionnaires are made into two forms including printed and online questionnaires. All questionnaires are distributed to 300 respondents of the fast food workers from Ipoh, Perak. All the questionnaires are collected as soon as the students have completed their responses.

Table 4.1

Demographics of Respondents

Demographics Variables	Frequency	Percent (%)
Age		
18-25	135	45.0
26-30	112	37.3
31-36	46	15.3
37-42	6	2.0
43-48	1	0.3
Gender		
Male	155	51.7
Female	145	48.3
Marital Status		
Unmarried	184	61.3
Married	116	38.7
Type of fast food restaurants		
Mcdonald	12	4.0
KFC	93	31.0
Pizza Hut	33	11.0
Donimo's	25	8.3
Subway	31	10.3
Others	106	35.3

4.1.1.1 Age

Figure 5.0 and Table 4.1 show the age group of the participants. Majority of the respondents are between 18 to 25 years old. They occupy the highest percentage in 45.0% with an amount of 135 respondents. Age group from 26 to 30 are the second highest group of respondents which are occupied 37.3.4% among all with the number of 112 respondents. However, the least participants are aged 43 to 48 which are consisted only 0.3% of 1 participant among 300 participants.

4.1.1.2 Gender

Figure 6.0 and table 4.1 show that the gender of the respondent which has contributed in this study. There have 155 male respondents contributed in the survey with around 51.7%, while there have 145 female respondents joined in the study with around 48.3%. In our research we have found that most of the participants are male.

4.1.1.3 Marital Status

Figure 7.0 and table 4.1 show the respondent's marital status that has contributed in our research. Most of the respondents in our study are unmarried. There have 184 respondents are unmarried with around 61.3%, while there have 116 respondents with 38.7% are married in our research.

4.1.1.4 Type of Fast Food Restaurant

Figure 8.0 and table 4.1 are about the type of fast food restaurant that respondents work. Most of the respondents is come from others such as Kenny Roger, The Chicken Rice Shop, Marrybrown and Texas Chicken which have occupied the highest percentage in 35.3% with an amount of 106 respondents. The second highest group of respondents are from KFC which have occupied 31.0% among all with the number of 93 respondents.

The proportions of participants from Pizza Hut and Subway were quite similar, at 11% and 10.3% respectively. There are 8.3% of the respondents are from Domino's. Only 12 out of 300 respondents occupying the lowest percentage at 4.0% are from McDonald.

4.2 Scale Measurement

4.2.1 Reliability Test

Table 4.2

Reliability of the Instrument

Variable	No. of Items	Cronbach Alpha
Work-life Balance Scale	15	.959
Occupational Self-Efficacy Scale	6	.954
Generic Job Satisfaction Scale	10	.968

Table 4.2 above shows that the instruments are highly reliable with the Cronbach's alpha ($\alpha = .959$) for Work-life Balance Scale; Cronbach's alpha ($\alpha = .954$) for Self-Efficacy Scale; while Cronbach's alpha ($\alpha = .968$) for Generic Job Satisfaction Scale. According to the standards for Cronbach's Alpha, values that are higher than 0.7 consider as acceptable. George and Mallery (2003) have delivered the following rules of thumb which is coefficients range between 0.6 to 0.69 are considered questionable and the range from 0.7 to 0.79 considered as acceptable. Following, the strength will be considered as good if it falls under the range from 0.8 to 0.89. Coefficients range 0.9 and above will be considered as an excellent coefficient. Therefore, the result of the reliability test showed in Table 4.2 have excellent strength of association.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

4.3.1.1 Hypothesis 1

H0: There is no significant relationship between work-life balance and job satisfaction among fast food industry employees.

H1: There is a significant relationship between work-life balance and job satisfaction among fast food industry employees.

Table 4.3

Correlations among Work-life Balance, Self-efficacy and Job satisfaction

Variable	1	2	3
1. Work-life Balance	-	.744**	.799**
2. Self-efficacy		-	.874**
3. Job Satisfaction			-

Note. **. Correlation is significant at the 0.01 level (2-tailed).

Based on the figure shown in the table 4.3, the results of Pearson Correlation indicate that there is a significant relationship between work-life balance and job satisfaction among fast food workers in Ipoh ($r = .799$, $N = 300$, $p < .001$). This shows that when the level of job satisfaction is high, the employee's work life balance is high. The value of correlation coefficient is 0.799 which falls under the coefficient range of 0.60 – 0.79. Hence, the correlation between work-life balance and job satisfaction is strong. Besides, there is a significant relationship between work-life balance and job satisfaction due to the p-value is less than 0.001. Hence, null hypothesis is being rejected and alternative hypothesis is accepted.

4.3.1.2 Hypothesis 2

H0: There is no significant relationship between self-efficacy and job satisfaction among fast food industry employees.

H1: There is a significant relationship between self-efficacy and job satisfaction among fast food industry employees.

Based on the table 4.3, a significant relationship has found between self-efficacy and job satisfaction ($r = .874, N= 300, p < .001$). Hence, when the level of employee's self-efficacy is high, job satisfaction also is high. The value of correlation coefficient is 0.874 which falls under the coefficient range of 0.80 – 1.00. Thus, the correlation between self-efficacy and job satisfaction is considered as very strong. Next, p-value that smaller than 0.001 represents a significant relationship between self-efficacy and job satisfaction. Therefore, null hypothesis is being rejected and alternative hypothesis is accepted.

4.3.2 Independent t-test

4.3.2.1 Hypothesis 3

H0: There is no difference in self-efficacy between male and female employees in fast food sector.

H1: There is a difference in self-efficacy between male and female employees in fast food sector.

Table 4.4

Gender Differences in Self-efficacy

	Gender				<i>df</i>	<i>t</i>	95% CI for Mean Difference	<i>p</i>
	Male		Female					
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>				
Self-efficacy	3.61	1.31	3.47	1.26	298	.967	-.149, .437	.334

Note. M = Mean. SD = Standard Deviation. df = Degrees of Freedom.

An independent samples t-test is performed to compare the mean consistency scores of male and female fast food workers in term of self-efficacy. Based on table 4.4, there is no significant difference in the scores of male ($M = 3.61$, $SD = 1.31$) and female ($M = 3.47$, $SD = 1.26$), $t(298) = 0.967$, $p = 0.334$. There is no difference between male and female because p-value is more than 0.05 The result suggests that gender does not influence self-efficacy. Hence, we failed to reject the null hypothesis.

4.3.2.2 Hypothesis 4

H0: There is no difference in job satisfaction between male and female employees in fast food sector.

H1: There is a difference in job satisfaction between male and female employees in fast food sector.

Table 4.5

Gender Differences in Job Satisfaction

	Gender				<i>df</i>	<i>t</i>	95% CI for Mean Difference	<i>p</i>
	Male		Female					
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>				
Job Satisfaction	3.16	1.12	3.04	1.05	298	.920	-.132, .363	.358

Note. M = Mean. SD = Standard Deviation. df = Degrees of Freedom.

An independent samples t-test is performed to compare the mean consistency scores of male and female fast food workers in term of job satisfaction. According to table 4.5, there is no significant difference in the scores of male ($M = 3.16$, $SD = 1.12$) and female ($M = 3.04$, $SD = 1.05$), $t(298) = 0.92$, $p = 0.358$. There is no difference between male and female because p-value is more than 0.05 The result indicates that gender does not influence job satisfaction. Hence, we failed to reject the null hypothesis.

4.3.2.3 Hypothesis 5

H0: There is no difference in work-life balance between male and female employees in fast food sector.

H1: There is a difference in work-life balance between male and female employees in fast food sector.

Table 4.6

Gender Differences in Work-life Balance

	Gender				<i>df</i>	<i>t</i>	95% CI for Mean Difference	<i>p</i>
	Male		Female					
	<i>M</i>	<i>SD</i>	<i>M</i>	<i>SD</i>				
Work-life Balance	3.01	0.99	2.86	0.94	298	1.35	-.069, .371	.178

Note. M = Mean. SD = Standard Deviation. df = Degrees of Freedom.

An independent samples t-test is employed to compare the mean consistency scores of male and female fast food workers in term of work-life balance. Based on table 4.6, there is no significant difference in the scores of male ($M = 3.01$, $SD = 0.99$) and female ($M = 2.86$, $SD = 0.94$), $t(298) = 1.35$, $p = 0.178$. There is no difference between male and female because p-value is more than 0.05 The result indicates that gender does not influence work-life balance. Hence, we failed to reject the null hypothesis.

4.3.3 Multiple Linear Regression Analysis

4.3.3.1 Hypothesis 6

H0: Work-life balance and self-efficacy do not predict job satisfaction among fast food industry employees.

H1: Work-life balance and self-efficacy predict job satisfaction among fast food industry employees.

Table 4.7

Analysis of Variance

ANOVA ^a						
Model		Sum of Squares	<i>df</i>	Mean Square	<i>F</i>	Sig.
1	Regression	286.973	2	143.487	647.290	.000 ^b
	Residual	65.837	297	.222		
	Total	352.810	299			

a. Dependent Variable: Job Satisfaction

b. Predictors: (Constant), Self-efficacy, Work-life Balance

According to table 4.7, *p*-value (<.0001) is less than alpha value (0.05). Thus, the *F*-value which is 647.29 showed to be significant. The model for this study is a good descriptor of the relationship between the predictors and dependent variable. Therefore, the independent variables which are self-efficacy and work-life balance are significantly explained the variance of job satisfaction. Hence, the null hypothesis is rejected.

Table 4.8

Model Summary of R-square Value

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902 ^a	.813	.812	.47082	1.758

a. Predictors: (Constant), Self-efficacy, Work-life Balance

b. Dependent Variable: Job Satisfaction

R-square value is the clarification about the percentage or range the independent variables able to explain the variations in the dependent variable. According to table 4.8, the value of R square is 0.813, it showed that independent variables which are self-efficacy and work-life balance can explain 81.3% of the variations in the dependent variable which is job satisfaction. There are 18.7% of the variation unexplained through this study which indicate that there are other variables can be used to explain job satisfaction.

Table 4.9

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	.133	.089			1.486	.138
1 Work-life Balance	.373	.042	.333		8.874	.000
Self-efficacy	.528	.032	.626		16.702	.000

a. Dependent Variable: Job Satisfaction

Coefficient Table of Multiple Regression Analysis

Multiple regression analysis was used to test if the self-efficacy and work-life balance significantly predicted job satisfaction. The results of the regression indicated the two predictors which are work-life balance and self-efficacy explained 81.3% of the variance ($F(2,297) = 674.29, p < .001$). It was found that work-life balance significantly predicted job satisfaction ($\beta = .333, p < .001$), as did self-efficacy ($\beta = .626, p < .001$). Self-efficacy has a higher influence than work-life balance ($\beta = .626$ and $\beta = .333$) on job satisfaction among fast food workers in Ipoh. From the result, self-efficacy is stronger predictor of job satisfaction compare to work-life balance. Hence, null hypothesis is being rejected and alternative hypothesis is accepted.

4.4 Chapter Summary

There are three analyses carried out to examine the data get from the surveys which are descriptive analysis, reliability analysis, Pearson correlation Coefficient, Independent Sample t-test and Multiple Regression test by using SPSS. The upcoming chapter will discuss more on major findings and discussion.

CHAPTER 5

DISCUSSION & CONCLUSION

5.1 Discussion of Findings

The result shows that work-life balance and job satisfaction are significantly correlated with each other. When work-life balance increases, the level of job satisfaction also increases. Our findings are consistent to the past studies stated in the literature review. Adikaram (2016) has stated that contented with work-life balance serves as the most crucial factor in contributing to high job satisfaction among employees. This has also been supported by Yadav and Dabhade (2014) that work-life balance will increase the productivity and satisfaction of the employees because they have the rights and freedom to carry their responsibility on arranging their work schedules within a certain deadline. Besides, the organizations which provide sufficient work-life balance benefits the employees in reducing their work burden and stress by helping them on well-handling and balancing the time with their family and job (Ueda, 2012). Working overtime is highly affected the employees' satisfaction on their jobs because they cannot manage and balance the time for their personal life (Shadab & Arif, 2015).

For the fast food industry workers, they are arranged by their managers to work in specific period and time. Punctuality is actually crucial for them to make the shift exchange going smoothly. They will lose a lot of rest time and personal time with their family at night if the next shift workers come late for the shift exchange. Besides, the night-shift workers have contradicted work and rest time compared to normal working adults. When they back home, their family members are going to work and school. This makes them miss out the family time as their working hours are not consistent. Hence,

they are difficult to reach high job satisfaction as their working hours are arranged by the timetables which are not contributing to sufficient work-life balance to spend time with their family.

Besides, according to the results, the correlation between self-efficacy and job satisfaction is significant. When the self-efficacy level increases, the level of job satisfaction also increases. Our findings are consistent with the previous research in the literature review. The employees with regulatory skills underlying self-efficacy who have more confidence in performing their jobs and solving difficulties during working can feel higher job satisfaction as stated by Borgogni, Dello Russo, Miraglia and Vecchione (2013). The front-line workers among fast food employees have sufficient communication and customer service skills to deal with the customers. They are able to reach high self-efficacy when they can reach the customers and fulfill their food orders. When the customers have been served with fulfilment, they will also feel satisfied when they feel the customers' satisfaction towards their services. Self-efficacy can motivate the employees to work and lead to job satisfaction.

The workers with high self-efficacy level are more likely to control their moods and responses when face difficulties (Adebomi, Ibitoye & Sanni, 2012). The fast food industry employees who have higher self-confidence towards their job performance are more likely to stay calm and provide constructive solutions to the problems encountered in their job. Hence, the high self-efficacious fast food sector workers gain high job satisfaction when they successfully solve the conflicts with the customers by themselves or cope with the difficulties with other colleagues.

Moreover, based on the analysis, it has found that there is no difference between male and female employees in work-life balance. The gender identity of the employees does not influence the level of work-life balance. Our findings are consistent compared to the past studies stated in the literature review. According to the past findings, there is no gender difference in the level of work-life balance. Both male and female fast food industry employees have the same stand that supportive supervisors and family members are the top two crucial factors that promote work-life balance (Wilson, Vilardo, Fellingner & Dillenbeck, 2015).

As the fast food industry workers choose to work in this sector, they have understood that work-life balance will be much more difficult to achieve compared to other sectors as there have work shifts according to the schedules which are arranged by the managers. Therefore, when their family face troubles, supportive supervisors can help them by rearranging their work shift and allow them to settle their family matters. At the same time, if their job needs them to stay still at their position, the support and understanding from their family members can provide some comfort and relief to them to further work hard on their job. This does not relate to the gender identity as the male and female workers have the same requirement level of work-life balance which can be supported by their family and supervisors.

Furthermore, the result shows that there is no gender difference in the level of self-efficacy. No matter male or female employees, their gender identity does not affect their self-efficacy towards the job. According to our findings, it is consistent to the past research. The past studies have indicated that there is no difference in self-efficacy among male and female employees (Odanga, Aloka & Raburu, 2015; Hurter, 2008).

As the front-line employees in fast food sector require to obtain the skill of basic communication and customer service, their gender identity does not obstruct their tendency to learn and acquire the skills. Both male and female workers can do well in their job when they have the same confidence level and intention to improve but not according to their gender to determine. Female employees do not think that they are inferior than the male employees to achieve competency in their job.

Besides, according to the analysis, it has found that there is no difference between male and female workers in the level of job satisfaction. Their satisfaction towards the job does not affected by their gender identity. Our findings are consistent compared to the previous studies stated in the literature review. Based on the past findings, the researchers have found that there is no significant gender difference in the employees' job satisfaction. Both male and female employees have the same perception towards their job as they have almost the same level of satisfaction on salary, advancement, management, benefits, rewards, and working environment.

Regardless of gender, the fast food industry employees get the same benefits and treatment from the supervisors and top management. Both male and female workers get the same level of supportive supervision and chances for skill training which can lead to job satisfaction. This does not affect the level of job satisfaction to both gender as they receive the equal treatment from the supervisors in every aspect.

Last but not least, the result shows that work-life balance and self-efficacy can predict job satisfaction among the fast food industry workers. Both variables are served as the predictors to job satisfaction. Our findings are consistent to the past research in the literature review. According to the past studies, the employees who experience work-life

balance and are high self-efficacious in performing their tasks are more likely to gain high satisfaction from their jobs.

According to our findings, self-efficacy is a better predictor compared to work-life balance on the job satisfaction among fast food industry workers. Most of them are not able to achieve work-life balance from their jobs because of scheduled working hours. Especially for night-shift workers, they are less likely to have normal personal and family life compared to the day-shift workers. They are difficult to reach high job satisfaction in this aspect. However, self-efficacy can be a breakthrough for them to feel satisfied from their jobs. They can be more confidence during working and feel satisfied to their job performance if they gain a high level of self-efficacy in dealing with customers and solving difficulties. Training and developmental program is the most effective way to improve their self-efficacy in which the fast food industry able to provide the opportunities to their workers. This shows that self-efficacy able to bring a greater impact to the workers to feel satisfied with their jobs under the efforts contributed by the top management.

5.2 Limitation

This research has only conducted in one geographical setting and the responses from other geographical areas in Malaysia can cause different results. In addition, the sample has only selected from a particular geographical area, therefore it was tough to generalize the outcome. Hence, our result only can be applied in Ipoh context and cannot be generalize to other states in Malaysia.

Besides, there are some other variables are being overlooked in this study. This is because there are some other variables which can be served as independent variables to

direct the relationship for this study. It means that there may have other independent variables such as organizational commitment, turnover intention, job motivation and others that can affect the dependent variable which is the job satisfaction. However, this study only focuses on the impacts of work-life balance and self-efficacy on job satisfaction among fast food industry workers.

Furthermore, this study is only carried out within a particular department which is front-line employees. It can cause bias as the survey only can be completed by front-line employees and overlooked others department employees. Hence, it is difficult to generalize the results to other departments for example, manager, human resource and others in the company.

5.3 Recommendation

First, the future researchers should focus on other geographical areas in investigating the impacts of work-life balance and self-efficacy on job satisfaction among fast food industry workers as this study has limited the survey area. The places like Kuala Lumpur and Johor Bharu may be worth to make research on their fast food sector employees because their level of job satisfaction may be different from the workers at Ipoh. It is also suggested to make comparison among different cities in Malaysia, so that the top management of fast food sector in the particular area can aware of this scenario when their area is found to be the highest level of job dissatisfaction from the fast food sector workers.

Besides, the researchers can investigate on other factors that can bring impacts to the job satisfaction among fast food industry workers. The external factors like working environment, quality of supervision and salary and benefits and the internal factors such

as job motivation, self-interest and personal expectations towards their jobs can be examined to look for more predictors and even better predictors compared to work-life balance and self-efficacy. The management can get awareness from the findings and make improvement on the related external factors which lead job dissatisfaction. At the same time, they also can plan various training and developmental programs by practicing their internal quality to obtain satisfaction from their jobs according to the findings.

Furthermore, the future studies should involve the workers in every department of fast food industry to avoid bias, but not only front-line employees. The employees in different departments may provide different level of work-life balance, self-efficacy and job satisfaction due to their work structures. This can make the results more representative to stand for the population of fast food sector employees.

5.4 Implication

This study encourages the top management especially the HR practitioners to access the fast food industry employees' job satisfaction in order to increase their productivity and effectiveness of job performance. We emphasize job satisfaction as the main factor in this study because the feeling of the workers towards their jobs can motivate themselves to engage in their work tasks and make them voluntarily boost their performance. Moreover, job satisfaction can be easily improved through the external efforts from the management such as focusing on the sub-factors that can influence it. Hence, it also suggests that top management should consider the impact of work-life balance and self-efficacy of the employees that will affect their job satisfaction.

In this study, the well consideration towards the workers makes them feel warmth and be more loyal to the company to reciprocate the management's efforts. The

restriction of the supervisors on the punctuality to work is one of the ways they make consideration to the workers, so that they can avoid working overtime by waiting the next shift colleagues to take over the position. If the next shift colleagues come late for work, the previous shift workers have to work beyond the working hours. Besides, it also emphasizes on supportive supervision to improve work-life balance to the employees. The supervisors can help through schedule arrangement when the employees face some family issues.

On the other hand, this research highlights the importance of training and developmental programs which can improve the workers' self-efficacy. The programs consist of some activities that enhance their skills such as communication skill and customer service skill. This can increase the competency and confidence level of the front-line workers so that they can develop higher level of self-efficacy. Therefore, it is crucial to stress on the implementation of developmental activities and training program to reach high job satisfaction by boosting their self-efficacy level towards their jobs when they cannot achieve work-life balance.

5.5 Conclusion

In summary, the result of our study shows that work-life balance and self-efficacy are the predictors on job satisfaction among fast food industry workers. The findings have found that work-life balance and self-efficacy are significantly correlated to job satisfaction. This suggests that high level of work-life balance and self-efficacy can lead to high level of job satisfaction. Besides, there is no gender difference in the level of work-life balance, self-efficacy and job satisfaction. This shows that gender identity does

not make any influence on these three aspects as both male and female have almost the same perception and treatment in the workplace.

This study provides new information about the ways of increasing level of job satisfaction with two factors which are work-life balance and self-efficacy. The findings are contributing not only for the employees but also the top management. By noticing the issues, the employees can reach greater level of job satisfaction compared to their previous condition. Therefore, it is important for the future researchers to take this study as their reference and look out a better way in promoting job satisfaction in the workplace, so that the concept of job satisfaction can be instilled and sustained among the workers and top management.

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Appendix A**QUESTIONNAIRE****UNIVERSITI TUNKU ABDUL RAHMAN FACULTY OF ARTS AND SOCIAL
SCIENCE DEPARTMENT OF PSYCHOLOGY AND COUNSELLING****Informed Consent Form**

Title of Research: Work-life balance, self-efficacy and job satisfaction among fast food industry employees at Ipoh, Perak.

Investigators

We are Year 3 Trimester 3 students pursuing Bachelor of Social Science (Hons) Psychology at Universiti Tunku Abdul Rahman (UTAR).

Instructions

There are 4 sections in this survey form. Please complete ALL the four sections by giving the best answer.

Participants' Right

The participation is completely voluntary. All the information gathered will remain confidential and will be used for academic purpose only. Participants are free to withdraw with consent and discontinue participation in anytime without prejudice if they find not comfortable answering the survey form at any point.

I have read and agreed to participate in the survey and have been given the opportunity to ask questions. I give my consent to participate in this study.

Signature: _____

Date: _____

SECTION A: Demographic Information

INSTRUCTIONS: Please complete the following question and tick (/) on the relevant option.

1.) Gender:

- Male
- Female

2.) Age (years old)

- Below 25
- 25-30
- 31-36
- 37-42
- 43-48
- 48 and Above

3.) Marital Status

- Unmarried
- Married

4.) Type of Fast Food Restaurants

- McDonald
- KFC
- Pizza Hut
- Domino's Pizza
- Subway

Others:.....

SECTION B: Work Life Balance Scale

INSTRUCTIONS: Kindly answer the following questions by using this scale:

1	Strongly disagree
2	Slightly disagree
3	Neutral
4	Slightly agree
5	Strongly agree

1.	My personal life suffers because of work	1	2	3	4	5
2.	My job makes personal life difficult	1	2	3	4	5
3.	I neglect personal needs because of work	1	2	3	4	5
4.	I put personal life on hold for work	1	2	3	4	5
5.	I miss my personal activities because of work	1	2	3	4	5
6.	I find it hard to work because of personal matters.	1	2	3	4	5
7.	I struggle to juggle work and nonwork.	1	2	3	4	5
8.	My personal life drains me of energy for work	1	2	3	4	5
9.	I am too tired to be effective at work	1	2	3	4	5
10.	My work suffers because of my personal life	1	2	3	4	5
11.	I find it hard to work because of personal matters	1	2	3	4	5
12.	My personal life gives me energy for my job	1	2	3	4	5
13.	My job gives me energy to pursue personal activities	1	2	3	4	5
14.	I am at better mood at work because of my personal life	1	2	3	4	5
15.	I am at better mood because of my job	1	2	3	4	5

SECTION C: Occupational Self-Efficacy Scale

INSTRUCTIONS: Using the 1 - 6 scale below, indicate your agreement with each item by placing the appropriate number on the line preceding that item. Please be open and honest in your responding.

1	Not all true
2	Not true
3	Somewhat not true
4	Somewhat true
5	True
6	Completely true

1. I can remain calm when facing difficulties in my job because I can rely on my abilities.	1	2	3	4	5	6
2. When I am confronted with problem in my job, I can usually find several solutions.	1	2	3	4	5	6
3. Whatever comes my way in my job, I can usually handle it.	1	2	3	4	5	6
4. My past experiences in my job have prepared me well for my occupational future.	1	2	3	4	5	6
5. I meet the goals that I set for myself in my job.	1	2	3	4	5	6
6. I feel prepared for most of the demands in my job.	1	2	3	4	5	6

SECTION D: Generic Job Satisfaction Scale

INSTRUCTIONS: Kindly answer the following questions by using this scale:

1	Strongly disagree
2	Disagree
3	Neutral
4	Agree
5	Strongly agree

1.	I receive recognition for a job well done	1	2	3	4	5
2.	I feel close to the people at work	1	2	3	4	5
3.	I feel good about working at this company	1	2	3	4	5
4.	I feel secure about my job	1	2	3	4	5
5.	I believe management is concerned about me	1	2	3	4	5
6.	On the whole, I believe work is good for my physical health	1	2	3	4	5
7.	My wages are good	1	2	3	4	5
8.	All my talents and skills are used at work	1	2	3	4	5
9.	I get along with my supervisors	1	2	3	4	5
10.	I feel good about my job	1	2	3	4	5

End of questionnaire.

Thank you for your time and participation.

Appendix B**Permission Letter for Conducting Survey**

**Department of Psychology and Counselling
University Tunku Abdul Rahman
Phone: (60) 186610315. E-Mail: wanchee9786@gmail.com**

To

Date: _____

The Manager,

Sub: Permission for conducting surveys among the fast food workers of your restaurants

Sir/Madam,

We wish to inform that we are Year 3 students in Department of Psychology and Counselling, University Tunku Abdul Rahman under the supervision of Ms. Sanggari a/p Krishnan. Our research topic is "Impacts of work-life balance and self-efficacy on job satisfaction among fast food workers in Ipoh, Perak".

In this regard, we are conducting surveys for data collection among the fast food workers in Ipoh. The main objective of this study is to examine the relationship between work-life balance, self-efficacy and job satisfaction among fast food industry employees at Ipoh

Therefore, may we request you to kindly grant permission to conduct surveys among the fast food workers of your restaurants to collect the necessary data in pre designed questionnaires. Information provided by your fast food workers will be kept confidential and used for academic purpose only.

Thanking you and with warm regards.

Yours sincerely,

(Ms. Sanggari a/p Krishnan)
Supervisor
Lecturer, UTAR

(Low Wan Chee & Ching Loo Pei)
Researchers, UTAR.

Appendix C

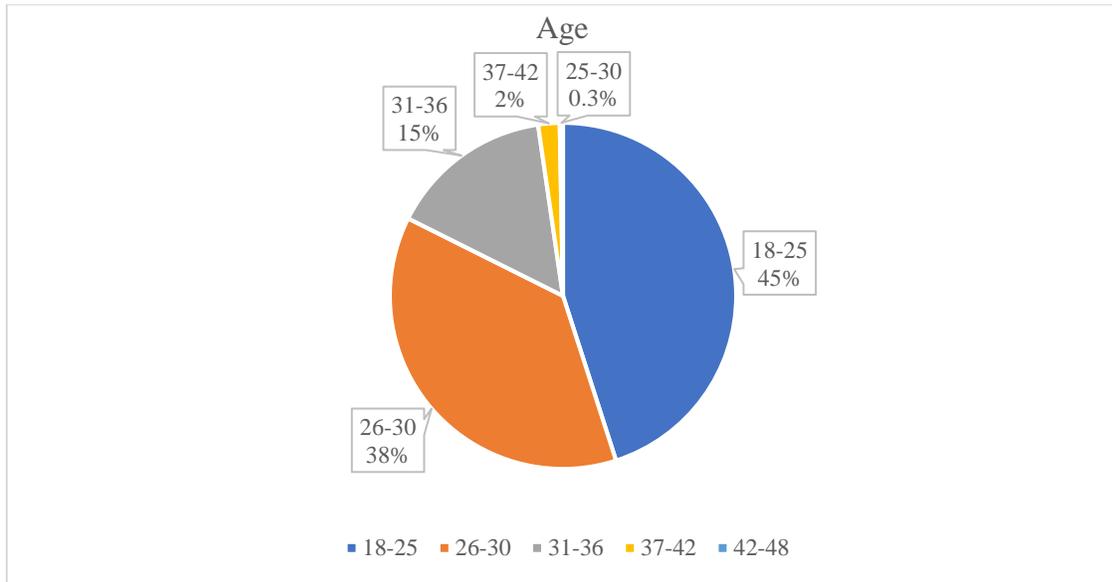


Figure 5.0 Age

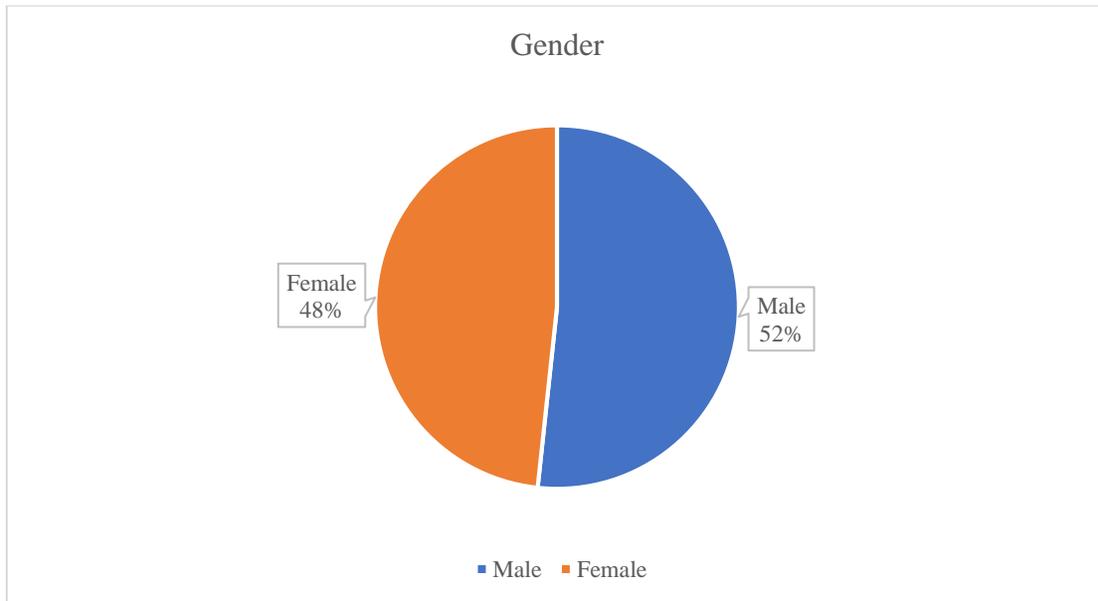


Figure 6.0 Gender

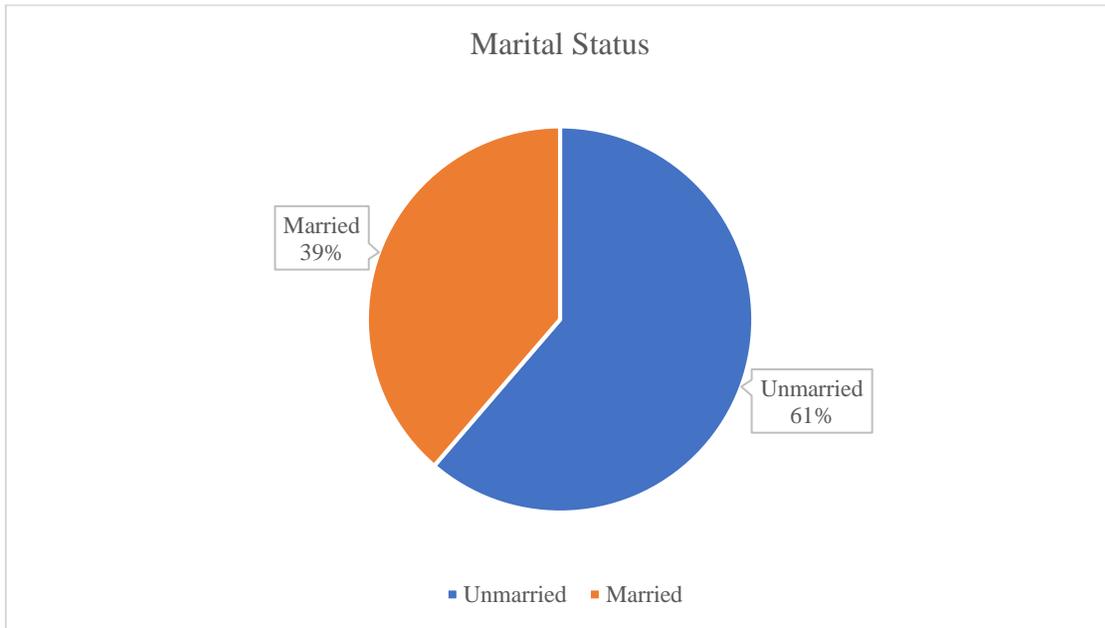


Figure 7.0 Marital Status

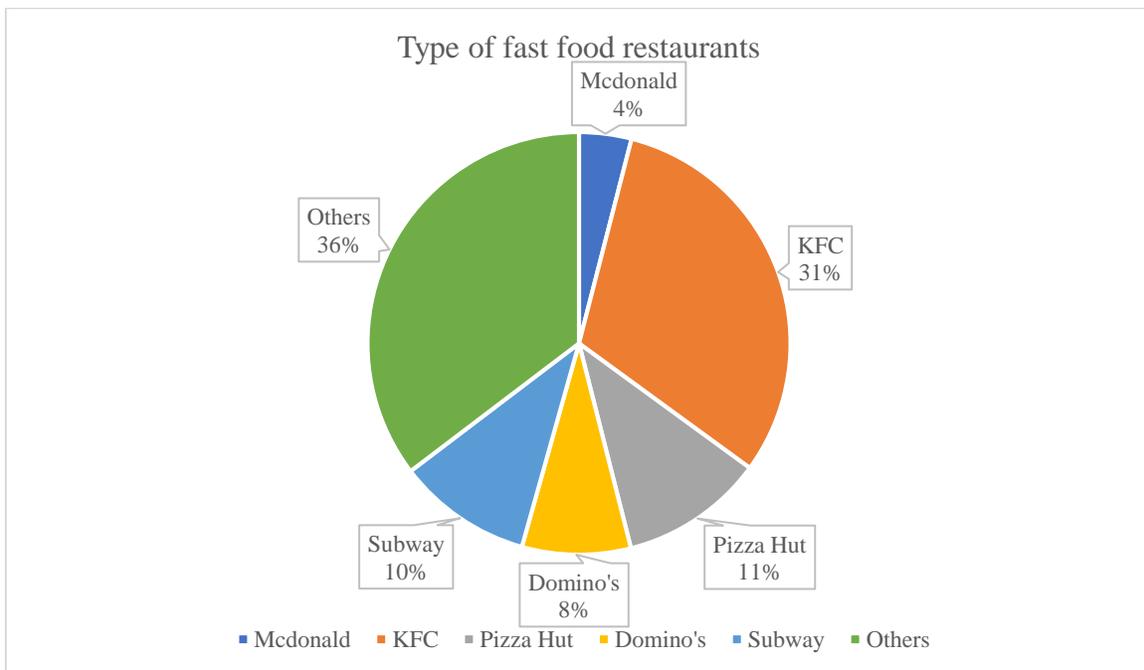


Figure 8.0 Type of fast food restaurants