Impact of Age, Gender, and Experience on Task Performance in Service Sector: An Empirical Study

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A R T I C L E   I N F O

A B S T R A C T

Purpose: *The prior purpose of this study is to find the impact of various constructs on the job performance of the employees. The study is influenced by the service sector employees. The Study related to the Job Performance of Service Sector Employees in India. Job Performance has two variables; task and contextual performance. Task performance reflects a representative's essential occupation obligations; while relevant execution alludes to conduct that influences the more extensive hierarchical, social, and mental climate in which task execution happens.*
Methodology/Approach/Design: *The Primary data were collected with the help of a structured questionnaire. Although some of the secondary sources were also consulted to find out the directions of the research. Data were collected from 83 lower-level employees (both and female) of all ages and experiences working in the service sector. Data were analyzed based on age, gender, and experience to know the actual performance on their job. Stata was used to analyze the data.*
Findings: *The inferences drawn from the current study reveal the scenario of the level of the job performance of employees working service sector. The study is focusing on task performance, as the results of the study are significantly positive to the job performance of service sector employees. The study reveals that the adult youth have a high level of task performance; whereas the older youth have a low level of task performance.*
Research Limitations: *The study conclusion is based on three constructs. So, the findings may not be generalized for the entire service sector. Most of the respondents in this study were either from no formal education or from low education level because the data were collected from lower lever employees where in some of the departments no formal education is much required. Therefore, there may be variations in their responses.*
Practical Implications: *As the primary aim of this research is to find out the impact of various constructs on task performance, which can be important for practice, theory, and subsequent research.*
Originality/Value: *This research is grounded on the data collected from primary sources; findings have been supported by various secondary sources available, especially in the service sector.*

Introduction

In today's era, the performance of the employee highly depends on many situational factors- like characteristics of the job, the organization, and the co-workers. Age, Gender, and work experience of the employee play an important role in employee task and contextual job performance. Because the growth of the service sector highly depends on customer satisfaction. Job performance is a way to arrive at an objective or put out of objectives inside a task, job, or association (Campbell et al., 1990). Hall & Goodale, n.d. called attention to that job performance is how a worker plays out their tasks by utilizing time, procedures, and communications with others. Furthermore, the time & energy they spend on their task and the way they utilize their available resources. Customer satisfaction and reliability in the accommodation business will extraordinarily rely upon forefront specialists (Noe et al., 2010). Thusly, job performance is the method of how the workers play out their tasks in managing clients. It has become a significant measurement utilized by associations to gauge workers' performance capacity. As per Borman & Motowidlo (1997), performance on the job is partitioned into the two particular primary concerns which are contextual performance and task performance.

Task performance reflect's a worker's essential job obligations; though contextual performance alludes to conduct that influences the more extensive hierarchical, social, and mental climate in which task performance happens (Motowildo et al., 1997). Task performance has two central measurements – administration performance, which incorporates the performance to fulfill client assumptions (Ryan & Ployhart, 2003), also sales performance frequently need to deal with the assumptions for clients and produce deals for the association to boost the benefit. Contextual Performance there are two regular measurements – relational help and occupation commitment. Relational help incorporates practices coordinated toward collaborators that add to hierarchical objective achievement. Job devotion alludes to self-restrained practices, for example, observing principles, trying sincerely, and stepping up to the plat e-Contextual performance (Borman & Motowidlo, 1997).

Task Performance: The task performance comprises of job-specific practices including center job duties, for which the essential forerunners are probably going to be capacity and experience. Borman & Motowidlo (1997) featured that task performance has a more grounded relationship with psychological capacity factors. Task performance incorporates keep up circumstances' mindfulness, executing control activities, working offices, and performing correspondence tasks. In this way, forefront workers need to adjust in organized circumstances as their activities decide if a client turns into a brand evangelist or naysayer.

Contextual Performance: Paradoxically, Borman & Motowidlo (1993) proposed extending the job performance measure space to remember contextual performance for expansion to task execution as the viewpoints have regularly been disregarded by the scientists. Contextual execution comprises of non-work explicit practices, for example, helping out associates and indicating commitment, for which the essential forerunners are probably going to be volition (Borman & Motowidlo, 1997). It is in reality a decent quality for bleeding-edge workers as they are managing the current circumstance, as what happens now. Instances of task performance measurements for a business work as per Borman & Motowidlo (1993) would be Product Knowledge, Closing the Sale, Time Management, and Organization.

An assortment of proportions of job performance has been utilized over the previous many years (Campbell et al., 1990). For instance, rating scales, the trial of occupation information, involved occupation tests, and documented records have been utilized to survey job performance (Campbell et al., 1990). From these estimation choices, performance evaluations (for example peer appraisals, director evaluations) are the regular method of estimating job performance. Notwithstanding, even these models include abstract decisions of which explicit kind of rules pictures execution (Campbell et al., 1990).

Review of Literature

Hosie & Nankervis (2016) **"**study report the discoveries of an observational examination into manager's job performance. Another measure is created from writing to the test and builds up various dimensional designs of the manager's task and contextual performance. Field appraisals by chiefs unequivocally and at the same time estimated the two supervisors' contextual performance and task performance. A cross-sectional survey was directed to an assortment of public and third area directors from a scope of public, private, and also third area work living in Australia (western). A purposive sampling example yielded a reaction pace of 32 percent. Factor investigation was utilized to decide the things that establish heads' view of chiefs' presentation utilizing descending examination (for example by the individual to whom an administrator reports). The study finds that the development, "managers job performance" is discovered to be various dimensional; comprising of total four
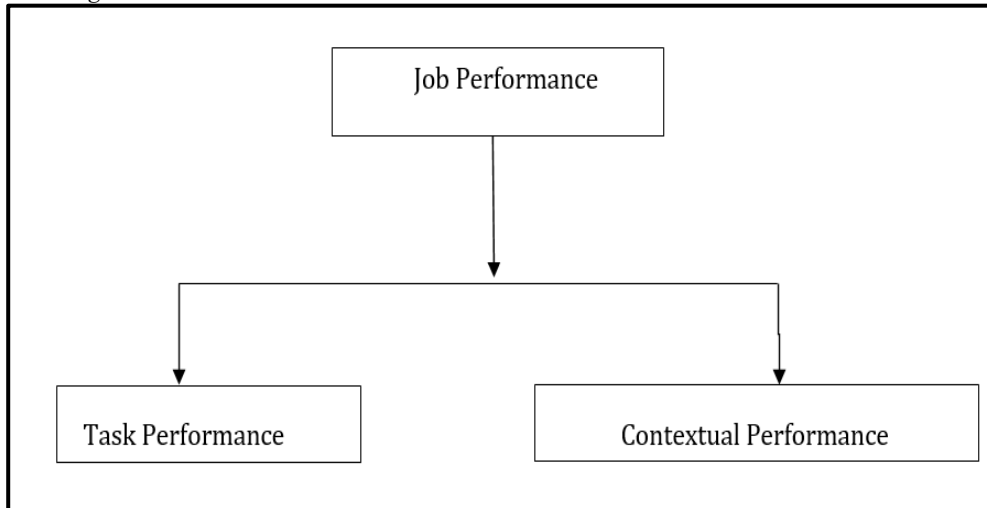
unmistakable logical

Fig 1: Conceptual Model

components (Persisting, Following, Helping and Endorsing) and a further four particular task factors (Delegating, Monitoring, Technical and Influencing)".

He et al., 2015, the study intends to propel the writing by testing the limit of this relationship concerning a vital development in employees' performance in the help space: employee client direction. Hierarchical distinguishing proof alludes to workers' apparent unity and belongingness to their work association and has been contended to be related to higher employer performance. Information was gathered dependent on an example of call center service workers. Workers appraised their hierarchical recognizable proof, customer orientation, and personality traits. Administrators autonomously appraised their subordinate's presentations. Factors measurement instruments were utilized to investigate the information and test a progression of theories. Result Founds that client direction reinforces the connection between hierarchical distinguishing proof and administration specialist's work execution, and it upgrades the interceding impact of authoritative ID on the connection between administration laborers' agreeableness personality trait and their performance.

Ojha & Gairola (2014) Study examines the effect of objective direction (task & succession direction), inspiration (characteristic inspiration and cleanliness factors), work fulfillment, and occupation weight on occupation execution (task and context-oriented execution) of wood watches in India. Timberland monitors assume an essential part in the security, preservation, and the executives of backwoods, yet almost no consideration has been given to comprehend the individual and

social predecessors of their presentation. The result shows that task direction and inborn inspiration had a solid positive effect, while work pressure had a solid negative effect, and cleanliness factors adversely affected errand execution. This likewise discovered that task direction and inherent inspiration had a solid positive effect, achievement direction had a moderate positive effect, and occupation stress contrarily affected contextual performance. Unexpectedly, job satisfaction didn't appear to affect either task or contextual performance.

Borman & Motowidlo (1997) the study recognizes task and contextual exercises, and scientific classification of contextual performance containing components of hierarchical citizenship conduct and supportive of social authoritative conduct is advertised. The proof is introduced exhibiting that managers weight generally similarly subordinate assignment and contextual performance when making by and large decisions of their presentation. This, alongside information indicating that personality effectively predicts contextual performance gives an elective clarification to ongoing meta-scientific discoveries that the personality corresponds respectably with overall performance. Personality might be anticipating the contextual segment of overall performance. Results from considers utilizing the Hogan Personality Inventory affirm that relationships among the personality and contextual performance models are higher than connections among the personality and overall performance.

Gap Analysis
The past literature discussed in different segments provided very reliable information. Various studies establish the relationship

	JOB_PER	Age	EXPERIENCE	GENDER
JOB_PER	1.0000			
Age	0.0630	1.0000		
EXPERIENCE	-0.0715	-0.3614	1.0000	
GENDER	-0.0962	-0.1313	0.1051	1.0000

Table 1: Correlation Analysis
Source: Authors' Calculations

Source	SS	df	MS
Model	.2546717	1	.2546717
Residual	63.9089826	403	.158583083
Total	64.1636543	404	.158820926

Number of obs =	405
F(1, 403) =	1.61
Prob > F =	0.2058
R-squared =	0.0040
Adj R-squared =	0.0015
Root MSE =	0.3982

Table 2: Regression analysis of Job performance and Age
Source: Authors' calculations

JOB_PER	Coef.	Std. Err.	t	P>|t|	95% Conf.	Interval
Age	.0030321	.0023927	1.27	0.206	-.0016716	.0077359
_cons	3.194914	.0728595	43.85	0.000	3.051682	3.338146

Table 3: t test and confidence interval of Job performance and Age
Source: Authors' calculations

Source	SS	df	MS
Model	.327587523	1	.327587523
Residual	63.8360667	403	.158402151
Total	64.1636543	404	.158820926

Number of obs =	405
F(1, 403) =	2.07
Prob > F =	0.1512
R-squared =	0.0051
Adj R-squared =	0.0026
Root MSE =	0.398

Table 4: Regression analysis of Job performance and Experience
Source: Authors' calculations

JOB_PER	Coef.	Std. Err.	t	P>|t|	95% Conf.	Interval
Experience	.0030321	.0023927	1.27	0.206	-.0016716	.0077359
_cons	3.194914	.0728595	43.85	0.000	3.051682	3.338146

Table 5: **t test and confidence interval of Job performance and Experience**
Source: Authors' calculations

Source	SS	df	MS
Model	.594211227	1	.594211227
Residual	63.569443	403	.157740553
Total	64.1636543	404	.158820926

Number of obs	=	405
F(1, 403)	=	3.77
Prob > F	=	0.0530
R-squared	=	0.0093
Adj R-squared	=	0.0068
Root MSE	=	0.39717

Table 6: Regression analysis of Job performance and Gender
Source: Authors' calculations

JOB_PER	Coef.	Std. Err.	T	P>|t|	95% Conf.	Interval
Gender	-.0940618	.0484635	-1.94	0.053	-.1893347	.001211
_cons	3.303516	.0222022	148.79	0.000	3.259896	3.347162

Table 7: t test and confidence interval of Job performance and Gender
Source: Authors' calculations

	Model 1	Model 2	Model 3
Dependent Variable – Job Performance			
Age	0.00303 (1.27)		
Gender		-0.09406*** (-1.94)	
Experience			-0.07564 (-1.44)
R^2	0.0040	0.0093	0.0051

Note: *. **, *** at 1%, 5% and 10% level of significance

Table 8: Regression Analysis
Source: Authors' calculations

between control variables, personality, job satisfaction, leadership, motivation, and job performance. But there was a lack of empirical studies which is found the relationship between age, gender, and experience with task performance. Hence, Literature highlighted the need to analyze job performance with some grounded constructs to know the practical aspects of the research. In the light of previous literature, the following objectives were made:

- To know the impact of Age on the job performance of employees in the service sector.
- To know the impact of Gender on the job performance of employees in the service sector.
- To know the impact of Experience on the job performance of employees in the service sector.

Research Methodology
Area, Sample, and Variables Covered:
This research unveils the knowledge of the service sector among respondents of almost all age groups and different work experiences working in the service industry. Variables such as age, gender, experience, and task performance are considered in the research. Total 83 (both male & female) employees were included in the research those who have 0-6 months of experience counted as fresher employees and those who have 6 months and above experience were count as experienced employees. All age groups from 19 to 50 years old employees were included in data collection.

Sources of Data:
The baseline data was collected for the study in the form of scheduled interviews. However, secondary data have been considered to validate the conclusion drawn from the primary study.

Baseline Data:
A structured questionnaire was made and a scheduled meeting was planned to approach to the respondents to collect the data.

Secondary Source Data:
Besides primary data, secondary data in the form of magazines, research articles and annual reports of various service industries are cited to

achieve the objective of the study.

Analysis

Study is trying to find the impact of Age, Gender and Experience on task performance of employees working in service sector. Regression & Correlation has done through the statistical tool "Stata". Based on the descriptive research design data were collected through Age, Gender & experience are the Independent Variable of the Study and task Performance is the Dependent variable of the Study. The results of correlation and regression analysis are displayed in the table 1 to 8.

Conclusion

The entire analysis concludes the presence of employee's job performance (task performance) working in service sector. However, the results of the study do not show the strong connection of age, gender and experience with task performance. Specifically, Age is showing significant positive correlation with task performance, where gender and experience showing significant negative correlation with task performance. Compared to other developed countries, the service sector in India is at its developing stage. With the better inclusion scenario, the job performance level may increase in future.

Scope for future Research

This study was conducted on the selected areas of service sector. So, the inference of the study cannot be concluded for the whole nation scenario in term of perception of job performance among service sector employees. The study is based on primary data and hence the performance of the employees may change in future. Furthermore, the number of increased data may give more accurate results and these limitations may open a wide scope for the researchers to conduct research on the topic with some other related variables like overall job performance of the employees, job satisfaction, job embeddedness etc.

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