“FACE: A Multi-item Scale for Measuring Behaviors of Service Employees in Restaurants”

By

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All interested are welcome
ABSTRACT

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Past research on the measurement of service behavior was unclear that few of them considered it as a separate construct. Many tended to see it as one of the many factors in other constructs. A poor conceptualization of service behavior results disagreement on its definition and further impedes the development of an effective training programme on the behavior of service employees. This paper is the first to conceptualize service behavior as a multi-factor model that covers four behavioral aspects of service employees collectively known as FACE. This model was tested by a restaurant sample that service behaviors of waiting staff were measured. The data supported the model well (GFI = 0.94, TLI = 0.97, \( \chi^2/df = 1.94 \)). Based on the research findings, shop manager can more effectively manage and set the right behaviors of service employees, which ultimately result better services in retailing.