INVESTIGATING THE EFFECT OF FAVOURITISM ON HOTEL EMPLOYEE’S SERVICE RECOVERY PERFORMANCE IN SUB-SAHARA AFRICA, CAMEROON

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Prior researches have considered factors influencing services recovery performance (SRP) but have not given attention to favouritism practices in organizations. It is necessary to investigate the service recovery performance of frontline hospitality employees, who have been employed via relatives or acquaintances at different positions in the same organizations. Therefore, this study proposed and tried an academic model that investigates the mediating effect of work engagement and job satisfaction on the relationship between favouritism and service recovery performance. By the use of self-administered questionnaires, data was obtained from 204 frontline employees and supervisors working in three and four star hotels in Douala and Yaoundé regions of Cameroon (Sub-Sahara Africa), within the time lag of two weeks. The relationships in this study were analysed with AMOS through structural equation modelling. According to supervisor’s perception, service recovery performance is low from those who are profiting from favouritism. Also, favouritism impeded a negative significant effect on job satisfaction. While, job satisfaction partially mediated the relationship between favouritism and service recovery performance and the mediating influence of work engagement was non-significant. This study posited that future studies should take into consideration employees who have not been employed via favouritism and the influence of favouritism on their service performances. Also, salient practical implications for managers are given.