SELF-CONFIDENCE AND EMPLOYEE JOB PERFORMANCE OF BEVERAGE MANUFACTURING COMPANIES IN PORT HARCOURT

OHURU FAITH

Department of Management, Faculty of Management Sciences, Rivers State University, Nkpolu-Oroworukwo, Port Harcourt, Nigeria.

Phone: 07030603434

Email: faithohuru@gmail.com

Abstract: **This paper investigated the association of self confidence of employee job performance of beverage manufacturing companies in Port Harcourt .The researcher employed cross-sectional survey research design. Data was collected through self-administrative questionnaire from beverage manufacturing companies in Rivers state. There are 962 employees in five beverage manufacturing companies in Rivers state. A computed sample size of 282 were drawn and issued questionnaire. 220 were retrieved and used in the analyses. Descriptive statistics measures of mean and standard deviation were used in the analyses of primary data. The findings indicated that, there is a very strong relationship between self-confidence and timeliness and productivity of beverage manufacturing companies in Port Harcourt and it was recommended that, Self-confidence is the spirit of boldness needed in other to successfully undertake a task. Beverage manufacturing companies can help their employees to develop self-confidence through periodic on the job training and implementation of such policies that encourages self-development.**

Keywords: **self-regulation, Team Effectiveness, Manufacturing Companies .**

1. INTRODUCTION

Self-confidence is the faith or perception of a person that he or she is capable to perform a specific task undermining any given situation (Bandura & Cervone, 2003). Self-confidence may also be viewed as the individual's capacity to produce important effects, such as personal innovativeness. People who are aware of being able to make a difference feel good and therefore take initiatives; people who perceive themselves as helpless are unhappy and are not motivated for actions, such as, taking a lead in executing an action plan. Self-confidence is a dynamic element that influences other mechanisms such as goals, performance. Jerrold Seigel (2005) called the linkages between the above categories "hub", which means "a centre of activity". Individuals face many different combinations of influences over them in their daily lives. Their experiences with others, with their jobs, with all other aspects of their life, and the perceptions of these factors by them affect their attitudes and behaviors. In this dynamic process, self-confidence functions as an element which is shaped by other factors, and which influences them, as regards to human behaviors and attitudes generally.

Self-doubt is the opposite of Self-confidence and it is a kind of factor that inhibits self-regulated performance. Self-esteem is a trait, while Self-confidence is a kind of task-specific self-esteem. Although same people see self-confidence as a trait, by definition self-confidence is task specific and narrower in scope than self-esteem. (Sanna, 2004; Tuckman, 2002; Gist,

2006; Locke, 2000; Gardner, Pierce, & March, 2008). Normally, future actions cannot influence any present situation. However, cognitive representation of future events in the present, explain how they can influence any in the present. When people value activities, they are interested in activities at which they judge themselves to be self-efficacious and they are satisfied mastering such chal1enges. People's perceptions of their efficacy influence their anticipations and scenarios about the future. People who have high sense of self-confidence anticipate success and think positively about their future. Those who have low sense of self efficacy, anticipate failure. People's belief in their efficacy influence their choices, their aspirations, mobilization of effort in a given endeavour, resistance to difficulties, amount of stress and vulnerability to depression.

Self-confidence also brings about more happiness. Typically, when you are confident in your abilities you are happier due to your successes. Also, when you are feeling better about your capabilities, the more energized and motivated you are to take action and achieve your goals. Self-confidence, then, is similar to self-efficacy in that it tends to focus on the individual's future performance; however, it seems to be based on prior performance, so in a sense, it also focuses on the past. Self-confidence is more often referred to as a broader and more stable trait concerning an individual's perceptions of overall capability.

The extent to which self-efficacy alone, outside other factors impact on performance is not known. This is an area or line of direction observed as gap in literature. Before now, a number of studies has been carried out that relate Self-confidence to employee job performance, but known have related it to beverage manufacturing companies in port Harcourt River States.
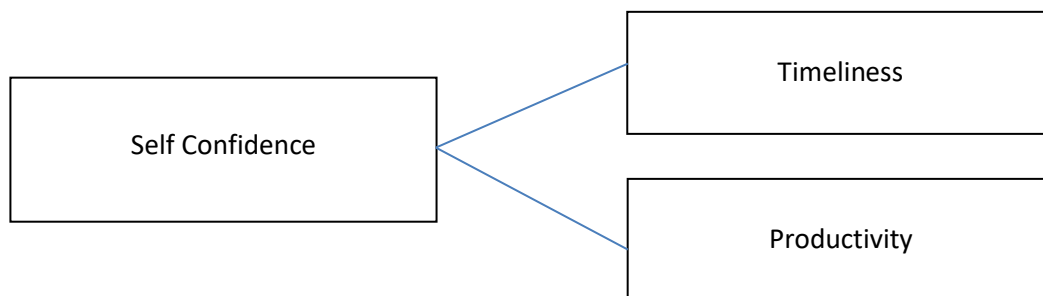
The primary purpose of this study is to empirically evaluate the influence of Self-confidence on employee job performance of beverage manufacturing companies in Port Harcourt, the study is aimed at achieving the following objectives:

i.   To examine the influence of Self-confidence on timeliness.

ii. To examine the influence of Self-confidence on productivity.

Based on the foregoing research objectives, the study is set to answer the following questions:

i.   How does Self-confidence influence timeliness of beverage manufacturing companies in Port Harcourt?

ii. How does Self-confidence influence productivity of beverage manufacturing companies in Port Harcourt?

2. LITERATURE REVIEW

Self-confidence

Self-confidence has long been used as an important influencing factor in the field of business and marketing. Self-confidence is defined as "individuals' performance expectancies and their self-evaluations of ability and completed performances" (Lenney, 200) and confidence in one's ability (Benabou & Tirole, 2002; Stajkovic, 2006). Dictionary Online defines self-confidence as an individual's trust in his or her own abilities, capacities, and judgments, or belief that he or she can successfully face day to day challenges and demands (Psychology Dictionary Online).

Moreover, Eccles and Harold's (2001) identified self-confidence as self-concept of abilities. Self-confidence includes two key constructs which are

a) Perceived competence and

a) A lack of anxiety (Clement, 2010). Specifically, individuals feel self-confident when they recognize that they have the needed ability to complete the task in question successfully.

Children with high self-confidence perform better at school and, later in life, have higher job satisfaction middle age. Self-esteem is also strongly linked to happiness, with higher levels of self-esteem predicting higher levels of happiness. High self-confidence has even been found to increase chances of survival after a serious surgical procedure (Mann Hosman, Schaalma, & de Vries,, 2004).

The success of individuals with high self-esteem lies in these 6 attributes:

1. A greater sense of self-worth.

2. Greater enjoyment in life and in activities

3. Freedom from self-doubt

4. Freedom from fear and anxiety, freedom from social anxiety, and less stress

5. More energy and motivation to act

6. Have a more enjoyable time interacting with other people at social gatherings. When you is relaxed and confident others will feel at ease around you.

In less happy news, other research has shown that increasing confidence does not always lead to enhanced positive outcomes (Brinkman, Tichelaar, van Agtmael, de Vries, & Richir, 2015). Journalists in mainstream media have also pointed out that there are also negative correlates with self-confidence. For example, self-confidence has steadily increased over the last 50 years, and with it, narcissism and unrealistic expectations have also increased (Kremer, 2013). Maybe there is too much a good thing when we are building our children's self-esteem.

Employee Performance

Performance is a multi-component concept and on the fundamental level one can distinguish the process aspect of performance, that is, behavioral engagements from an expected outcome (Borman, & Motowidlo, 2003; Campbell et al., 2000; Roe, 2009). Performance in the form of *task performance* comprises of job explicit behaviors which includes fundamental job responsibilities assigned as a part of job description. Task performance requires more cognitive ability and is primarily facilitated through task knowledge (requisite technical knowledge or principles to ensure job performance and having an ability to handle multiple assignments), task skill (application of technical knowledge to accomplish task successfully without much supervision), and task habits (an innate ability to respond to assigned jobs that either facilitate or impede the performance) (Conway, 1999). Therefore, the primary antecedents of task performance are the ability to do the job and prior experience. The expected job performance comprising of planning, organizing, and administering the day-to-day work through one's technical ability, business judgment and so on are called as technical–administrative task performance. Werner (2004) has synthesized the earlier propositions of task performance through relating it to organizational formal reward stating as "the demonstrated skill and behavior that influences the direct production of goods or service, or any kind of activities that provides indirect supports to organization's core technical An individual's ability to acclimatize and provide necessary support to the job profile in a dynamic work situation is referred to as *adaptive performance* (Hesketh, & Neal, 2009).

Productivity

Productivity is a scientific concept, and hence can be logically defined and empirically observed. It can also be measured in quantitative terms, which qualifies it as a variable. Therefore, it can be defined and measured in absolute or relative terms. However, an absolute definition of productivity is not very useful; it is much more useful as a concept dealing with relative productivity or as a productivity factor, Vora, (2002). Productivity is useful as a relative measure of actual output of production compared to the actual input of resources, measured across time or against common entities. As output increases for a level of input, or as the amount of input decreases for a constant level of output, an increase in productivity

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occurs. Therefore, a "productivity measure" describes how well the resources of an organization are being used to produce output, Tangen, (2002).

Productivity is often confused with efficiency. Efficiency is generally seen as the ratio of the time needed to perform a task to some predetermined standard time. However, doing unnecessary work efficiently is not exactly being productive. It would be more correct to interpret productivity as a measure of effectiveness (doing the right thing efficiently), which is outcome-oriented rather than output-oriented, Parham and Zheng, (2006). Productivity is usually expressed in one of three forms: partial factor productivity, multifactor productivity, and total productivity. Productivity is an overall measure of the ability to produce a good or service.

Timeliness

Addresses how quickly, when, or by what date the employee or work unit produced the work Cunha & Heckman, J. (2007). You need to make sure to include timeliness measures when applicable; otherwise, it is implied that the element must always be done and there is no margin for error. How fast work is performed is another performance indicator that should be used with caution. In field service, the average customer's downtime is a good indicator of timeliness. In manufacturing, it might be the number of unit produced per hour.

Empirical Review

A sizeable body of literature has studied self-confidence as a factor affecting task performance, and has found a positive relationship. This relationship has been studied in various contexts, such as goal setting (Wood, Bandura and Bailey, 2000; Latham, Winters, & Locke, 2004), training (Gist, 2006; Gist, Stevens, & Bavetta, 2001; Quiñones, 2005), Self-confidence and Performance (Multon, Brown, & Lent, 2001), and career related coping (Stumpf, Brief, & Hartman, 2007). Other studies have studied self-efficacy in relation to broader constructs, such as personality (Lee & Gillen, 2009), individual characteristics (Martocchio, 2004), and attribution (Pond & Hay, 2015), all findings show significant relationships. Although most of these studies have been in the laboratory, they have nevertheless found self-efficacy to be a significant influence on these and other phenomena. It is thus reasonable to hypothesize that overall, a positive relationship will be found between self-confidence and performance.

Previous attempts have been made at integrating this growing body of literature (Lent, Brown, & Hackett, 2004; Sadri & Robertson, 2003; Multon, Brown, & Lent, 2010), concentrating on the relationship between self-confidence and various activities, such as career choice and academic performance, and potential theoretical moderators of this relationship.

Studies has pointed to the existence of a relationship between self-confidence and performance, contradictory findings exist. Podsakoff and Farh (2007) found no relationship between self-efficacy and performance in their research of performance feedback and self-efficacy. It has been argued, however, that the lack of findings was due to inconsistent measurement; self-efficacy was measured on an absolute scale, whereas performance was measured and fed back to participants on a relative scale (Quiñones & Mudgett, 2005). This presents a potential source of variance in the magnitude of the relationship found in the literature, and highlights the importance of accurate measurement and appropriate methodology. Task complexity.

Research suggests that repeated successes at a task raise self-efficacy expectations (Gist, Stevens, and Bavetta, 2006), while repeated failures lower them (Hackett, Betz, O'Halloran, and Romac, 2000); this is consistent with Bandura's theory that enactive attainment is an influential source of self-efficacy (Bandura, 2003; Gist and Mitchell, 2000). By definition, the more complex a task, the lower the probability of an individual succeeding at the task. Therefore, to the extent that complexity affects the probability of enactive attainment, it will have an effect on self-efficacy. Wood, Bandura and Bailey (2000) reported task complexity as a moderator of the relationship between goal specificity and organizational performance. Their findings also suggested that goal setting mediated the relationship between self-efficacy and performance.

Thus, to the extent that self-efficacy and performance are mediated by goal specificity, task complexity acts as a moderator between self-efficacy and performance. It is thus hypothesized that task complexity will moderate the self-efficacy performance relationship, so that the more complex the task, the weaker the relationship will be between self-efficacy and performance signifies individual's work achievement after exerting required effort on the job which is associated

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through getting a meaningful work, engaged profile, and compassionate colleagues/employers around (Hellriegel, Jackson, & Slocum, 2009; Karakas, 2010).

The foregoing argument gave rise to the following hypotheses:

Ho$_1$: There is no significant relationship between self-confidence and timeliness

Ho$_1$: There is no significant relationship between self-confidence and productivity

3. METHODOLOGY

The study adopted a cross sectional survey design to solicit responses from the employee of 5 beverage manufacturing companies in Port Harcourt, which served as the accessible population of the study. The study adopted Taro Yamen sampling formula to determine the sample size. Questionnaire was the major instrument for data collection. The singular companies sample size was scientifically determined and circulated for each of the selected manufacturing Companies separately using Bowley (2004). 282 questionnaires were distributed to the 5 (5) beverage manufacturing companies under study, 220 copies were retrieved. The spearman rank correlation coefficient with the aid of statistical package for social science was used to test proposed hypotheses.

Table 1: Reliability Statistics for Instruments Variable

	Cronbach Alpha	No. of Items
Self-confidence	0.975	3
Timeliness	0.937	3
Productivity	0.950	3

Bivariate Analysis

The secondary analyses from the results of the hypotheses are presented with test conducted Using spearman rank correlation coefficient at 95% confidence level which was adopted as a criteria for the probability for either accepting the null hypotheses at ($p > 0.05$) or rejecting the null hypotheses formulated at ($p < 0.05$).

Test of Hypothesis one

Ho$_1$: There is no significant relationship between self-confidence and Timeliness.

Table 2: Correlation Results for Self-Confidence and Timeliness

			Self-confidence	Timeliness
Spearman rank	Self-Confidence	Correlation Coefficient	1.000	.806**
		Sig. (2-tailed)	.	.000
		N	220	220
	Timeliness	Correlation Coefficient	.806**	1.000
		Sig. (2-tailed)	.000	.
		N	220	220

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

Source: Research Data of 2019.

Table 2 above reveals the correlation analysis between self-confidence and timeliness. The table revealed that the correlation coefficient on the relationship between self-confidence and timeliness is 0.806** based on the categorization in Table 2, the r value indicates a very high relationship between self-confidence and timeliness, which invariably mean there is a significant relationship between self-confidence and timeliness of beverage manufacturing companies in Port Harcourt. The study thus rejected the null hypothesis and accepted that there is a significant relationship between self-confidence and timeliness

Test of Hypothesis Two

Ho₂: There is no significant relationship between self-confidence and productivity.

Table 3: Correlation Results for Self-Confidence and Productivity

			Self-confidence	Productivity
Pearson Correlation	Self-confidence	Correlation Coefficient	1.000	.742**
		Sig. (2-tailed)	.	.000
		N	220	220
	Productivity	Correlation Coefficient	.742**	1.000
		Sig. (2-tailed)	.000	.
		N	220	220

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

Source: *Research Data 2019.*

Table 3 above illustrate the correlation analysis between Self-confidence and productivity. The table revealed that the correlation coefficient on the relationship between Self-confidence and productivity is 742** based on the categorization, the r value indicates a very high relationship between self-confidence and productivity, which invariably mean there is significant relationship between self-confidence and productivity of beverage manufacturing companies in Port Harcourt. The study thus rejected the null hypothesis and accepted that there is a significant relationship between Self-confidence and productivity

4. DISCUSSION OF FINDINGS

Based on the categorization, the r value indicates a very high relationship between self-confidence and timeliness and also self-confidence and productivity. This was tested by the mean score of 806 and 742 respectively. Based on this outcome the study thus rejected the null hypotheses and accepted the alternatives. The results of the analysis imply that on the whole, self-confidence can be considered as a relative explanatory variable with regards to outcomes such as timeliness, productivity. The implication of the result is that employees with high level of self-confidence are more timely and productive in performance.

The findings of this study are in line with those of previous studies of Aryee and Tan (2002) that asserted that an individual's behavior is associated with the degree of commitment he shows to his career. Any individual who has the ability to show commitment to his career always is found to make an attempt to improve his skills and motivate himself to perform well. Such an employee is also found to spend time in terms of developing his skills and promoting his self-confidence by showing better job involvement this view was also supported by Blau (2010)

5. CONCLUSIONS AND RECOMMENDATIONS

Based on the summary of findings, the following conclusions were made. The study concluded that

There is a very strong relationship between self-confidence and timeliness and productivity of beverage manufacturing companies in Port Harcourt

From the conclusion above the following recommendations were made.

1. Self-confidence is the spirit of boldness needed in other to successfully undertake a task. Beverage manufacturing companies can help their employees to develop self-confidence through periodic on the job training and implementation of such policies that encourages self-development.

2. Self-confidence contributed to the enhancement of skill needed or necessary to cope with strenuous work in an organization. This implies that beverage manufacturing companies' management should encourage their employee to develop self-confidence.

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