Self-Efficacy, Ethical Behavior, and Service Quality: the Moderating Role of Gender

By

Rosman Bin Md Yusoff
TRANSFORM, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia

Fazal ur Rehman
FPTP, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia

Fadillah Binti Ismail
TRANSFORM, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia

Amran Bin Harun
TRANSFORM, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia

Fauziah Ani
TRANSFORM, Universiti Tun Hussein Onn Malaysia, Parit Raja, Johor, Malaysia

Abstract

This study intends to examine the influence of self-efficacy on the ethical behavior of sales force along with moderating effects of gender in the telecom sector at Pakistan. In addition, it also examines the impacts of self-efficacy and ethical behavior on the service quality in telecom sector. It assesses the mediating role of ethical behavior on the relationship between self-efficacy and service quality. This study has collected data through self-administered questionnaire from the sales representatives and managers in the telecom sector at Khyber Pakhtunkhwa, Pakistan. The collected data were analyzed using correlation statistic and stepwise regression. The results have shown a positive significant effect of self-efficacy, while gender has positive but insignificant effect on the ethical behavior of sales force. In addition, gender has moderating effects on the relationship of self-efficacy and the ethical behavior. Self-efficacy and ethical behavior have also positive significant effects on the service quality. Additionally, ethical behavior has mediating role between self-efficacy and service quality. This study is addressing a need to examine the influence of self-efficacy and the ethical behavior on the service quality of sales force in undeveloped and less educated areas of Pakistan, which is useful and helpful to explore understanding in the nature of defined variables in the eastern culture of Pakistan where male gender is more dominant.

Keywords: Self-efficacy, Ethical Behavior, Gender, Service Quality, Sales Force, Telecom Sector

Introduction

Every organization needs valuable employees to excellently achieve its objectives, as the skills, competencies, and behavior of the competent employees can positively influence the organizational outcomes. Self-efficacy is one of the important factors that can influence the behavior of sales force in the modern competitive market. Stajkovic and Luthans (1998) have defined that self-efficacy is the level of confidence about one's ability to mobilize motivation and a course of actions needed to successfully accomplish a task in the given context. It is the perceptions and beliefs of one own aptitude and cognitive resources. Hence, people who

possess the beliefs that they have abilities and possessions to face stressful and challenging environment feel lower stress in demanding situations. It can perform a significant role in the improvement of occupational stress and service quality. While, ethical behavior is linked with the morality of employees. Ethics are honorable or non- honorable behaviors that may depend upon the situations and moral values. Evidently, Ate (2012) has defined that ethics are the principles or a set of principles that are used to evaluate the right and wrong in the justice and truth perspectives. These predefined principles can develop a culture and provides direction "how to behave in a particular situations" to the staff members of an organization, particularly in the sales firms. It is also noted that some organizations are setting ethical measures due to rare interest of sales force in adopting professional behavior to improve its services. The service quality plays a key role for the success and survival of every business specifically in public sector (Ramseook-Munhurrun, Lukea-Bhiwajee & Naidoo, 2010). It has noted that public sector organizations are now increasingly focus on the service quality, improve efficiencies, and seeking customers' satisfaction. Therefore, this study has examined whether self-efficacy has any relationship with the ethical behavior of sales force in private sector? Is gender has moderating effect on the relationship between self-efficacy and the ethical behavior in the eastern culture of Pakistan where male gender is more dominate? Are self-efficacy and ethical behavior have any relationship with the service quality in telecom sector? Is ethical behavior has mediating role between self-efficacy and the service quality? For getting these objectives, a study was conducted in the telecom sector of Pakistan to assess the relationship between the defined variables.

Literature review

2.1 Service Quality

Service quality is the widely used term in management literature, business operations, normally perceived in the context of technical quality and functional quality (Ismail & Yunan, 2016), and the key dimensions of service quality are noted as; tangible, responsiveness, assurance, reliability and empathy. The concept of service quality was started in 1960 and gradually grew around the world, particularly in manufacturing and services sectors (Prakash & Mohanty, 2012), and is "the degree and direction of discrepancy between customers' service perceptions and expectations". However, in developed nations, services sector has shown significant growth, contribution in the economic development (Abby, Simon, & Matthew, 1994), is perceived as innate excellence, and a prime factor to gain competitive advantage. In addition, due to the birth of internet and advancement in communication technology, the concept of E-quality service took place around the world. Now, the people are more connected then earlier age, as in today competitive environment and economy, the quality of service has become the crucial part of every industry to satisfying their customers and improve business operations, specifically in the telecom sector. Therefore, this study has applied the (AlBorie & Damanhouri 2013; Azman, Hafizah et al. 2016, Parasuraman, Zeithaml & Berry 1985, Wong & Sohal 2003) scale to measure the conception of service quality in the telecom sector of Pakistan.

2.2 Self-efficacy

Self-efficacy is an optimistic approach and a belief of one own capabilities rather than anticipated outcome (Maddux, 1995). While Tierney and Farmer (2002) have linked this conception with the creativity of individuals and presumed that self-efficacious individuals are more creative than others. It was supported that employees having higher levels of self-efficacy are more sensitive to their work and performance (Luthans et al., 2006), whereas Lam et al.,(2002) have anticipated that self-efficacious individuals often

more engage in their work as compared to less self-efficacious employees. Meanwhile, (Bandura & Locke, 2003; Stajkovic & Luthans, 1998) have suggested that such individuals are more successful in their lives. Further, Stajkovic and Luthans (1998) have assessed 114 studies and noted that self-efficacy has a strong positive relationship with an employee's performance in a working environment. However, Chemers et al., (2000) have noted that self-efficacious individual possess effective skills of leadership. It is believed that self-efficacious individual make better use of sources in demanding situations and able to handle problematic tasks in well-organized ways. Such individuals are expected to get work done in an efficient way and can provide quality services in manufacturing, education and military industries (Dinther et al., 2011). As self-efficacy can escalate the level of efforts which are expanding and strengthening the persistence (Locke, 2003). It is believed that self-efficacy can influence the choices of activities and enhance the level of performance through extending the complexity in self-set goals. However, previous literature has highlighted various dimensions of self-efficacy such as, self-enhancement and self-confidence (Rehman et al., 2016).

2.2.1 Self Enhancement

Self-enhancement is the dimension of self-efficacy and the level of motivation where employees can feel better about self and maintaining their standards in the working environment (Sedikides & Strube, 1995). Such employees prefer positive views rather than negative (Sedikides et al., 2008). Self-enhancement might help to get positivity into self-concepts which are useful for self-evaluation and to avoid negativity (Dauenbeimer, 2002). However, literature has mentioned four important types of self-enhancement that are; self-evaluation, self-assessment, self-verification and self-improvement. Where, self-evaluation may focus on personal development to assess what has improved and what needs to be improved. In self-assessment, employees may want accurate and intent evaluation of self and will try to reduce any uncertainty in this regards (Sedikides & Strube, 1997). In self-verification, employees may want to verify their existing notions in themselves. While, in a self-improvement type of self enhancement individuals may try to improve their performance, attitude, character, and quality of service.

2.2.2 Self-confidence

The word confidence is derived from the Latin word "confider" which means to have full trust or to be sure, but when we smack a word "self" at the start of confidence to compose a word like "self-confidence" then it means, "to have full trust in yourself". Hence, self-confidence is the belief about one's ability to handle problematic situations in an organization (Grob, 2015). Therefore, Leaders may get sagacity of self-confidence while observing their skills in getting work done in an organization. This may cause of learning and confidence to get work done, to get success and gives the courage to effectively communicate, can improve service quality, behave and decide on special decisions (MacIntyre, 1998). Whereas, Jack (2013) has assumed that manager's confidence can be measure through the achievement of objectives and sustaining high-level performance, and the quality of service in an organization. However, organizations may often use manager knowledge, abilities, and the skills as a criterion for determining their level of confidence, and perceptions of service quality. The quality of willing to be a team member and trust in managers may also give an indication about their confidence and indication of improvement in service quality. However, the literature has mentioned two sub types of self-confidence that are; general self-confidence and specific self-confidence. Where, general self-confidence is the aggregation of your own evaluation in different situations, while specific self-confidence is referring to one's abilities and skills to handle a specific task (Grob, 2015).

2.3 Ethical Behavior

Ethics are the set of principles to assess the right and wrong behavior in different situations (Ate, 2012). It has noted that ethical behavior measure the attitude of employees in business environment and has direct or indirect influence on the operations of a business and the quality of service. According to Gangwani (2012), organizations often settle ethical measure to control unethical manners of employees in day to day operations to enhance the quality of service. For instance, a common unethical behavior of employees in the working environment is to dial long run call on business line during working hours, falsifying the records of working hours and participation in illegal issues. They may often use the duplication of software to leak data of a business. Therefore, the predefined and settled principles of ethics are use as barriers for unethical behavior, particularly in the sale field as they show the face of business in a market and can influence the overall quality of services. Sometime, unethical behavior may use to measure or test the ethical behavior of employees in an organization. Unethical behavior may not be a part of illegal character all the time and may exist between right and wrong area which creates difficulty for management. Hence, various people have different perceptions about what is ethical and what is not ethical. For example, people have different views about making long run call on the company line as sometime they can defend it in their mind. Therefore, a lot of companies have cleared and defined ethical set of laws which may include formal codes and policies, the system for registering and dealing with ethical concerns to sustain the quality of services. But the implementation of these ethical policies may quite difficult due to shortage of time in the working environment. Hence, many organizations have established the quality control departments to maintain the quality of their services. Therefore, this study has interest to examine the role of ethical behavior in the service quality of sales force along with the mediating role of ethical behavior between self-efficacy and service quality in the telecom sector at Pakistan.

2.4 Moderating Role of Gender

It may be interesting to know about gender differences in regards of self-efficacy relationship with the ethical behavior of sales force in the telecom sector of Pakistan. Literature has noted gender differences in various aspects in different organizations. For example, Gefen and Straub (1997) have noted a considerable difference between male and female respondents in the terms of email usage. Likewise, Venkatesh and Morris (2002) have noted a difference among male and female while using the software at the workplace. At the same time, Ono and Zavodny (2002) have noted a significant relationship between men usage of internet as compared to women usage. While Nysveen et al. (2005) have conducted a study about mobile usage and observed a non-significant influence of gender in using cell phone services. In 2005, Ramayah and Osman have found that male students spent more time to use the course website as compared to female students. Therefore, the authors of this study are interested to determine the moderating effects of gender on the relationship of self-efficacy and ethical behavior in the eastern culture of Pakistan where male gender is more dominant.

Theoretical Framework and Hypothesis Development

Considerable attention has been given in research towards behavioral aspect, self-efficacy, and service quality. For instance, Luthans and Youssef (2007) have shown their interest in the behavioral research, while Boswell et al. (2012) have conducted a study to assess the relations between self-efficacy, job offer and intensity of the job searching behavior. At the same time, Saadellaoui (2012) has investigated the influence of self-efficacy on the perceived ethicality of fear appeals in anti-tobacco advertisings. Likewise, Shacklock (2011) has assessed the influence of ethical climate, self-efficacy and capacity to deliver ethical outcome in public

sector human resource management. Later on, Fu (2013) has conducted a study to determine the influence of emotional intelligence, organizational commitment, and job satisfaction on the ethical behavior of Chinese employees. Ren and Chadee (2017) have examined the relationship of ethical leadership and job satisfaction along with the moderating role of self-efficacy. Likewise, Suksern and Takahashi (2017) have conducted a study to assess the relationship of learning with the ethical behavior along with the mediating role of self-efficacy. In addition, assessing the influence of self-efficacy on the service quality specifically in the telecom sector has been given little attention. Evidently, Mckee, Simmers and Licata (2016) have assessed the customers self-efficacy in the response to service in the insurance sector. Erlina and Muda (2018) have examined the effects of self-efficacy on the work quality of internal auditor in Indonesian context. Notably, Mensah and Lebbaeus (2013) have investigated the influence of employee's self-efficacy on the quality of work life at Ghana. The study has noted a positive correlation between self-efficacy and the quality of work life.

Likewise, Feinberg and Kennedy (2008) have proposed a model to examine the effects of self-efficacy and adoptability on sales person's orientation, customer's orientation, job performance and customer's satisfaction. In addition, Roman (2003) has empirically examined the impacts of ethical sales behavior on customer's satisfaction, trust and loyalty in the financial sector. Basnayake and Hassan (2015) have empirically investigated the effects of employee's ethical behavior on customer's satisfaction in the fast food industry in Malaysian context. Therefore, several studies have been conducted in various aspects of self-efficacy, ethical behavior and service quality and its relationship with other variables, but previous literature had less focused on determining the relationship of self-efficacy with ethical behavior and service quality in the telecom sector of Pakistan along with moderating role of gender. In addition, the effects of ethical behavior on the service quality have not been determined. Also assessing the mediating role of ethical behavior between self-efficacy and service quality would be a novel contribution. Therefore, this study has found a gap of knowledge to determine the relationship of self-efficacy with the ethical behavior, service quality of sales force in the telecom sector of Pakistan as well as the relationship of ethical behavior with the service quality and the moderating role of gender while mediating role of ethical behavior. The study has selected the telecom sector as sales force may often deal with uneducated people in less developed areas and eastern culture of Pakistan where male gender is more dominant. Hence, this study will examine the moderating effects of gender on the relationship of self-efficacy with ethical behavior due to non-flexible culture of consumers. For the purpose, this study has developed a conceptual framework of self-efficacy, ethical behavior, service quality and gender which is given in Figure 1. The following conceptual model is developed to assess the relationship among defined variables. On the basis of theoretical model, the study has formulated the following hypothesis;

H1.There is a significant relationship between self-efficacy and the ethical behavior of sales force in the telecom sector of Pakistan.
H1A.There is positive correlation between self-enhancement and the ethical behavior of sales force in the telecom sector of Pakistan.
H1B.There is positive correlation between self-confidence and the ethical behavior of sales force in the telecom sector of Pakistan.
H2.There is a significant relationship between self-efficacy and the service quality of sales force in the telecom sector of Pakistan.
H2A.There is positive correlation between self-enhancement and the service quality of sales force in the telecom sector of Pakistan.

H2B. There is positive correlation between self-confidence and the service quality of sales force in the telecom sector of Pakistan.

H3. There is a significant relationship between ethical behavior and the service quality of sales force in the telecom sector of Pakistan.

H4. There is moderating effect of gender on the relationship of self-efficacy and the ethical Behavior of the sales force in the telecom sector of Pakistan.

H5. There is mediation effect of ethical behavior on the relationship of self-efficacy and the service quality of the sales force in the telecom sector of Pakistan.
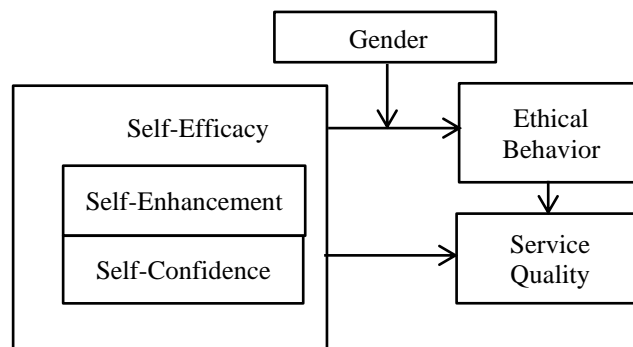

Fig.1. *Conceptual Framework of the Study*

4. Methodology

This study has collected data through questionnaires based survey, with a sample size 234, from the sales representatives and managers in the telecom sector of Pakistan. However, only 190 questionnaires were useable. Data were collected in different regions of Khyber Pakhtunkhwa, Pakistan. Khyber Pakhtunkhwa was selected due to its rigid culture where male gender is more dominant as compared to other parts of the country. Most of the respondents were under the age of 35 years. The survey instrument was comprised of demographic factors and questions about the variables of study. It was assured to the respondents that the information collected from them will be only used for research, publication purposes and will be keep it confidential. The study instrument was adopted from (Pelletier & Bligh, 2006; Yun et. al., 2007, Al-Borie & Damanhouri 2013; Azman, Hafizah et al. 2016, Parasuraman, Zeithaml & Berry 1985, Wong & Sohal 2003). After data collection, the study applied correlation and stepwise regression for statistical analysis. Stepwise regression was applied to quantify the impacts of the independent variables on the dependent variables of the study.

5. Results

This study has applied correlation statistics to determine correlation among variables. (**Table 1**) presents the results of correlation statistics. The results of correlation analysis indicate that self-efficacy is positively correlated with the self-enhancement (r = 0.783**), self-confidence (r = 0.655**) ethical behavior (r = 0.536**), service quality (r = 0.439), and gender (r = 0.327) of the sales force in telecom sector. Likewise, ethical behavior has positive correlation with the self-enhancement (r = 0.467**), self-confidence (r = 0.384**), service quality (r = 0.452**) and gender (r = 0.304). In addition, service quality has positive correlation with the self-enhancement (r = 0.546**), self-confidence (r = 0.432**), gender (r = 0.537) of sales force in the telecom sector of Pakistan, in the eastern culture where male gender is more dominant. In addition, gender has positive significant relationship with the self-confidence (r

= 0.484**), and self- enhancement (r = 0.532**) of the sales force in the Telecom sector of Pakistan.

Table-1. *Correlation between Variables*

	Self-Efficacy	Self-enhancement	Self-Confidence	Ethical Behavior	Service Quality	Gender
Self-Efficacy	1					
Self-enhancement	0.783**	1				
Self-Confidence	0.655**	0.579**	1			
Ethical Behavior	0.536**	0.467**	0.384**	1		
Service Quality	0.439	0.546**	0.432**	0.452**	1	
Gender	0.327	0.484**	0.532*	0.304	0.537	1
	** Correlation is significant at the 0.01 level (2- tailed)					

Notably, (**Table 2**) provides the statistic of stepwise regression. In step I, self-efficacy has positive significant ($\beta = 0.47*$) relationship with the ethical behavior of sales force the in telecom sector. It can be inferred from the results that self-efficacy has positive relationship with the ethical behavior of sales force as they may be able to show favorable behavior to impress their customers. It can also be inferred that self-efficacy has a positive influence on the ethical behavior of sales force as they might behave according to their local culture. Moreover, self-efficacy has positive influence on the ethical behavior of sales force as their high level confidence, self-enhancement and abilities may create good inspirations.

Table–2. *Results of Hierarchical Regression Analysis*

	Beta Step.1	Beta Step. II	Beta Step. III
Self-efficacy	.047*	.038*	.031*
Gender		.231	.418
Self-efficacy* Gender			.041*
R^2	.527	.614	.543
Adjusted R^2	.326	.336	.368
** P < 0.01, *P < 0.05			

In step II, the relationships of self-efficacy and gender with the ethical behavior of the sales force were determined. In this step, self-efficacy ($\beta = 0.038*$) and gender ($\beta = 0.231$) both had a positive influence on the ethical behavior of sales force. In this step, self-efficacy has significant while gender has an insignificant relationship with the ethical behavior of the sales force. In step III, a joint relationship of self-efficacy and gender with the ethical behavior of the sales force was determined by taking the product of gender and self-efficacy. In this step, self-efficacy ($\beta = 0.031*$) had positive significant relationship with the ethical behavior of the sales force. Similarly, the gender ($\beta = 0.418$) had positive but insignificant effects. The interaction term (Product of self-efficacy and gender) had positive ($\beta = 0.041*$) and statistically significant relationship with the ethical behavior. Therefore, results indicate that gender has moderated the relationship between self-efficacy and the ethical behavior of sales force in the telecom sector of Pakistan, in the eastern culture where male gender is more dominant.

Additionally, **(Table 3)** shows the result of regression. In this step, the effects of self-efficacy on the service quality of sales force in telecom sector were determined. The results have shown that self-efficacy has positive significant relationship with the service quality of sales force. In the same manner in step 2, ethical behavior has also positive significant relationship with the service quality of sales force. However, it has noted that ethical behavior has stronger positive relationship with the service quality as compared to self-efficacy in the defined context. Therefore, on the basis of results, it can be said that the sales representative are able to provide better services due to their high level confidence and continuous improvement in their behavior. It can also be concluded that the ethical behavior of sales force put good impression on their customers mind and deliver their services in satisfactory way. In step 3, the results indicated that ethical behavior has mediating effects on the relationship between self-efficacy and the service quality of sales force in the Telecom Sector of Pakistan

Table–3. *Effects on Service Quality*

		Beta	T-value	R-square	Significance
Model 1	Self-Efficacy	0.475	4.83	0.42	0.01
Model 2	Ethical Behavior	0.582	5.24	0.49	0.00
Model 3	Self-Efficacy	0.342	4.33	0.57	0.00
	Ethical Behavior	0.465	4.67	0.67	0.03
	** $P < 0.01$, *$P < 0.05$				

Precisely, this study has relatively compared the effects of self-confidence and self-enhancement on the ethical behavior as well as service quality of sales force. Results have shown that self-enhancement has strong positive relationship with the ethical behavior as compared to self-confidence. In the same way, self-enhancement has strong positive relationship with the service quality as compared to self-confidence. Therefore, on the basis of results, it can be inferred that continuous improvement and modification in attitude can improve the quality of services of sales force in the eastern culture of Pakistan. It can also be said that the adoption of favorable attitude can increase the ratio of reliability among consumers and their level of satisfaction.
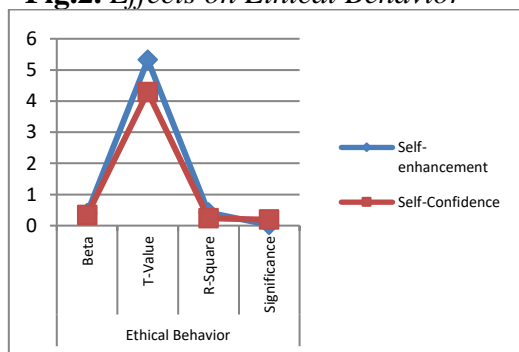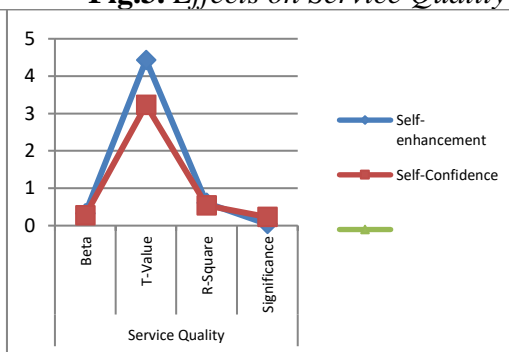

Fig.2. *Effects on Ethical Behavior*   **Fig.3.** *Effects on Service Quality*

6. Discussion

This study has examined the influence of self-efficacy on the ethical behavior and service quality of the sales force in the telecom sector of Pakistan. The study has shown interest to determine the moderating effects of gender on the relationship of self-efficacy and ethical behavior as well as the effects of ethical behavior on service quality. This study has used

questionnaires based survey to collect data and applied a stepwise regression to analyze it. The results have indicated that self-efficacy has positive significant relationship with the ethical behavior and service quality of the sales force and gender has moderating effects in the defined context. It has also noted that ethical behavior has positive significant relationship with the service quality of sales force. The results of this study have important implications for marketing research and contributed to the body of knowledge that self-efficacy and ethical behavior can be used to create a good impression on the targeted consumers. From the results, it has assumed that continues self-enhancement, high level of self-efficacy and self-confidence, acceptable behavior have the advantage to achieve the marketing objectives in less educated areas of Pakistan. It has also noted that gender is an important factor to consider in marketing strategies to implement the business operations in less educated and undeveloped areas of Pakistan where male gender is more dominant.

The managerial implication was to examine whether self-efficacy has any relationship with the ethical behavior and service quality of the sales force in the telecom sector. The results have shown that self-efficacy can be applied to influence the ethical behavior and service quality of the sales force. Further, results show that gender has moderating effects on the relationship of self-efficacy and ethical behavior. It has also noted that ethical behavior has positive significant relationship with the service quality in telecom sector at Pakistan. Ren and Chadee (2017) have assessed the relationship of ethical leadership, self-efficacy, and job satisfaction along with the moderating role of guanxi. The study has noted that self-efficacy positively and strongly mediates the relationship between ethical leadership and job satisfaction. This study is inline in the sense of self-efficacy. Likewise, Sukserm and Takahashi (2017) have assessed the relationship between learning and ethical behavior along with the mediating role of self-efficacy in the corporate social responsibility context. The study has noted that self-efficacy mediates the relationship between learning and the ethical behavior. This study is in line in the sense of self-efficacy and the ethical behavior. This study is in line with Saadellaoui (2012) where a relationship of self-efficacy with the perceived ethicality of fear appeals in anti-tobacco advertising assessed. It is noted that self-efficacy has a positive influence on the perceptions of the ethical nature of advertisement. It was also noted that self-efficacy has a positive significant effect on the intention to quit smoking. Likewise, Shacklock (2011) has assessed the influence of ethical climate, self-efficacy and capacity to deliver ethical outcome in the department of human resource management in public sector. The study has noted a significant difference between human resource practitioners who are operating in a different ethical environment like for example perceived realism of the scenarios or human resource practitioners' non-compliance judgment may vary from one environment to another. It has noted that the ethical climate in an organization will affect both the human resource practitioners self-efficacy and their capacity to deliver ethical outcomes when faces with ethical dilemmas. This study is in line with the term of self-efficacy and ethical behavior.

Notably, Boswell et al. (2012) also have noted that self-efficacy has a positive impact on the intensity of job searching behavior, the number of job offers and pre-entry fit perceptions in a working environment. This study is in line in the context of self-efficacy. Likewise, Erlina and Muda (2018) have examined the effects of self-efficacy on the work quality of internal auditor in Indonesian context. The study has noted that self-efficacy has positive significant relationship with the work quality of internal auditor. This study is inline in the sense of self-efficacy and its effects on service quality. However, Feinberg and Kennedy (2008) have proposed the effects of self-efficacy and adoptability on sales person's orientation, customer's orientation, job performance and customer's satisfaction. Therefore, the findings of this study show the direction to Feinberg and Kennedy conception. In addition, authors like, Fu (2013)

has conducted a study to determine the influence of emotional intelligence, organizational commitment, and job satisfaction on the ethical behavior of Chinese employees. It was noted that emotional intelligence, organizational commitment, and job satisfaction have a significant relationship with the ethical behavior. This study is in line in the sense of ethical behavior and service quality. Likewise, Hyman and Tansey (1990) have noted that unethical advertisement has a negative influence on short and long term attachment of customers with organizations. This study is in line in the sense of ethics to satisfy customers. Roman (2003) has empirically investigated the effects of ethical sales behavior on customer's satisfaction, trust and loyalty in financial services industry. The study has noted that the sales people ethical behavior has positive significant effects on the customer's satisfaction, trust and loyalty in banking sector. This study is in line in the sense of ethical behavior of sales force and its relationship with customer's satisfaction. In the same way, Basnayake and Hassan (2015) have empirically investigated the effects of employee's ethical behavior of customer's satisfaction in the fast food industry in Malaysian context and noted a positive significant relationship between variables. However, this study is unique in the context to examine the influence of self-efficacy and ethical behavior on the service quality simultaneously.

7. Conclusion and Recommendations

The study has examined the influence of self-efficacy on the ethical behavior of the sales force in the telecom sector and the moderating effects of gender. In addition, this study has also examined the influence of self-efficacy and ethical behavior on the service quality of sales force in Telecom sector of Pakistan along with the mediating role of ethical behavior on the relationship between self-efficacy and the service quality. The study has applied quantitative techniques to collect data through questionnaire based survey from the sales representatives and managers of the telecom sector in Pakistan. The study has used a stepwise regression for data analysis. The results indicate that self-efficacy has positive significant relationship with the ethical behavior of the sales force, while gender has moderating effects on this relationship. The results have shown that self-efficacy and ethical behavior have positive significant relationship with the service quality in telecom sector. It has also noted that ethical behavior has mediating effects on the relationship between self-efficacy and the service quality. Therefore, the results of correlation and stepwise regression have accepted the developed hypotheses. However, while interpreting the results, it should be kept in mind that data used in this study was collected from a single state of Pakistan. Therefore, readers need to be cautious in generalizing the results. To further enrich the analysis, we therefore recommend that future research should include other variables like education and culture for assessing the moderating effects. Further, the study was limited to telecom sector only and future research can include other sectors like pharmaceutical, education and other services as well as manufacturing sectors.

References

Abby,G., Simon, S., and Matthew, J.(1994). Service quality - Concepts and models. The International Journal of Quality & Reliability Management, 11(9): 1-20.

Al-Borie, H.M., andDamanhouri A.M.S. (2013). Patients' satisfaction of service quality in

Saudi hospitals: a SERVQUAL analysis. International Journal of Health Care Quality Assurance, 26(1): 20-30.

Ate, H. (2012). Ethical Perceptions of Public-Sector Employees and Citizens and their Impact upon Attitudes against Unethical Behavior. Turkish Studies, 13(1): 27-44.

Azman I., Hafizah O.Z., and Ilyani R.R. (2016). Interlinkages between service quality, customer

satisfaction and customer loyalty in Malaysia? A case study of Armed Forces Medical Organizations, Malaysian Journal of Society and Space, 12 (7): 47-59.

Bandura, A., and Locke, E. A. (2003). Negative self-efficacy and goal effects visited. Journal of Applied Psychology, 88:87–99.

Bandura, A. (1997). Self-efficacy. The exercise of control. New York.

Basnayake, R., and Hassan, Z. (2015). Employees Ethical Behaviour and its Effect on Customer

Satisfaction and Retention: An Empirical Study on Multinational Fast Food Restaurants in Malaysia. International Journal of Accounting & Business Management, 3(1): 1-15.

Boswell, W.R., Zimmerman, R.D., andSwider, B. W. (2012). Employee job search toward an understanding of search context and search objectives. Journal of Management, 38: 129-163.

Chemers. M. M., Watson, C. B., andMay, S. T. (2000). Dispositional affect and leadership effectiveness: A comparison of self-esteem, optimism, and efficacy. Personality and Social Psychology Bulletin, 26(3), 267-277.

Dauenbeimer, D. G., Stablberg, D., Spreemann, S., and Sedikides, C. (2002). Self-enhancement,

self-verification, or self-assessment: the intricate role of trait modifiability in the self-evaluation process. Revue Internationale de psychologie sociale, 15 (3-4): 89-112.

Erlina, and Muda, I. (2018). The Effect of Self efficacy and Professional Development on the Work Quality of Internal Auditor. International Journal of Civil Engineering and Technology, 9(5): 1292–1304.

Feinberg, M., and Kennedy, J. (2008). The Effect Of Self-Efficacy And Adaptability On Salesperson Orientation And Customer Orientation And On Job Performance And Customer Satisfaction, Journal of Business & Economics Research,6(11), 1-6.

Fu.W. (2013).The Impact of Emotional Intelligence, Organizational Commitment, and Job Satisfaction on Ethical Behavior of Chinese Employees. In, J Bus Ethics. Springer Science, Business Media Dordrecht.

Gefen, D., and Straub, D. (1997). Gender differences in perception and adoption of email: An extension to the technology acceptance model.MIS Quarterly, 21:389–400.

Grob. T. H. (2015). What is Confidence- A Scientific Definition. Retrieved from:http://www.comfortzonecrusher.com/what-is-confidence-a-scientific-definition/, 10/11/16.

Hyman, M. R., and Tansey, R. (1990). The Ethics of Psychoactive Ads. Journal of Business Ethics, 9(2):105-114.

Ismail, A., and Yunan, Y.S.M. (2016). Service Quality as a Predictor of Customer Satisfaction and

Customer Loyalty, Scientific Journal of Logistics, 12 (4): 269-283.

Jack. W. (2013). The keys to manager confidence, Red book solution.

Luthans, F., Zhu, W., and Avolio, B. J. (2006). The impact of efficacy on work attitudes across Cultures, Journal of World Business,41(2): 121-132.

Locke, K. D. (2003). Status and solidarity in social comparison: Agentic and communal values and vertical and horizontal directions. Journal of Personality and Social Psychology, 84:619-631.

Lam, S. S., Chen, X.-P., and Schaubroeck, J. (2002). Participative decision making and employee performance in different cultures: The moderating effects of allocentrism / idiocentrism and efficacy. Academy of Management Journal,45(5): 905-914.

Luthans, F., and Youssef, C. M. (2007). Emerging positive organizational behavior. Journal of

Management, 33(3): 321-349.

MacIntyre, P. D., Clément, R., Dörnyei, Z., and Noels, K.A. (1998). Conceptualizing willingness

tocommunicate in a L2: A situational model of L2 confidence and affiliation. Modern Language Journal, 82, 545-562.

Maddux, J. E. (1995). Self-efficacy Theory, Springer.

McKee,D., Simmers, C.S., and Licata, J. (2016). Customer Self-Efficacy and Response to Service. Journal of Service Research. 8(3): 207-220.

Mensah,A.O., and Lebbaeus, A. (2013). The Influence of Employees' Self-Efficacy on Their Quality of Work Life: The Case of Cape Coast, Ghana. International Journal of Business and Social Science, 4(2): 195-205.

Nysveen, H., Pedersen, P. E., andThorbjornsen, H. (2005). Explaining intention to use mobile Chat services: Moderating effects of gender. Journal of Consumer Marketing, 22(5):247–256.

Ono, H., and Zavodny, M. (2002). Gender and the internet. SSE/EFI Working Paper Series in Economics and Finance,495. Stockholm, Sweden: Stockholm School of Economics.

Parasuraman, A., Zeithamal,V.A., and Berry L.L. (1988). SERVQUALA Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality, Journal of Retailing, 64(1): 12-40.

Pelletier.K.L., and Bligh. M.C. (2006). Rebounding from Corruption: Perceptions of Ethics Program Effectiveness in a Public SectorOrganization, Journal of Business Ethics, 10551-66.

Prakash, A.,and Mohanty, R.P. (2012). Understanding service quality, Production Planning & Control. The Management of Operations, 24 (12): 1050-1065. DOI:10.1080/09537287.2011.643929.

Ramayah, T., and Osman, M. (2005). Complementing classroom teaching with an internet course

website: Does gender and race matter. Proceedings of the 5th SouthEast Asia Association for Institutional Research Conference. Westin Resort Nusa Dua, Bali, Indonesia, 14–16 September.

Ramseook-Munhurrun,P., Lukea-Bhiwajee,S.D., and Naidoo,P. (2010). Service Quality in the Public Service. International Journal of Management and Marketing Research, 3(1): 37-50.

Rehman, F.U., Nawaz, F., Javed, F., Ahmad, I., Malik, M. I. (2016). Determining the Influence of organizational culture on employees performance: The Moderating Role of Self-efficacy, European Journal of Business and Management, 8(4): 136-143.

Ren,S., and Chadee,D., (2017). Ethical leadership, self-efficacy and job satisfaction in China: the moderating role of guanxi. Personnel Review, 46(2): 371 – 388.

Roman, S. (2003). The Impact of Ethical Sales Behaviour on Customer Satisfaction, Trust and Loyalty to the Company: An Empirical Study in the Financial Services Industry. Journal of Marketing Management,19: 915-939

Saadellaoui.I., and Gharbi.J. (2012). Effect of the Self-Efficacy on the Perceived Ethicality of Fear Appeals in Anti-Tobacco Advertising, Journal of Marketing Research & Case Studies, 2012(2012) 740962, 11.

Sedikides, C., and Gregg, A. P. (2008). Self-Enhancement: Food for Thought, Perspectives on Psychological Science, 3(2):102–116.

Sedikides, C., and Strube, M. J. (1995). The multiply motivated self. Personality and Social Psychology Bulletin, 21(21):1330-1335.

Sedikides, C., and Strube, M. (1997). Self-Evaluation: To Thine Own Self Be Good, To Thine OwnSelf Be Sure, To Thine Own Self Be True, and To Thine Own Self be Better". Advances in Experimental Social Psychology, 29:209–269.

Shacklock. A., Manning.M., and Hort. L. (2013). Self-efficacy as an intervening variable between

ethical work climate and decision making, e-Journal of Social & Behavioural Research in Business. 4(2):1-13.

Stajkovic, A. D., and Luthans, F. (1998). Self-efficacy and work-related performance: A meta-analysis. Psychological Bulletin, 124(2): 240-261.

Stajkovic, A., and Luthans, F. (1998). Social cognitive theory and self-efficacy: Going beyond traditional motivational and behavioural approaches. Organizational Dynamics, 26(4): 62-74.

Sukserm,t., and Takahashi,Y. (2012). Self-efficacy as a mediator of the relationships between learning and ethical behavior from human resource development in corporate social responsibility activity, Asia-Pacific Journal of Business Administration, 4(1):8 – 22.

Tierney, P., and Farmer, S. M. (2002). Creative self-efficacy: Potential antecedents and relationship to creative performance. Academy of Management Journal,45: 1137-1148.

VanDinther, M., Dochy, F., and Segers, M. (2011). Factors affecting students' self-efficacy in higher education. Educational Research Review, 6(2): 95-108.

Venkatesh, V., and Morris, M.G. (2000). Why don't men stop to ask for directions? Gender, social
influence, and their role in technology acceptance and usage behavior. MIS Quarterly, 24(1):115-139.

Yun.S., Takeuchi. R., and Liu. W. (2007). Employee Self-Enhancement Motives and Job
Performance Behaviors: Investigating the Moderating Effects of Employee Role Ambiguity and Managerial Perceptions of Employee Commitment. Journal of Applied Psychology, 92(3):745–756.

Wong, A., and Sohal, A. (2003). Service quality and customer loyalty perspectives on two levels of retail relationships. Journal of Services Marketing, 17(5): 495-513. doi:10.1108/08876040310486285.