

DETERMINANTS OF INDIVIDUAL RELATIVE DEPRIVATION AMONGST FLIGHT ATTENDANTS

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ABSTRACT

This study examines the factors influencing Individual Relative Deprivation in the context of airline. Theory of Relative Deprivation was applied to explain the linkage between the Psychosocial Factors (Mental Health, Work-Family Conflict, Job Insecurity, Role Overload, and Pay Satisfaction) and Individual Relative Deprivation. The study followed quantitative research with cross sectional study design. Five hypotheses were formed suggesting mental health, work-family conflict, job insecurity, role overload, and pay satisfaction influence Individual Relative Deprivation. Based on purposive sampling, 410 usable samples were

analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM). All four proposed hypotheses were supported (mental health, work-family conflict, role overload, and pay satisfaction, while hypothesis suggesting job insecurity's influence on Individual Relative Deprivation was not supported. Based on the findings, implications and future research directions were discussed.

Keywords: Individual Relative Deprivation, flight attendants, Mental Health, Work-Family Conflict, Job Insecurity, Role Overload, Pay Satisfaction

INTRODUCTION

The landscape of airline industry today had witnessed an unusual movement, from regulation to deregulation 1978, while encouraging lower fares but most airlines are suffering from poor financial performance and bankruptcies, and beleaguered by high fixed cost (Gifford and Kudrle, 2017). In response to the likelihood of continued turbulence in the airline industry (Elliot, 2003), reducing labour cost seemed to be the strategic initiatives to achieve competitive advantage over their competitors, such as controlling employee working hours to bring down the real wage, and to avoid overtime pay (Kumaran, Kheng, Al Shdaifat, Gorondutse, Abdullah, 2019). What is synchronously observed is the trend of strikes, particularly by pilots and flight attendants across the world. As recent as 2019, British Airways pilots's anticipated strike over pay on 9th, 10th, and 27th September 2019 (The Telegraph, 2019), Taiwan's EVA Air flight attendants' strike over long working hours, overtime, and the absence of labor representative on the company board (Taiwan News, 2019), Brussel Airlines' pilot went on strike over pay (DW, 2019); Ryannair pilots planned strike over issues such as seniority, procedures for base transfer allocation, promotions and annual leave, and Ryannair flight attendants based in Italy, Spain, Portugal, and Belgium had planned a strike in late July 2018, over salary arrangement issues (BBC, 2018). Malaysia's flight attendants had its fair share of "attempted tool down protest" over job loss (News Straits Times, 2015). The repercussions of these strikes had not only threatened thousands of passengers' travel plan caused by cancellation of flights, but had strapped the affected airline in a chaotic and uncertain situation. This lead to an understanding that collective actions such as protests or strikes stem from people who feel deprived of some goods or services (Uzoh., Chigozie, Anekwe, Anigbogu., and Chike, 2018). These deprived individuals and groups have the inclination to organize collectively to improve or defend their conditions (Uzoh et al, 2018). Paul (1991) stated that

deprivation is relative due to the fact that people compare themselves and feeling deprived in relation to others (Rahman, 2015). The structure of the following section begins with literature review, followed by introduction of Theory of Relative Deprivation, leading to the proposed research framework. This is followed with discussion on methodology and data analysis. Theoretical and managerial implications are discussed along with future research guidance.

LITERATURE REVIEW

Theoretical Underpinning - Theory of Relative Deprivation

The relevancy of Theory of Relative Deprivation is motivated by the glaring protest activities organized by the communities of flight attendants. Davis (1959) defines relative deprivation as a situation where social group is being segregated into those who own a preferred good and those without the desired good (Rahman, 2015). Crosby (1976) had suggested five conditions when one experience relative deprivation: *Wanting X; believe entitlement to X; assumed someone else possesses X; think is achievable to attain X; not assuming responsibility in failure to possess X*. Crosby (1982) had based on past studies and narrowed down the definition of RD to “desiring what one is deprived of, and that he feels he deserve of the deprived good (Walker and Smith, 2002). Crosby (1984) continues to refine the definition of relative deprivation by narrowing down to only two features of relative deprivation: *Wanting X and deserving X* (Feldman and Turnley, 2003).

Relative deprivation is divided into two types. Egoistic deprivation or termed by Smith and Huo (2014) as Individual Relative Deprivation (IRD), happens when one compares own situation to that of others. On the other hand, Group Relative Deprivation (GRD) as termed by Smith and Huo, (2014) or fraternal deprivation happens when group compares their situation with another group (Feldman and Turnley, 2003). GRD or fraternal deprivation is common when group membership is meaningful to the individuals (Feldman and Turnley, 2003). Runciman (1966) further explain the difference between IRD and GRD lies with the psychological outcomes that follow from each deprivation (Schmitt and Maes, 2002). Gurr (1970) and Walker & Mann (1987) are referred stating that emotional stress is the result of IRD whereas protest is the outcome of GRD (Schmitt and Maes, 2002). Differentiating factors of GRD from IRD is that those who view themselves as group members have the tendency to differentiate group differences, placing less emphasis on personal gains or loss, and are

inclined to get involved in collection action in response to disadvantages experienced (Smith and Huo, 2014).

There are many studies that attempted to clarify and set forth the preconditions in the application of relative deprivation. While relative deprivation theory faces the limitation in terms of its failure to determine who compares with whom (Walker and Smith, 2002), Folger (1986) enlightened this limitation by stating that individuals' sense of IRD comes from own comparison of own situation with a standard stem from comparison of one's situation with a standard, it could be one's situation in the past, situation of others, or a perceived or cognitive standard such as justice or inequality (Stekelenberg and Klandermans, 2010). Worker's use of standard of comparison to evaluate their present jobs enhanced the feeling of relative deprivation (Feldman and Turnley, 2003).

In one study, relative deprivation is assumed to involve an active cognitive process in which the current situation is evaluated against some specific criteria (Buunk and Janssen, 1992), which brings to the question of what standards do individuals compare with. According to Stand (2011), past studies had often employed income as one variable to distinguish the poor. However, Callan et al, (1993); Hallerod, (1996), Ringen, (1987), and Mack and Lansley, (1985) are referred stating that the increasing evidences asserting that monetary indicators' failure to specify those individuals who withdrew from societal participation due to the absences of resources (Whelan and Maître, 2012). There is an increasing consensus to understand poverty beyond assessment of monetary indicators (Beduk, 2018).

Subsequently due to this situation, non-monetary indicators of living standards and deprivation that include non-monetary forms have been developed and investigated (Whelan and Maître, 2012). Deprivation was considered as a multi-faceted issues that include health, education, financial, services, or crime (Payne and Abel, 2012). Just as how UN (2015) had described absolute poverty as the absence of necessary means such as income to fulfill the basic needs such as shelter, food, and clothing (Vaes, 2018). Relative poverty, on the other hand, is not merely about the absence of income, but include socio-economic conditions that exclude individuals from healthy societal participation (Vaes, 2018). This leads to the term *Material Deprivation* in explaining the many dimensions that deserve to be considered when flight attendants raise their grievances. Material Deprivation Indices is one example that is broadly applied in the EU (Beduk, 2018).

Social comparisons are known to occur in two different directions. Upward comparisons is when one compares oneself with others whom he perceived as better off (Shin and Sohn, 2015). Duesenberry (1949) hypothesized that a person's desire for higher self-esteem will be inclined to correspond with others who are on a higher rung in socioeconomic status (Jones and Wildman, 2008). Downward comparison is a situation whereby individuals compare oneself with those who are worse off (Shin and Sohn, 2015). Envy as defined by Vecchio (1995) is a pattern of emotion, belief, and behaviors that result from employee's reduced self-esteem in response to referent other's ability to obtain an outcome that the envious person highly desires (Navarro, Zurriaga-Liorens, Olateju, and Llinares-Insa, 2018).

In a study in USA, adjunct academicians who used upper comparisons (permanent tenured colleagues) as referents, and the bad labor market that forces these individuals to resort to the position of adjunct academicians will experience higher relative deprivation (Feldman and Turnley, 2003). In the airline context, the flight attendants of mixed-fleet contractual arrangement will experience higher relative deprivation when using flight attendants of permanent position as *upward comparison* (Independent, 2017). In assessing the attitude of airline workers of one major airline when introducing a two-tier wage plan, study had asserted one reference group, or lateral comparison, which is workers of the same profession in other airlines in the industry (Cappeli and Sherer, 1990). For example, flight attendants using flight attendants of other airlines as reference group.

Citing Martin (1981), suggesting the use of Crosby's (1976)'s relative deprivation model to pay satisfaction, given that it is the most elaborated model (Sweeney, McFarlin, and Inderrieden, 1990). Crosby (1976) further suggested that pay satisfaction does not depend solely on actual pay, but is dependent upon several judgements that individuals make (Sweeney et al, 1990). It was claimed that merely feeling deprived of goods and opportunities will not lead to relative deprivation, as there are other factors that could contribute to workers' sense of deprivation (Rahman, 2015). While past studies had shown how demographic factors influence workers' relative deprivation, this study aims to understand other possible factors that could influence flight attendants' sense of relative deprivation.

As this study is motivated by the occurrences of strikes by flight attendants across the globe, understanding Malaysia's current stance on collective actions

(Cyrus, 1990) and the dissolution of union (MTUC, 2015) will make the study of Group Relative Deprivation as irrelevant.

Therefore, the scope of this study will be confined to understanding flight attendants' egoistic deprivation, which is flight attendant's individual relative deprivation (IRD) of his or her own personal situation to that of flight attendants of other airlines. Psychosocial factors specific to flight attendants consisting of mental health, work-family conflict, job insecurity, role overload, and pay satisfaction will be the standards of comparisons while flight attendants of other airlines will be their referent others.

HYPOTHESES BASED LITERATURE DEVELOPMENT

Mental Health

It was claimed that socioeconomic differences in health are an association with social status and with different material circumstances that influence health (Wilkinson, 1997). Barnett (2006) claimed that excessive work inflicts a higher cost to workers by taking away their overall quality of physical and mental health (Ganster, Rosen, and Fisher, 2016). Absolute material standards in the context of flight attendants', can be associated with the physiological hazards exposed (circadian dysrhythmia, turbulence, ergonomic harm, biological, chemical hazards, climate change, cabin air quality, and radiation).

Indirect effect of psychosocial circumstances on health inequalities are the susceptibility of behavioral risk such as (smoking, drinking, eating "for comfort" caused by psychosocial stress (Wilkinson, 1997). The effect of circadian dysrhythmia on flight attendants, leading to sleep disorder and sleep deprivation, resulting to some flight attendants resorting to alcohol or other sleeping aids. Flight attendants' death from alcoholism is related to the disruption of circadian rhythm suggesting a causal relationship is plausible (Pinkerton, Waters, Hein, Zivkovich., Schubauer-Berigan, and Grajewski, 2012).

Direct effects of psychosocial circumstances include chronic mental and emotional stress (Wilkinson, 1997), subsequently leading to flight attendants resorting to anti-depressants to cope with the mental and emotional stress. Literatures above implies how flight attendants' Perceived Psychosocial Risk (i.e., health) influence their Individual Relative Deprivation (IRD) due to their health inequalities experienced. This study was persuaded to focus on the

mental health of flight attendants, given the elevated rate of suicidal case amongst flight attendants (McNeely, et al, 2018), supported by extensive empirical evidences of suicidal case amongst flight attendants being the second highest mortality after HIV (Pinkerton, et al, 2012 and NIOSH, 2012). Citing Rafferty et al (2015), suggesting mental health problems are especially obvious amongst marginalized groups experiencing social exclusion, discrimination and trauma, leading to compound vulnerability (Macintyre. Ferris, Gonçalves, Quinn, 2018). This implies that flight attendants will experience increased sense of Individual Relative Deprivation due to their greater experience in mental health inequalities caused by the different material circumstances.

H₁: There is a positive relationship between Mental Health and Individual Relative Deprivation

Work-Family Conflict (WFC)

Worker's use of standard of comparison to evaluate their present jobs enhanced the feeling of relative deprivation (Feldman and Turnley, 2003). Work-family conflict was the strongest predictor in Czech's faculty burnout (Zabrodska, Mudrak, Solcova, Kveton, Blatney, and Mochovcova, 2018). In a mix method study focusing on Chinese women's experience of WFC comparing three different airlines in China, indicate that married flight attendants, as compared to married ground staff and married back office staff experienced the highest levels of WFC. The increased job responsibilities leading to flight attendants' frustrations and propensity to losing their temper, and affecting the quality of their family life (Foster and Ren, 2015). This implies that flight attendants's Perceived Psychosocial Risk (i.e., work-family conflict) will lead to their increased feeling of Individual Relative Deprivation due to their deprivation in having a healthy balance between work and a quality family life.

H₂: There is a positive relationship between Work-Family Conflict and Individual Relative Deprivation.

Job Insecurity (JIS)

Organizational changes introducing new employment policies leading to workers being designated to positions that is equivalent to relative demotion

(Ren, Bolino, Shaffer, and Kraimer, 2013). Under crew reduction initiatives, the reduction in the number of flight attendants' position and the increased in responsibilities denote a descending career path, causing a sense of relative deprivation given flight attendants' investments and life devotion in their career (Ren et al, 2013). Mergers, outsourcing, downsizing, and restructuring have manifested a strong sense of job insecurity amongst employees (Lu, Wang, Lu, Du, and Bakker, 2014). This implies that flight attendants' increased Perceived Psychosocial Risk (i.e. job insecurity) leads to increased sense of Individual Relative Deprivation (IRD) due to their experience in declining working conditions and vulnerability to job loss.

H₃: There is a positive relationship between Job Insecurity and Individual Relative Deprivation.

Role Overload

Employers are claimed to have overlooked the negative impact of organizational drivers, such as increased workload, or work intensification, which have negatively impacted on employees' overall performance (Mariappanadar, 2014). The harmful effect of role overload, is further explicated when biased evaluation of employees' performance leading to relative deprivation of opportunities for career advancement, pay raise, promotion. This implies that flight attendants' heightened Perceived Psychosocial Risk (i.e., role overload) leading to an increased in Individual Relative Deprivation (IRD) due to their experience of sleep deprivation, declining physical and mental health condition, reduced job mobility in the face of weak labor market, revised pay structure that is tied with increased workload, and playing an absent role in family institution brings a reflection of flight attendants's overall deprivation that are accentuated by the harm of role overload.

H₄: There is a positive relationship between Role Overload and Individual Relative Deprivation.

Pay Satisfaction

Study of relative deprivation in relation to differences in wages were also reflected in the two-tier plan introduced for the flight attendants of one major airline (Cappeli and Sherer, 1990). B tier workers or new hires were indicated as

non-equivocally treated, would feel dissatisfied with their jobs, resentment towards managements and union. However, results indicated that lower waged "B tier" flight attendants felt significantly more satisfied with their work, pay, and supervision, more confident about future pay, more confident of their job security and more committed to the airline and union than "A tier" flight attendants (Cappeli and Sherer, 1990). Based on Equity Theory, "B tier" flight attendants or the newly-hired flight attendants with lesser pay will reassess their perceived inequity by looking at the non-wage aspect to justify their acceptance of job with lesser pay (Cappeli and Sherer, 1990). It was claimed that the greater the salary gap (feeling deprived) the less employees become motivated (Li and Hu, 2012). In another study on migrant, results had shown that feeling socio-economically deprived relative to other people negatively affecting subjective well-being (Liu, Zhang, Liu, Li, and Wu, 2019)

In the case of Malaysia Airlines Berhad, the effect of organizational changes, such as downsizing, leading to appointment of work council in replacing the union (MTUC, 2015), resulting new terms and condition, subsequently dismissing entire contractually agreed terms and condition that were earned at the initial phase of their employment, as well as all the hard-fought compensation and benefits that were achieved through the collective bargaining negotiated by the established union. Hence, with the absence of union and working terms and condition exclusively designed by the airline management, it comes as no surprise when flight attendants felt much worst (i.e., feeling deprived) off compared to flight attendants of other airline, when they make comparison with flight attendants of other carriers who are protected not only by the existence of union, but also the accessibility to pay comparison (Cappeli and Sherer, 1990).

Literature above implies that flight attendants would experience greater Individual Relative Deprivation when comparing their current state (i.e., reduced benefits) with their previous employment contract that were perceived to be offering better remuneration packages.

H₅: There is a negative relationship between Pay Satisfaction and Individual Relative Deprivation.

Proposed Research Framework

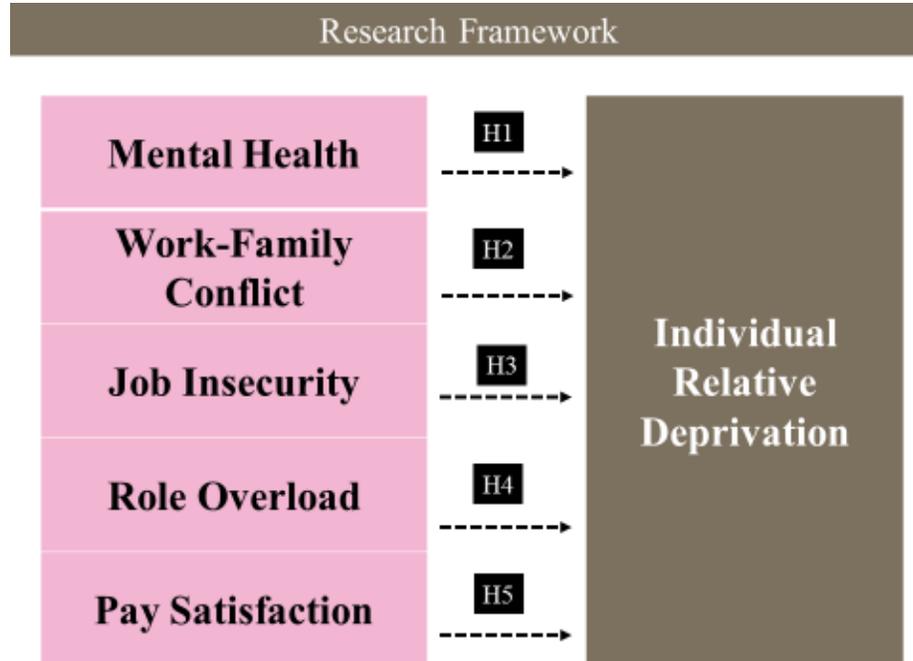


Figure 1: Research Framework

METHODOLOGY

Data Collection and Sample

This study applies cross-sectional survey using purposive sampling based on flight attendants who has more than 2 years flying experience. Based on Krejcie and Morgan's (1970), an approximate 5000 population, 357 sample is sufficing for data analysis. However, this study had collected 410 usable responses.

Flight Attendants' Demographic Profiling

This section provided descriptive statistics related to the demographic profile of the respondents using SPSS. A total of seven demographic information were collected and presented with the use of SPSS software.

Table 1: Demographic Profile

Demographic Profile		Frequency (n=410)	Percentage (%)
Age	18-24 years old	5	1.20
	25-31 years old	47	11.4
	32-38 years old	53	12.9
	39-45 years old	89	21.7
	46-52 years old	177	43.1
	53-60 years old	40	9.70
Gender	Female	201	49.9
	Male	209	50.1
Race	Indian	41	10.0
	Malay	200	48.7
	Chinese	125	30.4
	Others:	44	10.7
Marital Status	Single	118	28.7
	Married	277	67.4
	Divorces	14	3.40
	Separated	2	0.50
Position	In-flight Supervisor	134	32.6
	Leading	108	26.3
	Steward/Stewardess		
	Flight	169	41.1
	Steward/Stewardess		
Education	SPM	224	54.6
	Diploma	132	32.1
	Bachelor	47	11.4
	Master	8	1.90
Tenure	< 2- 5 YEARS	46	11.1
	6 to 10 years	20	4.9
	11 to 15 years	36	8.8
	16 to 20 years	28	6.8
	21 to 25 years	81	19.7
	26 years and above	200	48.7

Based on the demographic profile of 410 respondents in this study (Table 6.2), 74.5% of flight attendants were from the age range between 39 to 60 years old. There was almost a balance number between male and female respondents. There were 84% of respondents came from long tenured flight attendants

ranging from 11 years to above 26 years (n = 345). There were 58.9% respondents (n = 242) held supervisory position (n = 309). There were 67.4% respondents are married (n = 277). Three main ethnic group represented the majority respondents, with Malay (n = 200, 48.7%), Chinese (n = 125, 30.4%), followed by Indian (n = 41, 10%)/ About 86.7% respondents were SPM and Diploma holders (n = 356).

Measurements

Mental Component Scale consisting of six items extracted from SF12 were adapted from Segrin, (2019), encouraged by separate analysis on physical component summary and mental component summary (Campolina, Lopez, Nardi, Ferraz, 2018). Measurement of Work-Family Conflict (five items) were adapted from Netemeyer, Boles, and McMurrian (1996), measurement of Job Insecurity (four items) was adapted from one of the many dimensions in Copenhagen Psychosocial Questionnaire (Pejtersen, Kristensen, Borg, and Bjorner, 2010). Role Overload in this study was measured using 3-item scale, adapted from Bacharach et al (1990), 4-item scale of Heneman and Judge (2000) was adapted to measure Pay Satisfaction, and Callan et al.'s (2008) four-item measurement of individual relative deprivation was adapted for this study.

DATA ANALYSIS

Common Method Variance Test on Data Set

Common Method Variance analysis (CMV) a systematic error variance that is shared between variables measured with same source or medium (Richardson, Simmering, and Sturman, 2009). This error can impact common method bias, influencing the correlation among the variables (Jakobsen and Jensen, 2015). Harman's single factor technique (Jarvis, MacKenzie, and Podsakoff, 2003) was applied by entering all the measurement items into a factor analysis. The variance explained by the first factor is 22.81% which was far below 40% cut-off point (Hair et al, 2014). The result denoted that Common Method Variance was not an issue in this data set.

Descriptive Analysis

This section covered the process of data analysis involving descriptive analysis using SPSS. Descriptive statistics including mean, standard deviation, skewness and kurtosis for the fourteen constructs applied in this study which were presented in Table 6.8. According to Hair et al (2014), skewness and kurtosis with absolute value greater than 1 reflects a highly non-normal data. As illustrated in Table 6.8, all the constructs met the acceptable skewness range.

The following descriptive analysis is facilitated by determining the minimum and maximum length of the 5 point Likert scale. The ranges are categorized as lowest (1 to 1.80), low (1.81 to 2.60), middle (2.61 to 3.40), high (3.41 to 4.20), and highest (4.21 to 5). Looking at the mean score of the constructs, apart from mental health (2.9008) which falls within the middle range between 2.61 to 3.40 indicating flight attendants' indifference over their mental health, other psychosocial risks namely, work-family conflict (3.6029), job insecurity (3.8957), and role overload (4.0382) fall within the higher range between 3.40 to 4.20 indicating flight attendants' agreement that they do experienced these psychosocial risks. Pay Satisfaction (2.0483) falls within the lower range between 1.81 to 2.60 indicating their disagreement that they are satisfied with the overall compensation packages. Individual Relative Deprivation (3.4606) that falls within the high range between 3.41 to 4.20 indicating flight attendants' agreement that they felt deprived.

Table 2: Mean, Standard Deviation, Skewness and Kurtosis

Construct	No of Items	N	Mean	Std. Deviation	Skewness	Kurtosis
1 Mental Health	5	410	2.9008	0.7067	-0.018	0.121
2 Work-Family Conflict	5	410	3.6029	0.8560	-0.473	0.121
3 Job Insecurity	4	410	3.8957	0.8967	-0.819	0.121
4 Role Overload	3	410	4.0382	0.6370	-0.522	0.121
5 Pay Satisfaction	4	410	2.0483	0.7608	0.870	0.121
6 Individual Relative Deprivation	4	410	3.4606	0.7372	-0.033	0.121

ANALYSIS

The structure of the analysis will begin with measurement model, structural model, and followed by mediation analysis.

Assessment of Measurement Model

In analyzing measurement model, there are three segments to observe, which are convergent validity, internal consistency reliability, and discriminant validity. SEM is a confirmatory method that provides comprehensive means to validate the measurement model of the latent constructs. The validating procedure is known as confirmatory factor analysis (CFA). All latent constructs in this study were validated using CFA, while the uni-dimensionality, validity, and reliability were also assessed. According to Byrne (2013), the estimation process plays a crucial role in validating the measurement model.

Assessment of Convergent Validity (Outer Loading)

The first segment is convergent validity, which is the extent the indicators of a specific construct converge or share a high percentage of variance in common (Hair, Hult, Ringle, and Sarstedt, 2017). The factor loadings and AVE were referred concurrently to assess convergent validity. All the loadings which exceeded the recommended value of 0.708 (Hair et al, 2017) were kept. Mental Health construct displayed two items with lower loadings, with H8 (0.262), H10 (0.598) respectively, and therefore these two items were deleted.

Assessment of Structural Model for Collinearity Issues

Kock and Lynn (2012) argued that although the constructs are free from discriminant validity issue, lateral collinearity (i.e., predictor- criterion collinearity) can still mislead the findings as it masked the strong causal effect in the model. This phenomenon occurs when both hypothesized independent variables are causally related to each other. Diamantopoulous & Siguaw (2006) suggested that VIF value should be below the threshold value of 3.33. As shown in Table 5, all the inner VIF values for the independent variables (Mental Health,

Work-Family Conflict, Job Insecurity, Role Overload, and Pay Satisfaction) were less than 3.33 and 5, providing indication that lateral collinearity (which was the predictor-criterion collinearity) was not a concern (Hair et al., 2017). Hence, it can be concluded that lateral collinearity issues were not significant in this model.

Assessment of Composite Reliability (CR)

The second segment is to assess internal consistency of the constructs where the value of constructs were based on Composite Reliability criterion. Composite Reliability takes into account of the loadings of the indicators (Ramayah, Cheah, Chuah, Ting, and Memon, 2018). Composite reliability was to evaluate internal consistency and individual indicator reliability, while Cronbach's alpha was used to estimate reliability based on the inter-correlations of the indicator. The criterion for CR were based on the following guideline, whereby values greater than 0.60 are acceptable in exploratory research; values between 0.70 – 0.90 can be considered as satisfactory, while values greater than 0.90 are not desirable as it indicates that all the indicators are measuring the same phenomenon, therefore are unlikely to represent valid reliability assessment of a construct.

Table 3 is referred, under Construct Reliability and Validity indicating all constructs met the threshold values of Composite Reliability, where all CRs were greater than 0.70. Individual Relative Deprivation (0.717), Job Insecurity (0.924); Mental Health (0.753), Pay Satisfaction (0.904), Role Overload (0.833), and Work and Family Conflict (0.921). All the Cronbach's alpha values were also within the value between 0.60 to 0.90. Individual Relative Deprivation (0.717), Job Insecurity (0.890); Mental Health (0.767), Pay Satisfaction (0.856), Role Overload (0.705), and Work and Family Conflict (0.892). It was concluded that the constructs met reliability requirement at this phase.

Assessment of Convergent Validity (AVE)

Average Variance Extracted (AVE) is a continuation from the assessment of Outer Loading that is aimed to evaluate convergent validity. Hulland (1999) asserted that reflective items should be eliminated from the model if their loadings are smaller than 0.4 in PLS model. Table 3 is referred, all constructs' AVE value were greater than the threshold value of 0.5, indicating that all the items were loaded on the respective constructs and explained more than 50% of

the constructs' variances (Hair et al., 2014). As a conclusion, all the constructs in this study successfully met the reliability and convergent validity requirement.

Table 3: Summary of Measurement Model Analysis

Latent Variable	Items	Convergent Validity		Internal Consistency Reliability	
		Outer Loading (>0.7)	AVE (>0.50)	Composite Reliability (>0.70-0.90)	Cronbach's Alpha (0.60-0.90)
Individual Relative Deprivation	RD1_1	0.804	0.545	0.717	0.826
	RD2_1	0.595			
	RD3_1	0.77			
	RD4_1	0.766			
Mental Health	H7_1	0.761	0.566	0.753	0.837
	H8_1	0.264			
	H9_1	0.832			
	H10_1	0.598			
	H11_1	0.57			
	H12_1	0.818			
Job Insecurity	J11_1	0.812	0.729	0.890	0.915
	J12_1	0.896			
	J13_1	0.787			
	J14_1	0.914			
Work-Family Conflict	WFC1_1	0.763	0.690	0.892	0.918
	WFC2_1	0.831			
	WFC3_1	0.858			
	WFC4_1	0.878			
	WFC5_1	0.82			
Role Overload	RO1_1	0.873	0.639	0.705	0.839
	RO2_1	0.853			
	RO3_1	0.653			
Pay Satisfaction	PS1_1	0.727	0.702	0.856	0.903
	PS2_1	0.894			
	PS3_1	0.881			
	PS4_1	0.838			

Assessment of Discriminant Validity Using Heterotrait-Monotrait Ratio (HTMT)

Table 4: Heterotrait-Monotrait Ratio (HTMT)

	1	2	3	4	5	6
1. Individual Relative Deprivation						
2. Job Insecurity	0.155					
3. Mental Health	0.222	0.256				
4. Pay Satisfaction	0.628	0.078	0.108			
5. Role Overload	0.348	0.338	0.112	0.306		
6. Work-Family Conflict	0.311	0.354	0.526	0.249	0.193	

The third segment is to assess the discriminant validity of the measurement model. Discriminant validity is an approach to assess whether the constructs discriminate well empirically (Hair, Hult, Ringle, and Sarstedt, 2017). In assessing discriminant validity of reflective constructs, it was suggested that Heterotrait-Monotrait Ratio (HTMT) technique which was developed by Henseler, Ringle, and Sarstedt (2015) in assessing discriminant validity as the primary approach (Hair et al, 2017). As shown in Table 4, all the values were below the minimum threshold value of 0.90 (Gold, Malhotra, and Segars, 2001) and minimum threshold value of 0.85 (Kline, 2011). The bootstrapping approach in assessing HTMT, based on lower and upper bounds of the 95% (bias-corrected and accelerated confidence interval) validated that neither of the confidence interval include the value of 1, further provided confirmation which was in favour of the discriminant validity of the constructs in this study, providing evidence that all constructs exhibited sufficient discriminant validity.

Structural Model Analysis using PLS-SEM

This section offers five steps in assessing the structural model to determine the model's capability in predicting one or more target constructs (Hair et al., 2017).

Assessment of Path Coefficient

The aim of assessing path coefficient was to evaluate the significance of the hypothesized relationship between the constructs. Significance of each hypotheses was examined using bootstrapping re-sampling technique. The t-statistic values for 410 samples and five direct hypotheses had shown a score of t-value ≥ 1.645 , indicating a significance at 5%. Based on the result of the path coefficient (Table 5), all four direct relationships achieved significance level at p-value below 0.05 level, while direct relationship between Job Insecurity and Individual Relative Deprivation was not significant.

Assessment of the Level of R² (Co-efficient of Determination)

The third procedure in evaluating a structural model is to assess the level of R² (co-efficient of determination). According to Hair et al. (2014), R², commonly known as coefficient of determination, represents the amount of variance of an endogenous construct that was explained by all associated exogenous constructs. Coefficient of determination (R²) is a measure of the model's predictive power. Based on rule of thumb of acceptable R², where 0.26, 0.13, and 0.02 respectively denote substantial, moderate, or weak levels of predictive accuracy (Cohen, 1988). As shown in Table 5, 29.3% of variance in Individual Relative Deprivation was explained by all five endogenous constructs (Mental Health, Work-Family Conflict, Job Insecurity, Role Overload, and Pay Satisfaction), indicating substantial level of predictive accuracy.

Assessment of Effect Size f²

Effect size f² will evaluate the changes in the R² values when an exogenous variable is omitted from the structural model. In other words, effect size seeks to evaluate whether an exogenous construct has a substantive impact on an endogenous construct based on its unique variance, not on its shared variance (Hair et al., 2010). Cohen (1988) further offers guideline in assessing f² by looking at values of 0.02, 0.15, and 0.35, respectively, which stands for small, medium, and large effects. Based on Table 5, the

results indicated that Pay Satisfaction (0.24) had a medium effect in producing R² for Individual Relative Deprivation.

Assessment of Predictive Relevance Q²

Citing Geisser (1975) and Stone (1974), the purpose of assessing predictive relevance Q² is to examine if the exogenous constructs have predictive power over the endogenous constructs by using the blindfolding procedure (Hair et al, 2014). A Q² value that is larger than 0 indicates that exogenous constructs have predictive ability over the endogenous constructs (i.e., cross-validated redundancy) (Hair et al., 2014). As shown in Table 5, the predictive relevance Q² of Individual Relative Deprivation has a value of 0.148. The results indicated that the model had predictive relevance based on the five endogenous constructs due to the fact that the Q² values were considerably larger than zero (Ramayah, Cheah, Chuah, Ting, and Memon, 2018).

Table 5: Result of Structural Model Analysis

Result of Structural Model Analysis								
Path Relationship	Beta	Std Error	t-value	p-value	VIF	R2	f2	Q2
Mental Health -> Individual Relative Deprivation	0.092	0.051	1.826	0.034	1.270	0.293	0.010	0.148
Work Family Conflict -> Individual Relative Deprivation	0.106	0.051	2.092	0.018	1.399		0.011	
Job Insecurity -> Individual Relative Deprivation	0.022	0.058	0.378	0.353	1.201		0.001	
Role Overload -> Individual Relative Deprivation	0.118	0.050	2.353	0.010	1.143		0.017	
Pay Satisfaction -> Individual Relative Deprivation	-0.433	0.048	9.033	0.000	1.105		0.240	

Table 6: Summary of Hypotheses Testing for Direct Relationship

	Relationships	P-value	Predicted Effects	Finding:
H1	There is a positive relationship between Mental Health and Individual Relative Deprivation	0.034	Positive	Supported
H2	There is a positive relationship between Work-Family Conflict and Individual Relative Deprivation	0.018	Positive	Supported
H3	There is a positive relationship between Job Insecurity and Individual Relative Deprivation	0.353	Positive	Not Supported
H4	There is a positive relationship between Role Overload and Individual Relative Deprivation	0.010	Positive	Supported
H5	There is a positive relationship between Pay Satisfaction and Individual Relative Deprivation	0.000	Negative	Supported

DISCUSSION AND IMPLICATIONS

There are four proposed hypotheses in this study that were supported. Given flight attendants' higher probability of exposure to physiological hazards (circadian dysrhythmia, turbulence, ergonomic harm, biological, chemical hazards, climate change, cabin air quality, and radiation) leading to their susceptibility to health inequalities (Wilkinson, 1997), hence, the significant relationship between flight attendants' mental health and individual relative deprivation is consistent with one retrospective cohort study in Scotland with results indicating patients with physical multi-morbidity is worsen by the coexistence of mental health conditions and socioeconomic deprivation (Payne, Abel, Guthrie, and Mercer, 2013).

The significant positive relationship between Work-Family Conflict and Individual Relative Deprivation provided support to studies indicating flight attendants being especially vulnerable of their inability to fulfil family responsibilities, landing them to be potentially at greater risk of

experiencing family conflict (Chung and Chung, 2009). This is also consistent with Ballard et al's claim (2004) highlighting how flight attendants' experiences in work-related isolation are expected due to the fact that flight attendants' job nature does not provide them the ideal opportunity for them to preserve healthy social relationship either at work or at home (Chen and Kao, 2010).

The positive significant relationship between Role Overload and Individual Relative Deprivation provided support to studies describing flight attendants' job that are constantly exposed to extended duty periods, frequent time zone changes, highly varied roster, and increased passenger load, the increasing expectation of service quality, and the increased number of flight frequency (Ulferts, Korunka, and Kubicek, 2013). This is also in line with Ryannair flight attendants' concerns due to the lean work processes, reduced crew given its higher passenger to crew ratio, and performing multitasking job (The Sun, 2018).

The insignificant relationship between Job Insecurity and Individual Relative Deprivation could be explained from flight attendants' demographic profile, indicating 74.5% of the respondents are within the range between 39 to 60 years old, with 75.2% holding a tenure between 16 to more than 26 years, and 86.7% are SPM and Diploma holder. Respondents may not experience greater risk of job loss as they could have resigned to the fact of the perceived poor job mobility given their age and education attainment.

The significant relationship between Pay Satisfaction and Individual Relative Deprivation. The results are consistent with Ryannair flight attendants' strike over salary (BBC, 2018), Taiwan's EVA Air flight attendants' strike over wage and allowances, and China Airline flight attendants' strike over wages (SCMP, 2016) brings to an understanding of the pay and compensation package being the main factor that had brought to the flight attendants' sense of deprivation leading to strikes. Hence, reintroduce appealing compensation packages should help to compensate the many risks assumed by these flight attendants.

Theoretical Implication

This study contributed to Theory of Relative Deprivation (TRD) to further explain how one's sense of deprivation was influenced by his or her comparison standards (Smith, Pettigrew, Pippin, and Bialosiewicz, 2012). The application of psychosocial factors, consisting of a multi-dimensional construct (mental health, work-family conflict, job insecurity, role overload, and pay satisfaction) serves as the standards of comparison (criteria) which fits well with the definition of material deprivation, that covers both monetary and non-monetary issues specific to flight attendants' profession. The use of lateral comparison (Harris, Anseel, and Lievens, 2008), as opposed to upward comparison and downward comparison (Harris et al, 2008) which was using flight attendants of other airline as referent others as indicator to assess flight attendants' view whether Malaysia Airlines Berhad was giving less than other airlines in the industry.

Managerial Implication

Flight attendants' increased knowledge of the risks inherent in their job and reduction in flight attendants' overall compensation package had played a role in reducing the attractiveness of flight attendant's profession. Pay Satisfaction (0.24) has a medium effect, outweighed Mental Health, Work-Family Conflict, Job Insecurity, and Role Overload in producing R² for Individual Relative Deprivation. This brought to the understanding of flight attendants' concern over Pay Satisfaction offset their concern over other psychosocial factors that influence their sense of deprivation. Airline operators are suggested to revisit and readjust the compensation package to a reasonable level agreed by flight attendants. On the other hand, airline operators could be guided to reduce the respondents' concerns in terms of their susceptibility to the mental health condition by revisiting the work processes that could have contributed to the stressful working condition. In addressing work-family conflict, providing flexible leave system to encourage flight attendants to have a balanced and healthier societal participation, by enabling them to take leave without the fear of compromising their overall job performance.

Role overload, on the other hand, airline management could reevaluate on the number of crew provided for each flight so as not to compromise on the supreme inflight services promised to the passengers.

LIMITATIONS

There are several limitations in this study. Firstly, sample used in this study derived from occupation-specific profession such as flight attendants. Hence further studies needed to confirm generalizability of the proposed model. Secondly, the cross-sectional method to be applied in this study served as a snapshot of the phenomena, hence, varying results could be anticipated should this study being done in different time frame (Levin, 2006). Thirdly, this study had confined its scope by focusing on flight attendants of full service carrier. A study of comparison between full service carrier and low cost carrier would provide a rich insight of the difference or similarity between these two business model. Lastly, the absence of linkage between Individual Relative Deprivation and strikes and protest may deny an insightful information with regards to flight attendants' response to dissatisfaction, and their inclination to harmful behaviours.

FUTURE SCOPE OF THE STUDY

This study provides several suggestions for future studies in relation to airline industry in general, and to flight attendants, specifically. Firstly, to improve methodological deficiency of this study, future studies could replicate the model to other high risk professions such as pilots, oil rig workers, law enforcement officers, army, as well as service industry employees, such as hotel front office employees, nurses, teachers, to help evaluate the generalizability of the model. Secondly, longitudinal study is suggested to look into perception changes in relation to the psychosocial factors specific to flight attendants. Thirdly, the existence of low cost carrier such as Air Asia calls for a study to make a comparison of flight attendants between two airlines of different business model. Lastly, future studies may consider linking Individual Relative

Deprivation to forms of Counterproductive Work Behavior in the airline context.

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