

### Abstract

This study examined the relationships among personality, customer orientation and job performance in the Chinese context. A total of 159 front-line employees from a local hotel in Hong Kong completed the Customer Orientation Scale and the Chinese Personality Assessment Inventory (CPAI-2, Cheung et. al., 2001). Results showed that, as expected, personality traits of Responsibility, Social Sensitivity, Harmony, Extraversion and Emotionality were related to customer orientation. The two factors of the Customer Orientation were confirmed: the Enjoyment factor and Needs factor. Regression analyses indicated that only the Needs factor was a significant predictor of supervisory ratings of the job performance. Emotional stability was also found to be an important predictor of good performance in service settings.