RELATIONSHIP BETWEEN PERSONAL MORAL PHILOSOPHY AND ETHICAL DECISION MAKING AMONG HOTEL HUMAN RESOURCE PRACTITIONERS IN KLANG VALLEY, MALAYSIA

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RELATIONSHIP BETWEEN PERSONAL MORAL PHILOSOPHY AND ETHICAL DECISION MAKING AMONG HOTEL HUMAN RESOURCE PRACTITIONERS IN KLANG VALLEY, MALAYSIA

By

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October 2012

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Faculty : Faculty of Education Studies

The objectives of this study were: 1) to describe the components of ethical decision making and personal moral philosophy, 2) to determine differences between male and female HR practitioners in the components of ethical decision making, 3) to determine the relationship of idealism and relativism on the components of ethical decision making among HR practitioners, and 4) to determine the relative influence of idealism and relativism on the components of ethical decision making among HR practitioners.

This study adopted Ex – Post Factor Correlational design. The Ethics Positions Questionnaires (EPQ) and Hospitality Ethical Scenarios Questionnaires assessed respondents’ personal moral philosophy and ethical decision making respectively. The snowball sampling technique was used in the study with the target respondents of human resources practitioners in hotel industry. Internal consistency of the EPQ’s
idealism and relativism subscales and the Hospitality Ethical Scenarios Questionnaires were .860, .821, and .700 respectively.

Findings from the study showed: 1) respondents scored the highest score in their ethical behaviour (M = 20.66; SD = 2.03), while they have the lowest scores in ethical intention (M = 10.73; SD = 3.27). Respondents reported higher idealism scores (M = 37.64; SD = 7.10) than relativism score (M = 28.80; SD = 7.12), suggesting that highly idealistic respondents tended to make stricter ethical decision; 2) there are significant differences (p = 0.001) between males (M = 66.06; SD = 6.50) and female (M = 68.26; SD = 3.62) in ethical behaviour (t = -2.27), ethical awareness (t = -1.67) and ethical intention (t = -3.56) respectively suggested that female tended to hold more firmly on ethical values compare to male, even though the effect size is small; 3) there was positive relationship between idealism with ethical behaviour (r = .777), ethical awareness (r = .654) and ethical intention (r = .546) respectively while relativism was found to have negative relationship with ethical behaviour (r = -.689), ethical awareness (r = -.754) and ethical intention (r = -.615) respectively. This suggested that highly idealistic but low relativist respondents tended to have higher of ethical decision making; and 4) ethical behaviour (AR² = .366) has the stronger contribution in analysis, idealistic human resources practitioners tended to engaging in ethically right actions when they encounter ethical dilemmas.

As conclusion, ethical decision making: ethical behaviour, ethical awareness and ethical intention assist human resource practitioners, especially female in making an
appropriate decisions in ethical dilemma, while their male counterparts are more focus on the result oriented. Furthermore, high idealist human resource practitioners always avoid inflicting harmful decisions on other, while low relativist human resources practitioners are more stress on the importance of ethical values when making ethical decisions. Idealist human resource practitioners always behave ethically right when they making ethical decision.
Abstrak Tesis Yang Di Kemukakan Kepada Senat Universiti Putra Malaysia Sebagai
Memenuhi Keperluan untuk ijazah Master Sains

HUBUNGAN ANTARA PRINSIP MORAL PERIBADI DENGAN CARA
MEMBUAT KEPUTUSAN SECARA ETIKA DALAM KALANGAN
PENGAMAL SUMBER MANUSIA DALAM INDUSTRI PERHOTELAN DI
KAWASAN LEMBAH KLANG, MALAYSIA

Oleh
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Tujuan kajian ini adalah: 1) menerangkan komponen dalam cara membuat keputusan
secara beretika dan prinsip moral peribadi, 2) memeriksa perbezaan antara lelaki dan
perempuan dalam komponen cara membuat keputusan secara beretika, 3) mengenalpasti
hubungan antara idealisme dan relativisme dalam komponen cara membuat keputusan
secara beretika, dan 4) mengenal pengaruh relatif idealisme dan relativisme dalam
komponen cara membuat keputusan secara beretika dalam kalangan pengamal sumber
manusia.

Kajian ini menggunakan teknik Ex Post Facto Korelasi. Soal selidik mengenai etika dan
situasi etika hospitality digunakan untuk menilai responden dari sudut prinsip moral
peribadi dan cara membuat keputusan secara beretika. Teknik bola salji digunakan
untuk mendapat maklum balas dalam kalangan pengamal sumber manusia dalam

Hasil kajian menunjukkan: 1) respondent mendapat markah tertinggi dalam tingkah laku beretika (M = 20.66; SD = 2.03), tetapi mereka mendapat markah terendah dalam niat etika (M = 10.73; SD = 3.27). Responden mendapat markah yang lebih tinggi dalam sub skala idealisme (M = 37.64; SD = 7.10) berbanding dengan relativisme (M = 28.80; SD = 7.12), menunjukkan bahawa responden yang beridealisme tinggi membuat keputusan beretika dengan lebih tegas; 2) Perbezaan yang ketara (p = 0.001) di antara lelaki (M = 66.06; SD = 6.50) dan perempuan (M = 68.26; SD = 3.62) dalam komponen tingkah laku beretika (t = -2.27), niat beretika (t = -1.67) dan kesedaran etika (t = -3.56), menunjukkan bahawa kaum wanita lebih tegas dalam cara membuat keputusan secara beretika berbanding dengan kaum lelaki, walaupun saiz kesan adalah kecil; 3) hubungan positif antara sub skala idealisme dengan tingkah laku beretika (r = .777), niat beretika (r = .654) dan kesedaran etika (r = .546) berbanding dengan sub skala relativisme yang menunjukkan hubungan negatif dengan tingkah laku beretika (r = -.689), niat beretika (r = -.754) dan kesedaran etika (r = -.615) menunjukkan bahawa individual yang beridealistik tinggi tetapi berrelativistik rendah adalah lebih tegas dalam cara membuat keputusan secara beretika; 4) Tingkah laku beretika (AR² = .366) menunjukkan bahawa mempunyai hubungan yang kuat dengan sub skala idealisme dan relativisme, menunjukkan bahawa responden bertegas membuat tingkah laku yang beretika semasa mengalami masalah etika.
Secara kesimpulan, cara membuat keputusan beretika: tingkah laku beretika, niat beretika dan kesedaran etika membantu individual dalam membuat keputusan secara beretika dalam profesion pengamal sumber manusia, terutama kumpulan wanita, manakala bagi kaum lelaki, mereka lebih mementingkan hasil keputusan yang menguntung. Pengamal sumber manusia yang beridealist tinggi sering mengelakkan membuat keputusan yang membawa kesan buruk kepada orang lain, manakala pengamal sumber manusia yang berrelativist rendah lebih mementingkan nilai moral semasa membuat keputusan beretika. Pengamal sumber manusia yang beridealist tinggi sering membuat tingkah laku beretika semasa membuat keputusan secara beretika.
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I acknowledged all my friends whose name I forgot to list here for their cheerful encouragement and friendship. Finally I thank my God for all of these.
I certify that a Thesis Examination Committee has met on 8\textsuperscript{th} October 2012 to conduct the final examination of Chan Ling Meng on her thesis entitled "\textit{Relationship Between Personal Moral Philosophy and Ethical Decision Making among Hotel Human Resources Practitioners in Klang Valley}" in accordance with the Universities and University Colleges Act 1971 and the Constitution of the Universiti Putra Malaysia [P.U.(A) 106] 15 March 1998. The Committee recommends that the student be awarded the \textbf{Master of Science (Human Resources Development)}.

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Date:
DECLARATION

I declare that the thesis is my original work except for quotations and citations which have been duly acknowledged. I also declare that it has not been previously, and is not concurrently, submitted for any other degree at Universiti Putra Malaysia or at any other institution.

_________________
CHAN LING MENG

Date : 8th October 2012
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