



**UNIVERSITI PUTRA MALAYSIA**

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

**CHAN LING MENG**

**FPP 2012 1**

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**MASTER OF SCIENCE  
UNIVERSITI PUTRA MALAYSIA**

**2012**

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**CHAN LING MENG**

**This Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirements for the Degree of  
Master of Science**

**October 2012**

Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfillment of the requirement of the degree of Master of Science

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

By

**CHAN LING MENG**

**October 2012**

**Chair : Jamilah Othman, PhD**

**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 ( $AR^2 = .366$ ) 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

**CHAN LING MENG**

**Oktober 2012**

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**Fakulti : Fakulti Pengajian Pendidikan**

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

industri perhotelan. Kestabilan sub – skala soal selidik etika idealisme dan relativisme berserta senario etika hospitaliti masing – masing menunjukkan nilai .860, .821, dan .700.

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 ( $AR^2 = .366$ ) 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 profeson pengamal sumber manusia, terutama kumpulan wanita, manakala bagi kaum lelaki, mereka lebih mementingkan hasil keputusan yang menguntungkan. 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.

## ACKNOWLEDGEMENT

With deepest gratitude and love, I would like to thank my supportive parents, Mr. and Mrs. Chan Hoi Choy and my caring brothers and loving sister in law, Ling Siong, Ling Kean, Liang Kiat and Jenny for their unwavering support and encouragement through the hard times over the years to complete this dissertation. More importantly, I thank them for instilling in me the love of learning and for continually encouraging and supporting the endeavors of all our family members. I love you all.

I am grateful to my chairperson, Dr. Jamilah Othman for her sincere support and hearty encouragement which enabled me to complete this dissertation. Besides that, I express my heartfelt gratitude to Assoc. Professor Rusinah Jones, my committee member, for her eternal patience, thoughtful guidance and insightful critiques on my study. Both of them have given me continuous advice from time to time that greatly enhanced my study experiences. Furthermore, I would like to show my sincere appreciations to my panel of examiners, Prof. Dr. Turiman Bin Suandi, Prof. Dr. Ibrahim Mamat, Dr. Zoharah Binti Omar, and Assoc. Prof Dr. Khairuddin Bin Idris for their constructive feedback and guidance. Besides that, I also express my gratitude to Malaysian Association of Hotels (MAH), especially Ms. Ana and Ms. Sophia for their kind assistance in helping the data collection from the hotel members.

I express appreciation to all my friends: Wan Ling, Norhusnaida, Annie Ng, Lai Ying and Amienurul for their endless support and motivation. I cannot express my thanks enough to my friend – Hui Ling who spent her valuable time editing and reviewing my dissertation. I thank Vee Liam for his help, advice and support during my study. He is my best friend, good advisor and sincere counselor.

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<sup>th</sup> October 2012** to conduct the final examination of **Chan Ling Meng** on her thesis entitled "**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 **Master of Science (Human Resources Development)**.

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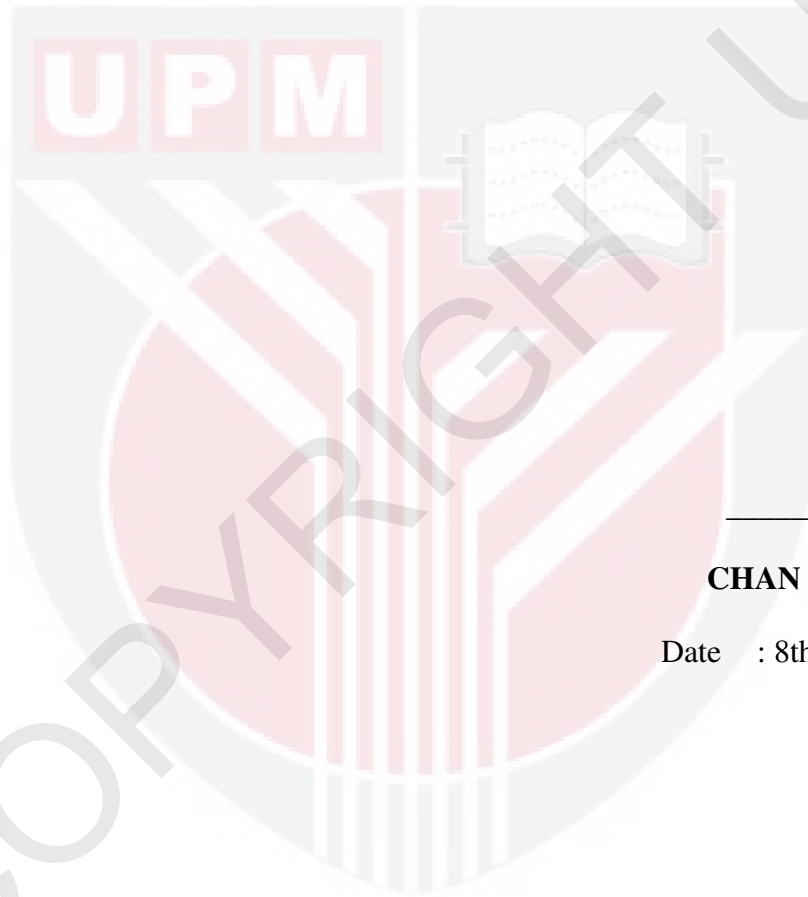
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## DECLARATION

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.



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**CHAN LING MENG**

Date : 8th October 2012

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