

**KESETIAAN KEPADA ORGANISASI DAN KAITANNYA  
DENGAN KUALITI KEHIDUPAN KERJA DI KALANGAN  
PEMBANTU PELANCONG DI PUSAT PENERANGAN  
PELANCONGAN TOURISM MALAYSIA KUALA LUMPUR**

Kertas kajian ini adalah dikemukakan kepada Sekolah Siswazah sebagai memenuhi sebahagian daripada keperluan untuk Ijazah Sarjana Sains (Pengurusan), Universiti Utara Malaysia

Oleh  
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## ABSTRAK

Kajian ini dilakukan bertujuan untuk mengkaji dan melihat sejauhmana tahap kesetiaan dan komitmen para pembantu pelancong kepada organisasi. Di samping itu juga kajian ingin melihat hubungan di antara faktor-faktor demografi yang meliputi elemen-elemen seperti jantina, umur, status perkahwinan, kelayakan akademik, tempoh perkhidmatan dan faktor kualiti kehidupan kerja seperti perkembangan kerjaya, kebajikan yang diperolehi, ganjaran daripada organisasi, peluang yang diperolehi dari jawatan yang disandang dan persaingan kerjaya daripada pasaran kerja di luar mempengaruhi kesetiaan para pembantu pelancong. Kajian telah dibuat di kalangan pembantu pelancong kontrak dan berjawatan tetap yang berkhidmat di pusat-pusat penerangan pelancongan di sekitar Kuala Lumpur. Seramai tiga puluh orang pembantu pelancong terlibat dalam kajian ini. Lima pusat penerangan pelancongan yang terlibat dalam kajian ini adalah Pusat Penerangan Pelancongan Pusat Dagangan Dunia Putra, Pusat Penerangan Pelancongan Plaza Putra, Pusat Penerangan Pelancongan Stesen Keretapi Tanah Melayu Kuala Lumpur, Pusat Penerangan Pelancongan Jalan Ampang, Kuala Lumpur dan Pusat Penerangan Pelancongan Balai Ketibaan KL International Airport. Pemilihan kawasan kajian adalah berdasarkan kepada populariti Kuala Lumpur sebagai kawasan tarikan pelancongan dan pintu masuk utama negara. Kajian telah dijalankan menggunakan kaedah kualitatif. Data-data primer dikumpul menerusi temubual secara bersemuka bersama para pembantu pelancong yang terlibat di dalam kajian. Data-data yang diperolehi diproses secara manual. Daripada tiga puluh orang responden yang dikaji dua belas orang pembantu pelancong adalah berjawatan tetap, manakala lapan belas pembantu pelancong lagi adalah berjawatan kontrak. Daripada tiga puluh orang responden ini tiga orang responden adalah lelaki dan dua puluh tujuh responden lagi adalah perempuan. Hasil kajian mendapati status sebagai pembantu pelancong kontrak merupakan elemen terpenting mengapa kesetiaan yang sepenuhnya tidak dapat ditunjukkan oleh para pembantu pelancong yang berjawatan kontrak ini kepada organisasi. Justeru elemen perkembangan kerjaya mempunyai signifikan yang kuat dalam konteks ini. Walau bagaimanapun elemen-elemen kualiti kehidupan kerja yang lain dan elemen faktor demografi turut mempengaruhi dalam kesetiaan pembantu pelancong kepada organisasi.

## **ABSTRACT**

The study is conducted with an objective to examine the level of loyalty and comitment by the tourist assistant to their organisation. Besides that its also intends to experiment the correlation between the demographic factors which consits an elements of sexual, age, marital status, academic qualification, length of service and the quality of work life elements such as career expansion, benefit gains, rewards from organisation, opportunity obtains from job function and competition to career development from outside scope of work, have influence respondents sense of loyalty to the organisation. Respondents of the study are permanent and temporary tourist assistants that based in Kuala Lumpur. Five tourist information centres namely Pusat Penerangan Pelancongan Pusat Dagangan Dunia Putra, Pusat Penerangan Pelancongan Plaza Putra, Pusat Penerangan Pelancongan Jalan Ampang, Pusat Penerangan Pelancongan Stesen Keretapi Kuala Lumpur and Pusat Penerangan Pelancongan Balai Ketibaan KLIA involved in the study. The area of the study is selected based on the popularity of Kuala Lumpur as a tourist attraction. Qualitative method applys in this study. All datas are collected via interviews with respective respondents and later manually process. Out of the thirty respondents, twelve respondents are permanent staffs whereas the other eighteen staffs are in temporary job employment. Three respondents are males whereas the balance of twenty seven respondents are females. Results of the study shown that temporary job status as a tourist assistant is the main element that a full loyalty cannot be extended to organisation. As such an element of career development is significant to this context of study. However others elements as above have also play an important role when measurement of loyalty is concerned.

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### Bil

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|-----|------|---|
| 1.  | KPSL | Kenaikan Pangkat Secara Lantikan            |
| 2.  | KLIA | KL International Airport                    |
| 3.  | LPPM | Lembaga Penggalakan Pelancongan<br>Malaysia |
| 4.  | MTC  | Malaysia Tourism Centre                     |
| 5.  | PK   | Pembantu Pelancong Kontrak                  |
| 6.  | PT   | Pembantu Pelancong Tetap                    |
| 7.  | PWTC | Putra World Trade Centre                    |
| 8.  | TA   | Tourist Assistant                           |
| 9.  | TM   | Tourism Malaysia                            |
| 10. | TIC  | Tourist Information Centre                  |

## **BAB 1**

### **PENDAHULUAN**

#### **1.0 Pengenalan**

Kesetiaan pekerja kepada organisasi merupakan salah satu tema utama di dalam aspek hubungan pekerja organisasi yang telah menerima banyak minat daripada ahli-ahli sains tingkahlaku organisasi, hubungan manusia dan pengurusan sumber manusia untuk mengkajinya. Minat ini bukan sahaja ditunjukkan dalam usaha penulisan teoritikal tetapi juga dalam usaha menentukan punca-punca utama yang berhubungan dan membawa kepada kesetiaan pekerja kepada organisasi samada di sektor awam mahupun sektor swasta.

Konsep kesetiaan kepada organisasi perlu dilihat daripada pelbagai dimensi dan terdapat banyak faktor-faktor penentu yang telah dikenalpasti mempunyai hubungan dan mempengaruhi kesetiaan pekerja kepada organisasi. Kesetiaan telah ditunjukkan sebagai salah satu faktor penting dalam memahami tingkahlaku pekerja di dalam organisasi, sementara kualiti kehidupan kerja yang diterima oleh



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