

**PENGARUH TINGKAH LAKU KEWARGANEGARAAN ORGANISASI (OCB)  
KE ATAS PELAKSANAAN PRINSIP AMALAN ISO 9000 DAN PRODUKTIVITI  
ORGANISASI  
KAJIAN: DI JABATAN PERTANIAN NEGERI KEDAH**

Projek Sarjana ini akan diserahkan kepada Fakulti Pengurusan Perniagaan, Universiti Utara Malaysia sebagai memenuhi sebahagian daripada syarat pengijazahan program Ijazah Sarjana Sains (Pengurusan), Universiti Utara Malaysia.

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## **KEBENARAN MENGGUNAKAN KERTAS SARJANA**

Kertas Sarjana ini dikemukakan bagi memenuhi sebahagian daripada keperluan pengijazahan program Sarjana Sains Pengurusan (MSc. Management), Universiti Utara Malaysia. Saya bersetuju membenarkan pihak Perpustakaan Universiti mempamerkan untuk tujuan rujukan akademik. Saya juga bersetuju membenarkan sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian kertas Sarjana ini untuk tujuan akademik dengan kebenaran penyelia iaitu Prof Madya Dr. Rushami Zien b. Yusoff dan Dekan Fakulti Pengurusan Perniagaan. Sebarang bentuk salinan atau cetakan bagi tujuan komersil adalah dilarang tanpa kebenaran daripada penyelidik. Penyertaan rujukan kepada penyelidik dan Universiti Utara Malaysia perlulah dinyatakan jika sebarang bentuk rujukan dibuat ke atas kertas Sarjana ini. kebenaran bagi menggunakan kertas Sarjana ini sama ada keseluruhan atau sebahagian perlulah dipohon melalui

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## **ABSTRAK**

Kajian ini bertujuan untuk mengkaji pengaruh tingkah laku kewarganegaraan organisasi (OCB) ke atas pelaksanaan prinsip amalan ISO 9000 dan produktiviti organisasi yang telah di jalankan di Jabatan Pertanian Negeri Kedah. Kajian ini melibatkan semua pekerja di 11 buah daerah dalam negeri Kedah. Subjek kajian terdiri daripada 110 pekerja walaupun hanya 67 pekerja yang terlibat.

Set soal selidik terdiri daripada empat bahagian iaitu faktor demografi, tingkah laku kewarganegaraan organisasi (OCB), prinsip amalan ISO dan produktiviti organisasi. Kaedah penyelidikan yang digunakan adalah menggunakan analisis statistik frekuensi dan diskriptif, ANOVA Sehalu, Ujian-T dan Korelasi Pearson.

Keputusan kajian menunjukkan tidak wujud hubungan yang signifikan bagi tingkah laku kewarganegaraan organisasi (OCB) dengan prinsip amalan ISO dan produktiviti di Jabatan Pertanian Negeri Kedah. Walaupun wujud hubungan yang signifikan diantara prinsip amalan ISO dan produktiviti. Manakala bagi faktor demografi tidak mempunyai hubungan yang signifikan dan perbezaan yang signifikan dengan OCB. Ini bermakna, OCB adalah bergantung kepada lain – lain faktor dalam memberikan yang terbaik kepada organisasi mereka. Hasil kajian ini adalah bertujuan untuk menambahkan dan memberi sumbangan kepada keluasan ilmu penyelidikan dalam bidang akademik dan juga sumbangan kepada organisasi yang terlibat dalam kajian ini.

## **ABSTRACT**

The purpose of this research is to examine the relationship of citizenship organizational behavior on the execution of the ISO 9000 practices and productivity. This research is done in Jabatan Pertanian Negeri Kedah. It involved all the workers in all 11 districts in Kedah. The questionnaires are given to 110 employees and only 67 are returned.

The questionnaires are divided to four parts which are demographic factors, organizational citizenship behavior, ISO 9000 practices and productivity organization. The statistic method for analysis are descriptive and frequency analysis, one-way ANOVA, T-Test and Pearson Correlation.

The result shows that there are not significant relationship between OCB and ISO practices and productivity in the department. However, there is significant relationship between ISO practices and productivity. There is no significant relationship between correlation and differentiation with OCB. Therefore, OCB depends on other factors in giving the best to their organization. The purposed of the result is to increase and give contribution to the research expansion in academic field and to the organization involved in this research

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## SENARAI DAFTAR KATA

1. JPM: Jabatan Pertanian Malaysia
2. JPNK: Jabatan Pertanian Negeri Kedah
3. TQM: Total Quality Management
4. SPC: Statistical Process Control
5. QFD: Quality Function Deployment
6. TPM: Total Productive Maintenance
7. ISO: International Standardization Organization
8. INTAN: Institut Tadbiran Negara
9. OCB: Organizational Citizenship Behavior
10. JIT: Just In Time
11. TQC: Total Quality Control
12. CWQC: Company-Wide Quality Control
13. QA: Quality Assurance
14. MNBQA: Malcolm Baldrige National Quality Award
15. EFQM: European Foundation for Quality management
16. AKPM: Anegerah Kualiti Perdana Menteri
17. QMS: Quality Management System
18. MoD: Ministry of Defense
19. AQAP: Allied Quality Assurance Publication
20. BSI: British Standards Institution
21. IEC: International Electrical Commission
22. ANSI: American National Standards Institution
23. PDCA: Plan-Do-Check-Act
24. EPA: European Productivity Agency
25. JUSE: Japanese United Scientist and Engineer

# BAB 1

## PENGENALAN

### 1.0 Pengenalan

Lebih daripada 10 tahun lalu, banyak kajian dijalankan dan dilaporkan dalam pengurusan kualiti (Dahlgaard et.al, 1998). Haringgton (1998) telah menyatakan bahawa pada tahun 1980an kualiti adalah keutamaan dalam perniagaan tetapi realitinya tidak pernah berubah ke arah tersebut. Peluang terbesar untuk meningkatkan prestasi organisasi hari ini adalah bergantung kepada perubahan pengurusan itu sendiri. Kumpulan pengurusan merupakan kumpulan yang bertanggungjawab kepada peningkatan prestasi organisasi dan penglibatan keseluruhan pekerja adalah perlu.

Pembangunan kualiti adalah merupakan matlamat yang penting. Kaedah yang digunakan adalah pelbagai seperti pengurusan kualiti secara keseluruhan TQM, kawalan proses statistik (SPC), program *zero defects*, *quality fuction deployment* (QFD), polisi kualiti, kumpulan kerja, penanda arasan (benchmarking), pembangunan berterusan (Kaizen), *total productive maintenance* (TPM) dan



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