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**THE RELATIONSHIP BETWEEN PERSONAL ETHICS AND
ORGANIZATIONAL CITIZENSHIP BEHAVIOR (OCB):
A CASE OF ADMINISTRATIVE STAFFS IN
CHANCELLERY BUILDING, UUM**

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2010

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I certify that the substance of this project paper has never been submitted for any degree or post graduate programs and qualifications.

I certify that all supports and assistance received in preparing this project paper and all the sources abstracted have been acknowledge in this stated project paper.

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ABSTRACT

The purpose of this study was to explore the Organizational Citizenship Behavior (OCB) practices among employee in academic institution, and to determine the relationship between demographic factor and personal ethics to OCB. Moreover, this study also tries to determine whether the dimensions of personal ethics moderate the relationship with OCB. Data were collected from 147 employees by using simple random sampling and the sample taken from Chancellery Building in UUM. A questionnaire consisting 53 questions was administrative to the respondents. The study showed that employees do display OCB, with high loyalty. In demographic factors, OCB does differ only for gender.

ABSTRAK

Objectif kajian ini adalah untuk mengenalpasti amalan tingkah laku kewarganegaraan organisasi (OCB) di kalangan pekerja di institusi pendidikan dan untuk mengenalpasti hubungan di antara faktor demografi dan etika peribadi ke atas OCB. Selanjutnya kajian ini ingin mengenalpasti samaada dimensi-dimensi di dalam etika peribadi mempunyai hubungan dengan OCB. Data dikutip dari 137 pekerja menggunakan kaedah persampelan secara mudah dan sampel di ambil di kalangan pekerja yang bekerja di Bangunan Canselori, UUM. Sebanyak 53 soalan di aturkan untuk responden. Kajian menunjukkan pekerja mengamalkan OCB dengan tahap kesetiaan yang tinggi dan faktor demografi yang mempengaruhi hubungan dengan OCB hanyalah jantina.

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TABLE OF CONTENTS

| | PAGES |
|---|--------------|
| DECLARATION | i |
| PERMISSION TO USE | ii |
| ABSTRACT | iii |
| ABSTRAK | iv |
| ACKNOWLEDGEMENT | v |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| LIST OF ANNEXES | xi |
| | |
| CHAPTER 1: INTRODUCTION | |
| 1.0 Introduction | 1 |
| 1.1 Background of Study | 1 |
| 1.2 Problem Statement | 4 |
| 1.3 Research Questions | 7 |
| 1.4 Research Objectives | 7 |
| 1.5 Scope of the Study | 8 |
| 1.6 Limitation of the Study | 8 |
| 1.7 Significant of the Study | 9 |
| 1.8 Operational Definitions | 9 |
| 1.9 Organization of the Report | 11 |
| | |
| CHAPTER 2: LITERATURE REVIEW | |
| 2.0 Introduction | 12 |
| 2.1 Constructs of Organizational Citizenship Behavior | 12 |
| 2.2 Dimensions of Organizational Citizenship Behaviors | 15 |
| 2.2.1 Altruism | 15 |
| 2.2.2 Conscientiousness | 16 |
| 2.2.3 Sportsmanship | 17 |
| 2.2.4 Courtesy | 17 |
| 2.2.5 Civic Virtue | 18 |
| 2.3 Consequences of Organizational Citizenship Behaviors | 19 |
| 2.4 Personal Ethics and Factor that influence Personal Ethics | 21 |
| 2.5 Personal Ethics Theories | 22 |
| 2.5.1 Egoism | 23 |
| 2.5.2 Utilitarianism | 23 |
| 2.5.3 Moral Rights | 23 |
| 2.5.4 Justice | 23 |
| 2.5.5 Relativism | 24 |
| 2.6 Demographic Factors | 24 |
| 2.7 Personal Ethics and OCB | 25 |

CHAPTER 3: METHODOLOGY

| | |
|--------------------------------------|----|
| 3.0 Introduction | 27 |
| 3.1 Theoretical Framework | 27 |
| 3.2 Hypotheses | 29 |
| 3.3 Sampling Design | 31 |
| 3.3.1 Population | 31 |
| 3.3.2 Sample | 31 |
| 3.3.3 Unit of Analyses | 32 |
| 3.4 Research Instrument | 32 |
| 3.4.1 Dependent Variables | 33 |
| 3.4.2 Independent Variables | 34 |
| 3.5 Structured Questionnaires Design | 36 |
| 3.6 Pilot Test | 38 |
| 3.7 Reliability Test | 38 |
| 3.8 Data Statistical Analysis | 41 |
| 3.8.1 Descriptive Statistic | 41 |
| 3.8.2 T-Test | 41 |
| 3.8.3 Pearson Correlation | 41 |
| 3.8.4 Multiple Regressions | 42 |

CHAPTER 4: FINDINGS

| | |
|--|----|
| 4.0 Introduction | 43 |
| 4.1 Profile of Respondents | 43 |
| 4.1.1 Gender | 43 |
| 4.1.2 Age | 44 |
| 4.1.3 Marital status | 44 |
| 4.1.4 Experience | 45 |
| 4.2 Hypotheses Testing | 46 |
| 4.2.1 Gender with OCB | 46 |
| 4.2.2 Age with OCB | 47 |
| 4.2.3 Marital Status with OCB | 47 |
| 4.2.4 Experience with OCB | 48 |
| 4.3 Correlation between Personal Ethics Dimensions and OCB | 49 |
| 4.3.1 Correlation between Obedience and OCB | 49 |
| 4.3.2 Correlation between Loyalty and OCB | 50 |
| 4.3.3 Correlation between Social Participation and OCB | 50 |
| 4.3.4 Correlation between Advocacy Participation and OCB | 51 |
| 4.3.5 Correlation between Functional Participation and OCB | 52 |
| 4.4 Demographic Factors influence OCB | 53 |
| 4.5 Personal Ethics influence OCB | 54 |
| 4.6 Summary of Findings | 55 |

| | |
|--|----|
| CHAPTER 5: DISCUSSION, RECOMMENDATIONS AND CONCLUSION | |
| 5.1 Introduction | 60 |
| 5.2 Discussion on Findings | 60 |
| 5.3 Recommendation | 64 |
| 5.4 Conclusion | 64 |
| REFERENCES | 67 |
| LIST OF ANNEXES | 75 |
| APPENDIX A: Sample of the Questionnaire | 80 |

LIST OF TABLES

| | PAGES |
|-------------|--------------|
| Table 1.0: | 6 |
| Table 2.0: | 13 |
| Table 3.0: | 33 |
| Table 3.1: | 41 |
| Table 3.2: | 42 |
| Table 4.0: | 45 |
| Table 4.1: | 46 |
| Table 4.2: | 46 |
| Table 4.3: | 46 |
| Table 4.4: | 47 |
| Table 4.5: | 48 |
| Table 4.6: | 49 |
| Table 4.7: | 50 |
| Table 4.8: | 51 |
| Table 4.9: | 52 |
| Table 4.10: | 53 |
| Table 4.11: | 53 |
| Table 4.12: | 54 |
| Table 4.13: | 55 |
| Table 4.14: | 56 |
| Table 4.15: | 58 |

LIST OF FIGURES

| | PAGES |
|-----------|-------|
| Figure 1: | 18 |
| Figure 2: | 18 |
| Figure 3: | 29 |

LIST OF ANNEXES

| | PAGES |
|----------|--------------|
| Annex 1: | 75 |
| Annex 2: | 76 |
| Annex 3: | 77 |
| Annex 4: | 78 |
| Annex 5: | 79 |

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

This chapter provides the background of the study, the problem statement, the research objectives and research questions of the study. The significance, scope of the study and operational definitions are also presented.

1.1 BACKGROUND OF STUDY

In managing organization success, employees are described as main resources that need a lot of management attention. Individuals in organizations exhibit a wide range of behaviors, from the minimalist who does the least possible to maintain membership to those who go beyond expectations, engaging in extra-role behavior to promote the effective operation of the organization or to benefit others (Turnipseed, 2002). This extra role behavior has been discussed as Organizational Citizenship Behavior (OCB). For the last several decades, OCB has become a major construct in the fields of the psychology and management and received a great deal of attention in the literature.

Acquiring employees with high organizational citizenship behaviors (OCB) seem to be valuable asset for company to gain competitive advantages. Five of the dimensions early suggest by Organ in 1988 are the are most frequently examined by researchers: Altruism – helping behaviors directed at individuals in the organization; Conscientiousness – behavior which benefits the organization and not specific individuals or groups; Civic

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