

**PENGARUH FAKTOR INDIVIDU DAN SITUASI  
TERHADAP TINGKAH LAKU ETIKA DALAM  
ORGANISASI: PERANAN PROGRAM ETIKA SEBAGAI  
KONSTRUK PENYEDERHANA**

**AHMAD TAUFIK BIN SULAIMAN**

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**PENGARUH FAKTOR INDIVIDU DAN SITUASI TERHADAP TINGKAH  
LAKU ETIKA DALAM ORGANISASI: PERANAN PROGRAM ETIKA  
SEBAGAI KONSTRUK PENYEDERHANA**

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Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia  
bagi memenuhi keperluan Ijazah Doktor Falsafah  
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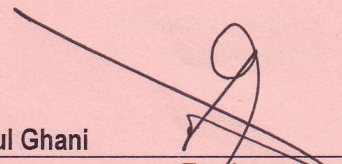
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## ABSTRAK

Penyelidikan ini bertujuan untuk mengenalpasti faktor individu dan situasi yang mempengaruhi tingkah laku etika dalam organisasi dan adakah program etika organisasi menyederhanakan hubungan-hubungan tersebut. Faktor individu iaitu pertimbangan moral yang diwakili dimensi tahap idealisme dan tahap relativisme serta dua faktor situasi iaitu pengaruh tingkah laku etika orang terdekat dan peluang melakukan tingkah laku tidak beretika diteorikan sebagai faktor yang mempengaruhi secara langsung tingkah laku etika dalam organisasi sementara program etika diteorikan sebagai faktor penyederhana. Penyelidikan ini menggunakan reka bentuk keratan rentas dan dijalankan di Jabatan Kastam Diraja Malaysia (JKDM). Populasi penyelidikan terdiri daripada semua pegawai di bawah Skim Perkhidmatan Kastam daripada gred jawatan W17 hingga W52 yang bertugas di pejabat-pejabat kastam di seluruh Malaysia. Analisis laluan PLS-SEM yang dikendalikan menggunakan sampel bersaiz 311 menunjukkan dua faktor iaitu tahap idealisme dan pengaruh tingkah laku etika orang terdekat mempengaruhi secara positif tingkah laku etika dalam organisasi sementara dua faktor lagi iaitu tahap relativisme dan peluang melakukan tingkah laku tidak beretika tidak dapat dibuktikan sebagai faktor yang mempengaruhi tingkah laku etika dalam organisasi. Hasil penyelidikan juga menunjukkan program etika tidak mempengaruhi secara langsung tingkah laku etika tetapi menunjukkan potensi menyederhanakan pengaruh tahap idealisme terhadap tingkah laku etika. Organisasi disarankan menjadikan tahap idealisme sebagai kriteria pemilihan anggota baru dan penempatan di lokasi tempat kerja yang kondusif kepada tingkah laku tidak beretika, melaksanakan program pemodelan peranan dan terus memperkasakan pelaksanaan program etika dengan menggunakan kedua-dua pendekatan - orientasi nilai dan orientasi pematuhan. Pada masa hadapan disarankan penyelidikan dijalankan dalam susun atur berbilang organisasi dan menggunakan reka bentuk eksperimental. Juga disarankan supaya dibangunkan skala pengukuran kesan atau impak program etika terhadap anggota-anggota organisasi.

**Kata kunci:** Tingkah Laku Etika, Pertimbangan Moral, Pengaruh Tingkah Laku Etika Orang Terdekat, Peluang, Program Etika.

## ABSTRACT

This research aims to identify the personal and situational factors affecting ethical behaviour in an organisation and whether the organisation's ethics programme moderates these relationships. Personal factors, namely moral judgement represented by idealism and relativism dimensions, as well as two situational factors which are influence of significant others on ethical behaviour and the opportunity to produce unethical behaviour are theorised as factors directly influencing ethical behaviour in an organisation whereas the ethics programme is theorised to be a moderating factor. This research employed a cross-sectional design and was conducted at the Royal Malaysian Customs Department. The research population consisted of all officers in the Customs Service Scheme for position grades of W17 to W52 assigned to customs offices nationwide. The PLS-SEM path analysis conducted using a sample size of 311 showed that two factors, namely idealism and influence of significant others on ethical behaviour, positively influenced ethical behaviour in an organisation while the other two factors, namely relativism and opportunity to produce unethical behaviour, could not be proved as factors that influenced ethical behaviour in an organisation. The research results also showed that the ethics programme did not directly influence ethical behaviour but the potential to moderate influence of idealism on ethical behaviour. It is recommended that the organisation makes idealism a selection criterion for new personnel and assigns personnel to a conducive workplace for unethical behaviour, implements a role modelling programme and continues to strengthen the implementation of the ethics programme through two approaches - value orientation and compliance orientation. In the future, it is recommended that research be conducted in a multi-organisation layout using an experimental design. It is also recommended that a scale measuring the effect or impact of the ethics programme on the personnel of an organisation be developed.

**Key words:** Ethical Behaviour, Moral Judgement, Influence of Significant Others on Ethical Behaviour, Opportunity, Ethics Programme.



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## DAFTAR SINGKATAN PERKATAAN

BPR	- Badan Pencegah Rasuah
DYA1	- Variabel Gantian ( <i>dummy</i> ) bagi Agama Kristian
DYA2	- Variabel Gantian ( <i>dummy</i> ) bagi Agama Buddha
DYA3	- Variabel Gantian ( <i>dummy</i> ) bagi Agama Hindu
EPQ	- Kedudukan Pegangan Etika
ERC	- Ethics Resource Center
JKDM	- Jabatan Kastam Diraja Malaysia
IDE	- Idealisme
MCSDS	- Skala Bias Kebolehinginan Sosial Marlow-Crowne
NBES	- National Business Ethics Survey
NBES	- National Government Ethics Survey
PE	- Program etika
PLG	- Peluang
PTLEOT	- Pengaruh tingkah laku etika orang terdekat
REL	- Relativisme
SPRM	- Suruhanjaya Pencegahan Rasuah Malaysia
TLE	- Tingkah Laku Etika
TI	- Transparency National
TPB	- Theory of Planned Behavior (Teori Perlakuan Terancang)
TRA	- Theory of Reasoned Action (Teori Perlakuan Bersebab)
UNDP	- United Nation Development Programme

## **BAB 1**

### **PENGENALAN**

#### **1.0 Latar belakang Kajian**

Etika berasal daripada perkataan Greek "*ethos*" yang bermaksud sifat atau budaya (Solomon, 1996; Velasquez, 2006; Wiley, 1995). Etika juga dikenali sebagai falsafah moral (Frankena, 1973; Norman, 1983; Pojman, 1998; Raphael, 1994) iaitu cabang falsafah yang berusaha memahami nilai hidup, bagaimana kita harus hidup dan apa yang membentuk perilaku yang betul (Norman, 1983).

Persoalan moral atau etika bukanlah isu baru, malahan telah wujud serentak dengan kewujudan institusi masyarakat dalam tamadun manusia (Beu & Buckley, 2001). Amalan dan pencapaian standard etika yang tinggi dilihat sebagai kunci kepada kejayaan organisasi, sama ada organisasi perniagaan, kerajaan, institusi sosial dan juga kepada individu sebagai satu unit dalam masyarakat (Svensson, Wood, & Callaghan, 2004; Wiley, 1995). Dalam konteks pentadbiran kerajaan, standard etika yang tinggi dilihat secara meluas sebagai suatu cara bagi mengawal penyalahgunaan kuasa birokratik

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