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**HUBUNGAN ANTARA KESEPADANAN PEKERJA-KERJA DAN  
KESEPADANAN PEKERJA-ORGANISASI TERHADAP  
KETERLIBATAN PEKERJA DI AGENSI PELANCONGAN,  
PULAU LANGKAWI**



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**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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**HUBUNGAN ANTARA KESEPADANAN PEKERJA-KERJA DAN  
KESEPADANAN PEKERJA- ORGANISASI TERHADAP KETERLIBATAN PEKERJA  
DI AGENSI PELANCONGAN, PULAU LANGKAWI**

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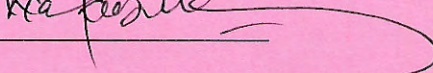
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## **KEBENARAN MENGGUNAKAN**

Dalam membentangkan kertas penyelidikan ini, bagi memenuhi sebahagian daripada syarat Ijazah Sarjana Pengurusan Sains (Pengurusan) Universiti Utara Malaysia (UUM), saya bersetuju bahawa Perpustakaan Universiti boleh secara bebas membenarkan sesiapa sahaja untuk memeriksa dan bersetuju bahawa penyelia saya atau, jika ketiadaan beliau, Dekan Othman Yeop Abdullah Graduate School of Business, diberi kebenaran untuk membuat salinan kertas penyelidikan ini dalam sebarang bentuk, sama ada secara keseluruhannya atau sebahagian, bagi tujuan kesarjanaan. Adalah dimaklumkan bahawa sebarang penyalinan atau penerbitan atau kegunaan kertas penyelidikan sama ada sepenuhnya atau sebahagiannya, bagi tujuan keuntungan kewangan adalah tidak dibenarkan kecuali setelah mendapat kebenaran secara bertulis. Juga dimaklumkan bahawa pengiktirafan harus diberi kepada saya dan Universiti Utara Malaysia dalam sebarang kegunaan sarjana terhadap sebarang petikan yang diambil daripada kertas penyelidikan ini.

Sebarang permohonan untuk salinan atau menggunakan mana-mana bahan dalam kertas penyelidikan ini, sama ada keseluruhannya atau sebahagiannya, hendaklah dialamatkan kepada:



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## ABSTRAK

Tujuan utama kajian ini adalah untuk mengkaji hubungan antara kesepadanan pekerja-kerja dan kesepadanan pekerja-organisasi terhadap keterlibatan pekerja dalam agensi pelancongan di Pulau Langkawi. Sebanyak 60 set borang soal selidik diedarkan kepada pekerja-pekerja agensi pelancongan di Pulau Langkawi dari pelbagai latarbelakang dan jawatan dan sebanyak 52 set telah dikembalikan bagi tujuan analisis. Bagi menentukan hubungan antara kesepadanan pekerja-kerja dan kesepadanan pekerja-organisasi dengan keterlibatan pekerja, analisis deskriptif korelasi digunakan dalam kajian ini. Hasil yang diperolehi menunjukkan bahawa kedua-dua pembolehubah tidak bersandar mempunyai hubungan yang positif dengan keterlibatan pekerja. Dapatan kajian ini menunjukkan bahawa kesepadanan pekerja-kerja, kesepadanan pekerja-organisasi dan keterlibatan pekerja di dalam agensi pelancongan di Pulau Langkawi mempunyai hubungan yang sangat kuat dalam menentukan segala visi, misi dan objektif organisasi tercapai dan memberi kepuasan kepada pelanggan yang apabila menggunakan perkhidmatan agensi pelancongan.

Oleh yang demikian, analisis ini disarankan sesuai digunakan bagi kajian masa hadapan untuk mengkaji faktor-faktor lain yang lebih menyumbang ke arah keterlibatan pekerja dalam aktiviti tugas mereka supaya segala kemahiran dan kecekapan dalam melaksanakan tugas yang diberikan dapat dilakukan dengan penuh komitmen dan bertanggungjawab.

**Kata kunci:** Kesepadanan pekerja-kerja, Kesepadanan pekerja-organisasi, Keterlibatan pekerja.

## ABSTRACT

The main purpose of this study is to examine the relationship between Person-Job fit, Person-Organization fit toward Job Involvement among workers in the travel agency at Pulau Langkawi. A total of 60 sets of questionnaires were distributed to tour operators in Pulau Langkawi from various backgrounds and 52 sets were returned for analysis purposes. To determine the relationship between Person-Job fit, Person-Organization fit toward Job Involvement, Descriptive Analysis Correlation was used in this study. The results show that both independent variables have positive relationships with J Involvement. The findings of this study show that the workforce mismatches, employee and organizational compatibility and employee involvement in the travel agency in Pulau Langkawi have a very strong relationship in determining the vision, mission and objectives of the organization to be achieved and to provide satisfaction to the customers when using the travel agency services. Therefore, this analysis is recommended to be used for future studies to examine other factors that contribute more to the involvement of employees in their work activities so that all the skills and competencies in carrying out the tasks can be done with full commitment and responsibility.



Key words: Person-job fit, Person-organization fit, Job Involvement.

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## **BAB SATU**

### **PENDAHULUAN**

#### **1.1 Latarbelakang Kajian**

Industri Pelancongan di Malaysia telah dikenalpasti sebagai pendorong utama di dalam sektor perkhidmatan dan amat meransang kepada pembangunan ekonomi negara. Sektor pelancongan dilihat mempunyai peranan yang lebih besar dalam mengukuhkan ekonomi negara saban tahun. Teras keseluruhan dasar dalam sektor pelancongan ialah untuk mencapai pertumbuhan pelancongan yang mampan bagi merealisasikan potensi peluang pekerjaan yang lebih banyak dan kesan penjanaan pendapatan di pelbagai tahap sama ada dari segi lapisan masyarakat itu sendiri atau kepada negara, negeri dan kawasan tempatan.

Kepentingan dari aspek ekonomi sememangnya tidak dapat dinafikan, sektor pelancongan dapat meningkatkan ekonomi negara dari segi pengaliran wang asing masuk ke negara kita. Sebagai contoh, pelancong yang datang dari negara luar harus menukar mata wang negara mereka kepada mata wang Ringgit Malaysia sebelum berbelanja. Ini dapat dilakukan sama ada di bank tempatan atau di pusat pertukaran mata wang asing. Mata wang asing ini kemudian disimpan untuk digunakan ketika membiayai perbelanjaan mengimport barang dari luar negara. Oleh itu, peniaga mata wang asing juga mendapat keuntungan daripada perniagaan yang dijalankan. Pengaliran masuk mata wang asing ke negara kita bukan sahaja menguntungkan entiti perniagaan bahkan dapat digunakan untuk membeli barangan keperluan asas untuk rakyat tempatan yang turut melakukan perniagaan.

Selain itu, sektor pelancongan juga turut memajukan bidang perniagaan yang pelbagai di Malaysia. Ini adalah kerana pelancong asing yang datang ke Malaysia memerlukan tempat penginapan, makanan dan minuman, perkhidmatan pengangkutan, pemandu pelancong dan

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## LAMPIRAN 1: SOAL SELIDIK



### **A study on person-job fit and person-organization fit influence job involvement in Travel Agency in Pulau Langkawi**

Dear Sir/Madam,

Thank you for agreeing to participate in this research.

I would appreciate if you could kindly spare some time to complete the enclosed questionnaire. It could take only 10 minutes or less of your time. If you are unsure about certain questions, please try to give an answer that the best reflects your feeling. Please answer all the questions because each one of the statement is important for this study. I would like to assure you that your response will remain strictly confidential. Furthermore, no individuals will be identified in any report of the results. When you have completed the questionnaire, please put it inside the enclosed envelope or please submit it to my representative or to me.

Hopefully you enjoy answering the questionnaire and I sincerely thank you in advance for your help, support and cooperation in this study. If you have any queries or would like further information about this study, please email me [mhdsaifulkhairullah@gmail.com](mailto:mhdsaifulkhairullah@gmail.com) or call me at 011-2687 1197.

Thank you.

Yours faithfully,

MHD SAIFULKHAIRULLAH BIN MAT JUSOH  
Master in Science (Management)  
Othman Yeop Abdullah Graduate School of Business  
Universiti Utara Malaysia

**DIRECTION:** Please read each of the following items in Section A, B & C and indicate whether you agree or disagree with each of the statement. Please indicate your choice by circling the number in the range given.

## SECTION A

*This part contains a few demographic information pertaining to yourself. Please tick (/) in the appropriate box or write your response in the space provided.*

### 1. Gender

Male

Female

### 2. Age

Please specify : .....years old

### 3. Nationality

Malaysian

Others, please specify.....

### 4. Marital Status

Single

Married

Divorced/Widow/Seperated

### 5. Highest Academic Qualification

Certificate

Diploma

Degree

Others, please specify.....

### 6. Type of employment

Permanent

Part-time

Others, please specify.....

### 7. Length of service

1-5 years

5-10 years

10-15 years

15-20 years

other, specify.



## SECTION B

**INSTRUCTION:** With reference to person-job fit, please answer the following statement by **circling** the appropriate number in the scale given

<b>Bil</b>	<b>Item</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Moderate</b>	<b>Agree</b>	<b>Strongly agree</b>
1	My job abilities fit the demands of this job	1	2	3	4	5
2	I have the right skills and abilities to perform in his/her job.	1	2	3	4	5
3	There is a good match between the demands of my job and personal skills	1	2	3	4	5
4	My abilities and training are a good fit with the requirement of his/her job	1	2	3	4	5
5	My personal abilities and education provide a good match with the demand that his/her job place on him/her	1	2	3	4	5

## SECTION C

**INSTRUCTION;** *With reference to person-organisation fit, please answer the following statements by **circling** the appropriate number in the scale given.*

<b>Bil</b>	<b>Item</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Moderate</b>	<b>Agree</b>	<b>Strongly agree</b>
1	I possess the skills and abilities to succeed at this organisation	1	2	3	4	5
2	I believe my skills and abilities “match” those required by this organization in general	1	2	3	4	5
3	I have knowledge and skills that meet the organizations demands	1	2	3	4	5
4	The candidate’s ability matches the characteristic of the business.	1	2	3	4	5
5	The candidate’s viewpoints are similar to viewpoints of this organization	1	2	3	4	5
6	The candidate’s personal values match this organizations values and cultures	1	2	3	4	5
7	When someone criticizes this organisation, it feels like a personal insult	1	2	3	4	5
8	The organizational successes are candidates successes	1	2	3	4	5
9	The candidates is a good match for this organization	1	2	3	4	5
10	The candidates can reach his/her professional goals working for this organization	1	2	3	4	5
11	The candidates likes the responsibility and authority his/her have in this organisation	1	2	3	4	5
12	The organisation meets the candidates major needs well.	1	2	3	4	5

**THE END**