

AN EMPIRICAL EVIDENCE OF JOB SATISFACTION AMONG EMPLOYEES  
AT MELAKA HALAL HOTEL

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**APPROVAL**

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that  
this thesis is adequate in terms of scope and quality which fulfil the requirements for  
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## DECLARATION OF ORIGINAL WORK

I hereby declared that this report entitled  
**“AN EMPIRICAL EVIDENCE OF JOB SATISFACTION AMONG  
EMPLOYEES AT MELAKA HALAL HOTEL”**  
is the result of my own research except as cited in the references. The report has not  
been accepted for any degree and is not concurrently submitted in the candidature of  
any other degree.

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## **DEDICATION**

I would like to dedicate the appreciation to my family members who supported me in term of spiritual and financial, beloved supervisor and panel who guided me throughout this research and course mates that assisted me through the journey of research.

## ACKNOWLEDGEMENT

I would like to take this opportunity to express my sincere appreciation to my supervisor Dr. Nurulizwa Binti Abdul Rashid for guidance and encouragement throughout the journey to complete this final year project. Throughout her guidance, I managed to finish my final year project successfully within the time frame given. Besides, there are some other important people involved in this final year project, for instance my beloved lecturers, friends and course mates. I am deeply grateful for the guidance and support towards this project as play as an important role for this project.

Next, I am sincerely thanks to the researchers that they have previously conducted the similar study and published online. Although the research topic of the study was different, but the theory and knowledge provided were useful as a reference in this final year project.

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## ABSTRACT

Nowadays, in Malaysia the number of halal hotel is increase annually due to effect of Islamic tourism in Malaysia. Nevertheless, the declining of employee rate that work in hotel industry is decrease annually. Therefore, there is an issue related to employee satisfaction that affect the employee rate in the Halal hotel industry. Employment satisfaction is essential to guarantee that all the other factors within the organization operate effectively. Therefore, the more satisfied the employee is, the more productive the work. For that reason, the purpose of this research was to determine factors that influence job satisfaction at the Halal hotel. The main objective of this research is to study the relationship between work environment, reward, training, supervisor support and job satisfaction in the Halal hotel industry. The results indicate that job satisfaction on halal hotel are determined by work environment, reward, training and supervisor support. Overall, in this research findings, the work environment is the most influence and has resulted in a significant on the job satisfaction among employee with a value of 0.000. The collected data will be analysed, interpreted and discuss in this research.

**Keywords:** *Islamic Tourism, Work Environment, Reward, Training, Supervisor Support, Job satisfaction, Halal hotel Industry, Melaka*

### **ABSTRAK**

*Pada masa kini, di Malaysia jumlah pematuhan Halal meningkat tahun demi tahun disebabkan kesan pelancongan Islam di Malaysia. Walau bagaimanapun, penurunan kadar pekerja yang bekerja di industri hotel berkurangan setiap tahun. Oleh itu, terdapat satu isu yang berkaitan dengan kepuasan pekerja yang mempengaruhi kadar pekerja dalam industri halal hotel . Kepuasan kerja adalah penting untuk semua organisasi dan penting untuk memastikan operasi yang berkesan dari semua faktor lain dalam organisasi. Oleh itu, lebih puas pekerja, semakin produktif kerja. Atas sebab itu, tujuan kajian ini adalah untuk menentukan faktor-faktor yang mempengaruhi kepuasan kerja di halal hotel. Objektif utama kajian ini adalah untuk mengkaji hubungan antara persekitaran kerja, ganjaran, latihan, sokongan penyeliaan dan kepuasan kerja dalam industri halal hotel. Data untuk kajian ini akan dikumpulkan dengan menggunakan soal selidik dari 135 responden di halal hotel di Melaka. Keputusan menunjukkan bahawa kepuasan kerja di hotel halal ditentukan oleh persekitaran kerja, ganjaran, latihan dan sokongan penyelia. Secara keseluruhan, dalam penemuan kajian ini, persekitaran kerja adalah yang paling berpengaruh dan telah menghasilkan kepuasan kerja yang signifikan di kalangan pekerja dengan nilai 0.000. Data yang dikumpulkan akan dianalisis, ditafsirkan dan dibincangkan dalam kajian ini.*

*Kata kunci: Pelancongan Islam, Persekitaran Kerja, Ganjaran, Latihan, Sokongan Supervisor, Kepuasan Kerja, Industri Halal Hotel , Melaka*



## TABLE OF CONTENT

CHAPTER	TITLE	PAGES
	<b>APPROVAL</b>	<b>I</b>
	<b>DECLARATION OF ORIGINAL WORK</b>	<b>II</b>
	<b>DEDICATION</b>	<b>III</b>
	<b>ACKNOWLEDGEMENT</b>	<b>IV</b>
	<b>ABSTRACT</b>	<b>V</b>
	<b>ABSTRAK</b>	<b>VI</b>
	<b>TABLE OF CONTENT</b>	<b>VII-X</b>
	<b>LIST OF TABLES</b>	<b>XI-XII</b>
	<b>LIST OF FIGURES</b>	<b>XIII</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>XIV</b>
	<b>LIST OF APPENDICES</b>	<b>XV</b>
<b>CHAPTER 1 INTRODUCTION</b>		
	1.0 Introduction	1
	1.1 Background	1
	1.1.1 Islamic tourism in Malaysia	3
	1.1.2 Islamic Tourism Centre	5
	1.1.3 Halal Policy	5
	1.2 Problem statement	6
	1.3 Research Objective	7
	1.4 Research Question	8
	1.5 Scope of study	8
	1.6 Significant of study	9
	1.7 Summary	10
<b>CHAPTER 2 LITERATURE REVIEW</b>		
	2.0 Introduction	11
	2.1 Type of Islamic Hotel in Malaysia	
	2.1.1 Muslim friendly hotel	11
	2.1.1.1 Concept Muslim friendly	12

2.1.1.2 Muslim friendly standard	13
2.1.2 Shariah compliance hotel	14
2.1.2.1 Concept of Shariah compliance standard	15
2.1.2.2 Shariah compliance standard	16
2.1.2.3 Shariah Compliance Hotel Development	18
2.1.3 Halal Hotel	
2.1.3.1 Halal Standard	19
2.1.3.2 Halal food and beverage	20
2.1.3.3 The development halal hotel in Melaka	21
2.2 Shariah compliance regulation	
2.2.1 Food and beverage	22
2.2.2 Accommodation	24
2.2.3 Advertising	25
2.3 Factor influence job satisfaction employee in Halal hotel industry.	
2.3.1 Work environment	26
2.3.2 Reward	27
2.3.3 Training	28
2.3.4 Supervisor Support	29
2.3.5 Motivation	30
2.3.6 Co- Worker	31
2.3.7 Leadership	32
2.4 Summary of the factor influence job satisfaction in hotel industry	34
2.5 Job satisfaction in Halal hotel	
2.5.1 Definition of Job satisfaction	34
2.5.2 Measurement of Job satisfaction employee	35
2.6 Conceptual Framework	36
2.7 Summary	37

## CHAPTER 3 RESEARCH METHODOLOGY

3.0 Introduction	38
3.1 Theoretical Framework	39
3.1.1 Hypothesis Testing	39
3.2 Research Design	40
3.2.1 Research Approach	41
3.2.2 Quantitative Studies	41
3.2.3 Questionnaire Development	42
3.2.4 Operationalization Construct	43

3.2.4.1	Variables	44
3.2.5	Pilot Test	46
3.3	Data Collection	47
3.3.1	Sampling Technique	48
3.3.2	Sampling Size	49
3.3.3	Key Informants	50
3.4	Data Analysis	51
3.4.1	Descriptive Analysis	51
3.4.2	Reliability Analysis	51
3.4.3	Validity Analysis	52
3.4.4	Correlation Analysis	53
3.4.5	Multiple Linear Regression Analysis	53
3.5	Summary	55

## CHAPTER 4 DATA ANALYSIS

4.0	Introduction	57
4.1	Descriptive Analysis	
4.1.1	Background of the Respondents	58
4.1.1.1	Profiling Respondents Gender and Age	58
4.1.1.2	Education level of Respondents	59
4.1.1.3	Position in working department	60
4.1.1.4	Income in the month	61
4.1.2	Mean Score Analysis for Variables	62
4.1.2.1	Work Environment	63
4.1.2.2	Reward	64
4.1.2.3	Training	66
4.1.2.4	Supervisor Support	67
4.1.2.5	Job Satisfaction	68
4.2	Reliability Analysis and Validity Test	69
4.3	Pearson Correlation Analysis	71
4.3.1	Work Environment	74
4.3.2	Reward	75
4.3.3	Training	76
4.3.4	Supervisor Support	77
4.4	Inferential Analysis	
4.4.1	Regression Analysis	78
4.5	Hypothesis Test	82

4.6	Summary	84
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**CHAPTER 5 DISCUSSION, CONCLUSION AND  
RECOMMENDATION**

5.0	Introduction	87
5.1	Discussion on Findings	
5.1.1	Relationship Between Work Environment and Job Satisfaction	87
5.1.2	Relationship Between Reward and Job Satisfaction	89
5.1.3	Relationship Between Training and Job Satisfaction	90
5.1.4	Relationship Between Supervisor Support and Job Satisfaction	91
5.2	Significant Implication of The Research	
5.2.1	Implication of body knowledge	93
5.2.2	Implication of Managerial	94
5.2.3	Implication to the Policy National	94
5.3	Limitation	95
5.4	Recommendation for The Future Research	96
5.5	Conclusion	97
	<b>REFERENCES</b>	98
	<b>APPENDIX</b>	104

**LIST OF TABLES**

TABLE	TITLE	PAGES
1.1	Capital expenditure of Muslim tourism in Malaysia	4
1.2	Tourist arrive from Muslim countries in Malaysia	4
1.3	Number of Tourist Arrivals to Malaysia from 2014 to 2015	5
2.1	List of hotel have the halal certificate in Melaka.	22-23
2.2	Summary of the factor influence job satisfaction in hotel industry	33-34
3.1	Likert Scale	44
3.2	Construct Measurement	44
3.3	Variable	45-47
3.4	Determining Sample Size of a Hotel Industry Population	51
3.5	The rule of thumb Cronbach's Alpha Coefficient	53
3.6	Equation of Multiple Regression Analysis	55
3.7	Summarize of Research Questions, Research Objectives and Hypothesis	55-57
4.1	Respondent Gender and Age.	59
4.2	Mean Score Analysis for Work Environment	64
4.3	Mean Score Analysis for Reward	65
4.4	Mean Score Analysis for Training	67
4.5	Mean Score Analysis for Supervisor Support	68
4.6	Mean Score Analysis for Job satisfaction	69
4.7	Reliability Analysis for All Variable	70
4.8	Reliability Scale of Variable	70
4.9	Reliability Scale of Every Variable	71
4.10	Pearson Correlation Coefficient	73
4.11	Correlation between Work Environment. Reward, Training, Supervisor Support and job satisfaction	74
4.12	Correlation Results Work Environment	75
4.13	Correlation Results Reward	76

4.14	Correlation Results Training	77
4.15	Correlation Results Supervisor Support	78
4.16	Model Summary of Multiple Regression Analysis	79
4.17	Regression Analysis on ANOVA	80
4.18	Regression Analysis on Coefficients	81
4.19	Research objective, research questions, research hypothesis, and result.	86-87

## LIST OF FIGURE

TABLE	TITLE	PAGES
1.1	Malaysia Halal Industry Plan	6
2.1	Muslim friendly hotel concept.	13
2.2	Objective Muslim Friendly standard	14
2.3	Shariah compliance hotel concept	16
2.4	Halal Standard	20
2.5	Food Premise in Halal hotel kitchen or restaurant	21
2.6	Food Act (1983)	24
2.7	Halal food permitted	25
2.8	Conceptual Framework	37
3.1	Theoretical Framework	40
3.2	Pearson's Correlations Coefficient	54
4.1	Higher Education level by respondent working in hotel	60
4.2	Position department	61
4.3	Income in the month	62
4.4	Descriptive analysis	63

### LIST OF ABBREVIATIONS

ABBREVIATION	MEANING
IAMM	Islamic Art museum Malaysia
GMTI	Global Muslim Traveller Index
MTSI	Muslim Travel Shopping Index
ITC	Islamic Tourism Centre
IMP	Halal Industry Master Plan
MFHS	Muslim Friendly Muslim Service
JAKIM	Department of Islamic Development Malaysia
SIRIM	Malaysian Institute of Standards Research
OIC	Organization of Islamic Countries
ITC	Islamic Tourism Council
GMPs	Good Manufacturing Practices
GHPs	Good Hygiene Practices
HACCP	Hazard analysis and critical control systems
AHP	Analytic Hierarchy Process
H0	Null hypothesis
H1	Alternative hypothesis
WE	Work Environment
RW	Reward
TN	Training
SS	Supervisor Support
JB	Job satisfaction
SPSS	Statistical Package for the Social Sciences
ANOVA	Analysis of Variance



**LIST OF APPENDICES**

<b>APPENDIX</b>	<b>TITLE</b>
APPENDIX 1	Gantt Chart for PSM 1
APPENDIX 2	Questionnaire

## CHAPTER 1

### INTRODUCTION

#### 1.0 Introduction

In chapter one explains a brief summary of the study presented by this researcher. This chapter is about the background studies of Halal hotel and job satisfaction among employee. Besides that, it also tell about the Islamic tourist Malaysia, Islamic tourism centre and Halal hub. In this chapter also explain the problem that had faced by the Halal hotel industry. Next, the study also consist the research objective, research question and scope of study. Lastly is about the significant of study. This researcher also explicates the definition term of this research.

#### 1.1 Background

Halal hotel is still process of early state in Malaysia, this hotel established by Halal Malaysia portal in creating the concept based on Halal principle and the hotel's performance is a very important contribution to the economic growth of the tourism sector (Pitra and Persiaran 2018). In today competitive and global environment, the awareness of image about Halal hotel is very important among the Muslim tourism that come to Malaysia. As stated in Jabatan Kemajuan Islam Malaysia (2015) the halal industry which content of halal food, logistics, consumer goods and Food Hotel

as well as in services become important by many countries especially Malaysia. In order to meet high quality service and customer satisfaction in hotel industry, the organization need to understand the factor that influence the satisfaction on employee that work in Halal hotel industry.

Although, there are similarities between the concept of Muslim Friendly Hospitality Services and Halal Hospitality services, there are some significant differences. The Halal hotel have benchmarked upon certain standards and audited periodically and conform to the standards. Such as MS2610:2015 is Services for Requirements, MS1500:2009 is Halal Food for Production, Preparation, Handling and Storage. MS1900:2005 is Quality Management System for requirement from Islamic Perspective (Jais.A.S 2016). As reported by Karim, Ahmad, & Zainol, (2017) Halal hotel reviews have appointed Halal managers to carry out and control all halal principles and activities in hotel operations, but there are no Halal managers at Islamic hotels as they rely on the Islamic Manager without assigning any special posts to control the operations of the hotel. Islamic hotel and Halal hotel adhering to halal concepts have the attraction of hotel marketing teams, a marketing strategy that will help organization to gain more customers, who really want need of halal concept and experience. For the Halal hotel there have a several concept such as operation that need halal food, separate floor for staff. While for design and interior is about no red-light entertainment, separate room for customer and have Qiblat sign.(Karim, Ahmad, and Zainol 2017).

Currently, the organization realize that the job satisfaction is one of the element that can increase the performance and indirectly keeping the reputation of the organization, the organization need to ensure the satisfaction their employee and their level of working in hotel industry. Based on Gordon (1999), job satisfaction is achieved when the job that employee doing reach the standards of an individual, value, expectations and able to increase the performance and commitment of employee to organization. The job satisfaction is important for the improvement performance in the workplace and can increase productivity of the employee to in hotel industry. The workplace is one of the cause of job satisfaction, while Herzberg theory (1959) is the two factor theory states have definite some of the factor can

affect the workplace which is job satisfaction and other one is no related set of the factor affect dissatisfaction. The major factor that influence the employee satisfaction with their job is work environment, training, supervisor support and payment. By reference to M. Hussein, (2015), the result of factor in their research is namely, work condition, relationship between supervisor and co-worker relation.

### **1.1.1 Islamic tourism in Malaysia**

Malaysia need to begin develop Islamic tourism more seriously to grow the Halal hotel in Malaysia into the Islamic market. To develop Islamic tourism Malaysia need to promote tourism activity among Muslim countries to collaboration between Malaysia and Muslim countries in terms of social, economy, and culture development. One of the way is introducing the Halal hotel and Malaysia should be at the lead in introducing and recommend Halal concept.

From 2011-2014, Malaysia has been ranked Muslim's first destination for successive years. Based on its annual online survey that appraise several criteria including availability of Muslim friendly service in hotel, Halal food, access to prayer facilities and country security and stability. In 2014, Islamic Art museum Malaysia (IAMM) is the nation's leading and 10th-largest museum under the Recipient's Visit Advisory tour for museums around the world.

Besides that, In 2015, Malaysia became the first Muslim Traveler Ranking Destination in the Global Muslim Traveler Index (GMTI). Malaysia receives an index rating of 83.3 percent based on extensive worldwide Muslim travel market research covering 100 destinations worldwide and produces MasterCard and Crescent Rating. In same year Malaysia collaborated again and release Muslim Travel Shopping Index (MTSI) and get second place in global shopping destination for Muslim traveller. In 2014 and 2015 Malaysia led the Halal Index report as a country with the most advanced Islamic economic ecosystem for Halal travel.

Table 1.1: Capital expenditure of Muslim tourism in Malaysia

Country	RM
1. Saudi Arabia	9,459.20
2. Kuwait	8,494.40
3. Oman	7,938.00
4. AUE	7,389.40
5. Iran	5,880.60

As determined by Islamic Tourism Malaysia, (2015) which is in table 1.1, it is described about the top five expenditure of Muslim tourists and tourist arrivals from Muslim countries to Malaysia by countries. Saudi Arabia has be number one to expenditure of Muslim tourists in Malaysia with RM 9,459.20 and the fifth countries is Iran with RM 5,880.60.

Table 1.2 Tourist arrive from Muslim countries in Malaysia

Tourism	People
1. Indonesia	2,827,533
2. Brunei	1,213,110
3. Bangladesh	204,418
4. Saudi Arabia	113,921
5. Pakistan	97,114

As determined by Islamic Tourism Malaysia, (2015) which is in table 1.2, the top five for tourism arrival from Muslim countries in Malaysia. The first ranking is Indonesia with 2,827,533 people and the fifth country is Pakistan with 97,114 people.

### 1.1.2 Islamic Tourism Centre

The conducting strategic market and tourism research intelligence as well as capacity building services and providing training in relation to Islamic tourism was conducted by Islamic tourism center to help Ministry of Tourism, Malaysia (Centre, 2018). By 2020 Malaysia is anticipated to attract 36 million tourists and produce tourist revenue on RM 168 billion (Islamic tourism center, 2015). In year 2015, Malaysia has been received 5,152,947 Muslim travelers as a top preference destination of Muslim travelers worldwide from all around the world that contain 20.41% from total came in Malaysia. The percentage is shown in table 1.3 (Islamic Tourism Centre, 2016). Muslim travelers that came to Malaysia have helped with the emergence of Islamic Tourism Centre (ITC) under Ministry of Tourism and Culture (MOTAC).

Table 1.3 Number of Tourist Arrivals to Malaysia from 2014 to 2015

Number of Tourist Arrivals to Malaysia from 2014 to 2015 Year	Tourist Arrivals in Malaysia	Estimated Muslim Tourist Arrival to Malaysia	Percentage Estimated Muslim Tourist Arrival to Malaysia
2014	26,906,956	5,529,968	20.55%
2015	25,248,278	5,152,947	20.41%

### 1.1.3 Halal policy

Malaysia is moving towards the second phase of the halal policy regulation that is also in line with the 10th Malaysia Plan. In line with this, the government is working to make Malaysia an international halal hub by allocating RM 100 million (Adam, 2006). The Halal Industry Master Plan (IMP) which encompasses a three-phase plan for halal industry growth has been divided into three phases.

The first phase is from 2006-2010 which develops Malaysia as a global hub for halal integrity and provides industry for growth. In the second phase of 2011-2015, Malaysia will develop strong market capabilities and capabilities by increasing the capability of innovation. The final phase is from 2016-2020 with plans to expand access to halal ready-made companies worldwide (A. Noor Azlinna, 2014). It can be summarized as shown in figure 1.1.

<b>PHASE</b>	<b>ACTIVITY</b>
1 (2006-2010)	to develop Malaysia as a global Centre for Halal integrity and prepare the industry for growth
2 (2011-2015)	to establish Malaysia as one of the preferred locations for halal-related business
3 (2016-2020)	to broaden the access of halal export-ready companies worldwide

Figure 1.1: Malaysia Halal Industry Plan

## 1.2 Problem statement

Basely, in Malaysia there have two type of hotel, which is conventional hotel and Halal hotel. As the Halal hotel, there have several type of regulation that must be fulfil by both people in the organization such as top management and employee. There have several type of hotel in Malaysia that included conventional hotel and Halal hotel. The reason behind Malaysia popularity as a tourist destination are due to the strategic environment and geographical area. Mentioned by Tourism Malaysia (2017), Malaysia formed with various races and ethnic with various religions that live together in peace and harmony.

Besides that, the issue of labor earning in the hotel industry was critically discussed in many research or studies. Based on Jung and Yoon (2012), the exchange rate for hotel workers is high. The hotel continues losing the staff or employee because of the exchange rate (Aminudin, 2013). As reported by Hassan et al., (2015) the employee turnover was at low cadre staff is above 50% per annum in the past

three years. The unofficial interview with workers in the establishment when revealing that hotel performance is rather weak due to lack of employee commitment in their job.

Due to the great growth of the hotel industry, the productivity of hotel workers is gaining attention from the public. It is important to ensure high productivity of workers (Amdan et al., 2016). People believe that employee job satisfaction directly affects their productivity. Unhappy workers tend to be less creative and productive (Othman et al., 2014). Thus, it causes additional costs to the organization's expenses. The need to improve the productivity of workers in the hotel industry is as important as raising its safety as stated in Hoboubi et al., (2017). Employees with low job satisfaction will have lower integrity that can lead to criminal incidents Akbar Hosseini (2017).

### **1.3 Research Objective**

To fulfil my research, this study needs to investigate the possible factor that influence of job satisfaction employee in Melaka Halal hotel. Below are the objectives of this research:

- i. To measure the implementation level of work environment, reward, training, supervisor support, and job satisfaction in Melaka Halal hotel.
- ii. To determine the relationship between work environments, reward, training, and supervisor support with job satisfaction in Melaka Halal hotel.
- iii. To examine the most influential factor that effect job satisfaction in Melaka Halal hotel.