

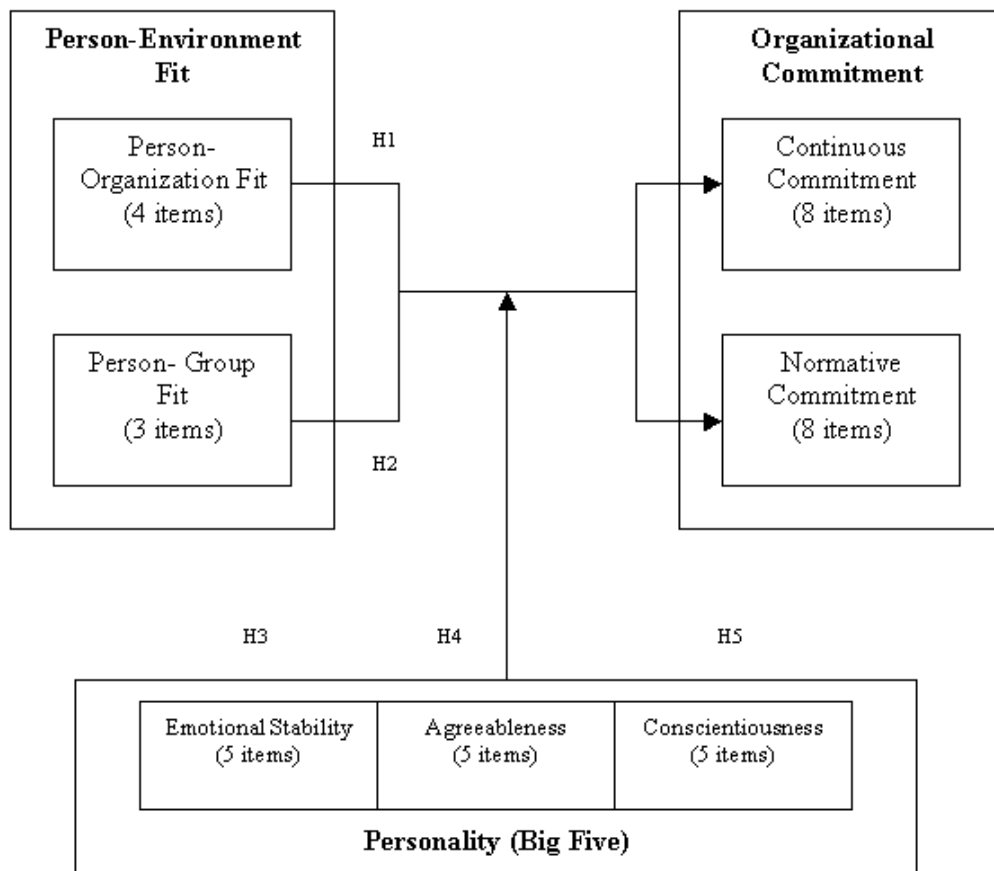
CHAPTER 3: RESEARCH DESIGN AND SAMPLING PROCEDURE

In this chapter, the development of hypotheses is described, followed by selection of instruments and measures. It also describes the sampling design, data collection procedures and data analysis techniques are used in this study.

3.1 THEORETICAL FRAMEWORK

The theoretical framework is a conceptual framework on the theory is among the several factors that have identified as relevant to this study. This research will explore 7 factors namely Person-Group Fit (PG), Person-Organization Fit (PG), Continuance Commitment (CC), Normative Commitment (NC), Emotional Stability, Agreeableness and finally Conscientiousness. The following figure displays the theoretical framework for this study.

Figure 3.1 Research Study Theoretical Framework



Hypothesis development was based on the literature review.

3.2 DEVELOPMENT OF HYPOTHESIS

H1: A positive relation exists between PO Fit and Organizational Commitment

H1a: An employee’s PO Fit has a positive related to CC

H1b: An employee’s PO Fit has a positive related to NC

H2: A positive relation exists between PG Fit and Organizational Commitment

H2a: An employee’s PG Fit has a positive related to CC

H2b: An employee’s PG Fit has a positive related to NC

H3: Emotional Stability has moderating effect on PE Fit relationship with Organizational Commitment

H3a: Emotional Stability has moderating effect on PO Fit relationship with CC

H3b: Emotional Stability has moderating effect on PO Fit relationship with NC

H3c: Emotional Stability has moderating effect on PG Fit relationship with CC

H3d: Emotional Stability has moderating effect on PG Fit relationship with NC

H4: Agreeableness has moderating effect on PE Fit relationship with Organizational Commitment

H4a: Agreeableness has moderating effect on PO Fit relationship with CC

H4b: Agreeableness has moderating effect on PO Fit relationship with NC

H4c: Agreeableness has moderating effect on PG Fit relationship with CC

H4d: Agreeableness has moderating effect on PG Fit relationship with NC

H5: Emotional Stability has moderating effect on PE Fit relationship with Organizational Commitment

H5a: Conscientiousness has moderating effect on PO Fit relationship with CC

H5b: Conscientiousness has moderating effect on PO Fit relationship with NC

H5c: Conscientiousness has moderating effect on PG Fit relationship with CC

H5d: Conscientiousness has moderating effect on PG Fit relationship with NC

3.3 RESEARCH DESIGN

This research design is a descriptive study where detailed description and analysis on person-organizational fit and organizational commitment are gathered.

3.4 RESEARCH INSTRUMENT

This survey instrument was a six pages self-administrated questionnaire. It was including a separate cover page for introducing the nature this research to the respondent. The questionnaire has been prepared in English.

The questionnaire consisted of four sections. Part A contains 10 questions; it designed to measure fit for the employee regarding Person- Organization Fit and Person-Group. These scales were developing by Cable and DeRue (2002).

While Part B was design to measure the personality traits of the employee. Personality traits were measured with Big Five Questionnaire; it was modified to use Likert scale ranging from 1 to 7.

Part C was designed to collect the information regarding the level of the organizational commitment: continuance commitment and normative commitment were measured with the scales developed by Allen and Meyer (1990).

And finally Part D is requesting the demographic information from the respondents i.e. gender, age, education and years of experience.

1) SEVEN (7) POINT LIKERT SCALE

A survey containing 34 items rated on a seven point Likert scale has been developed for the use in this study in below Figure:-

Table 3.1 Representation of the scale code

1	2	3	4	5	6	7
Strongly Disagree	Disagree	Slightly Disagree	Neutral	Slightly Agree	Agree	Strongly Agree

We asked the participants to what extent they agreed with each statement with using Likert scale 7 point ranging from 1 (strongly disagree) to 7 (strongly agree).

3.5 SELECTION OF MEASURES

In this research, there are 7 variables, which are PO-Fit, PG-Fit, Emotional Stability, Conscientiousness, Agreeableness, Normative Commitment and Continuance Commitment were studied. The questionnaire used for this study can be referred at Appendix I.

3.6 SAMPLE DESIGN

Source of data was primary data, collected from respondents using questionnaire. The target population consist mixture of white collar & blue collar workers who are currently employed full-time in the organization. Method of sampling is using convenience sampling due to time limitation. Based on this sample 261 respondents are selected.

3.7 DATA COLLECTION PROCEDURE

Convenient Sampling technique was applied for this study. The sample population was confined both private and government sector employees in Peninsular of Malaysia, Foreign workers who are currently employed in Malaysia, and Malaysian workers who are presently working abroad.

The survey was conducted over 10 weeks from April 2010 till June 2010. Hierarchical level of respondents is from entry level to managerial level. Questionnaire was circulated via email

via email (softcopy) to selected private organization in various industries. There are total of 557 questionnaire were distributed. From 557 questionnaires, 261 questionnaires were completed and return on time.

Participants were informed the purpose of the study was to access their feelings and thoughts on various aspects of their jobs, and assess their personality. Respondents were assured the strict confidentiality of their answer as the questionnaires are sent directly to author and no one in organization would see it.

3.8 DATA ANALYSIS TECHNIQUES

A total of 257 participants responded to the questionnaire; however only 183 questionnaires were included in current study. Total of 74 questionnaires were excluded due to missing information and incomplete answers.

Firstly, the data were screened for missing data and treated for error. Then the data was coded in numerical order in excel spreadsheet before it was transfer to Statistical Package for Social Sciences (SPSS) version 14.0.

All data were visually scanned for errors in data entry and amended accordingly.

The negatively worded statements were reverse scored using “Transform” function. So all negatively worded statements’ were transformed to reflect in positive manner for ensure correct relationship analysis can be carried on.