CHAPTER THREE
RESEARCH METHODOLOGY

3.1 RESEARCH HYPOTHESES

The following hypotheses will be tested in this study: -

Hypotheses 1

Ho: There is no significant differences among demographic variables and ethical values of the employees

H1: There is significant differences among demographic variables and ethical values of the employees

Hypotheses 2

Ho: There is no significant differences between ethical values of the employees and their working departments

H2: There is significant differences between ethical values of the employees and their working departments

Hypotheses 3

Ho: There is no significant correlation between ethical values of the employees and their attitude towards the six attitudinal statements

H3: There is significant correlation between ethical values of the employees and their attitude towards the six attitudinal statements

3.2 SELECTION OF MEASURES AND TEST STATEMENTS

Based on Vitell's studies (Vitell and Muncy, 1992), the author developed a questionnaire to test the ethical values of hotel employees in Kuala Lumpur, specifically with relation to the workplace. The author devised 21 statements to test employees' attitudes towards work-related situations. Six additional statements were used, to test the respondents' attitudes towards customer service and humankind in general to test employees' job-related ethics.

For study on hotels, many ethical statements can be developed. However, in this study, the focus is on four main working environments where direct service encounters between guests and employees occur.

Four major service environments were given the emphasis: Housekeeping, Front office and Food & Beverage and Engineering departments. Respondents from other departments i.e. Human Resource, Finance & Accounting, Kitchen, Security and Sales & Marketing were also surveyed for comparison purposes with the results of the four main departments.

The survey questionnaire is divided into three sections. Part 1 is the respondent's profile. Section 2 comprises of 21 ethical statements to test the ethical values of hotel employees specifically with relation to the workplace. Section 3 has six additional statements, to test the respondents' attitudes towards guest service and humankind in general. (The questionnaire with the 27 statements is attached in Appendix I).

3.2.1 RESPONDENTS DEMOGRAPHIC PROFILE

The respondent's demographic profile is collected in Section 1 of the questionnaire. Information collected includes gender, age group, education level, working department and position level in their hotels.

3.2.2 DEVELOPMENT OF TEST MEASURES

In Section 2 and Section 3 of the survey questionnaire, researcher used the 5-point - Likert scale to study the ethical values of the hotel employees. There are 21 and 6 statements respectively in each section. Respondents were required to indicate their degree of attitude towards the ethical statements based on the following five points scale: -

1 = Strongly Wrong
2 = Wrong
3 = Neutral
4 = Not Wrong
5 = Strongly not Wrong

For section 2, the researcher will total up the responding ratings and will categorize the respondents ethical values based on the following scores: -

Strong   - 21 to 49 points
Moderate - 50 to 79 points
Low   - 80 to 105 points

For section 3, the researcher will analyze the ratings for each individual statement to determine the respondent's ethical belief on the statements. Respondents were required to indicate their degree of agreement towards the six statements based on the following five points scale: -

1 =	Strongly Disagree
2 =	Disagree
3 =	Neutral
4 =	Agree
5 =	Strongly Agree

3.2.3 SAMPLING DESIGN

The sample population consisted of all four-star hotel employees in Kuala Lumpur. From the membership list of the Malaysian Hotels Association, there are 34 four-star hotels in Kuala Lumpur registered with the Association. The total number of employees employed by these hotels categorized by their working departments is presented in table 1 below: -

TABLE 1: Research Population

Working Dept	Number of Employees	%
Housekeeping	1,156	18.1
Front Office	782	12.2
Human Resource	102	1.6
Food and Beverage	1,088	17.0
Kitchen	748	11.7
Finance	578	9.0
Security	816	12.8
Engineering	748	11.7
Sales and Marketing	374	5.9
Total	6,392	100.0

Source: Malaysian Hotel Association Report (February 2001)

From the population of 34 four-star hotels in Kuala Lumpur, 20 hotels were randomly selected. It included all types of hotels with four –star ratings. A total of 15 questionnaires (Appendix 1) were sent to the Human Resource Department of each participating hotel. A total of 300 questionnaires were distributed. Each hotel was advised to select a minimum of 15 employees to complete the questionnaire. Most hotels either distributed the questionnaires to different departments for filling in, or distributed the questionnaires in the staff canteen. Employees were asked to fill in the questionnaire within one week.

Though confidentiality was strongly emphasized, hotel employees may be cautious in answering the questionnaire. Nevertheless, the answers represented the people's ethical beliefs only, whether they would "actually perform" in real life is difficult to verify. It is not possible to check the employees' actual behaviour as compared to what they answered in the questionnaire. Although recognizing these natural limitations, the author believes that the data collected should represent an overall feeling of hotel employees' ethical beliefs. In total, 102 useful completed questionnaires were collected. This represents a response rate of 34 %. The whole process of data collection took about four months, from January to April 2001.

3.3 DATA ANALYSIS TECHNIQUES

3.3.1 Respondents Demographic Profiles

The respondents demographic profiles i.e. sex, age group, education, working department in hotel and position level in hotel will be analyzed and presented in the form of frequency tables.

3.3.2 Factors analysis

Factor analysis is a class of multivariate statistical methods whose primary purpose is to define the underlying structure in a data matrix. With factor analysis, the analyst can first identify the separate dimensions of the structure and then determine the extent to which each variable is explained by each dimension. This dimension can be used for summarization and data reduction. Hair et al. (1995) suggest the various criteria for selecting the right number of factors: "The factor analysis should always strive to have the most representative and parsimonious set of factors possible". "Latent root/eigenvalue" criterion will be applied.

A principal component analysis with a varimax rotation test will be conducted to factor analysis hotel's employees' job-related ethics. The decision to include a variable in a factor will be based on factor loading of 0.5 or higher, and an eigenvalue equal to or greater than 1. Further, an alpha test will be performed to test the internal reliability of the results. Reliability can be defined as the degree to which measures are free from error and therefore yield consistent results.

Factors identified using the principal component analysis with a varimax rotation method will be used for further analysis in this study.

The six general attitudinal statements in Section 3 of the questionnaire will be analyzed to determine the degree of respondents' ethical values. Mean score and the ranking of the six-attitudinal statements will be determined for analysis and interpretation.

3.3.3 Correlation analysis

The Factors identified in the stage of factor analysis will be analyzed with the six general attitudinal statements (in Section 3) by correlation analysis using the

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Pearson coefficient. This coefficient will indicate both the magnitude and direction of the relationship between the variables.

3.3.4 Independent t-test - by Gender

T-test is a technique used to test the hypothesis that mean scores on some variable will be significantly different for two independent samples or groups. An independent t-test for gender will be performed to test the differences between the two gender groups.

3.3.5 ANOVA analysis

ANOVA (Analysis of Variance) is used when there is a need to compare the means of two or more groups or populations. ANOVA analysis of Departmental mean with the factors identified will be performed to understand further the differences between departments and the factors identified in this study.

3.3.6 ANOVA analysis of demographic variables

ANOVA analysis will be performed to test the mean differences between ages; education and position level with the factors identified. The tolerance level of unethical behaviours by age group, education level and position level will be analyzed to determine whether there is any significant level of differences among the demographic variables.