

**ATTITUDE, JOB MOTIVATION,  
JOB SATISFACTION AND  
BEHAVIOURAL INTENTION  
AMONG TOUR GUIDES IN  
SARAWAK**

**KHAIRUL HISHAM BIN ISMAIL  
REDZUAN BIN SARKAWI  
HASBULLAH BIN ISMAIL**

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## AUTHOR'S DECLARATION

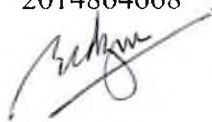
I declare that the work in this dissertation was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This dissertation has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


1. Name of Student : Khairul Hisham Bin Ismail  
Student I.D.No. : 2014412534  
Signature of Student :



2. Name of Student : Redzuan Bin Sarkawi  
Student I.D.No. : 2014864668  
Signature of Student :



3. Name of Student : Hasbullah Bin Ismail  
Student I.D.No. : 2014205894  
Signature of Student :



Programme : Master of Business Administration  
Faculty : Arshad Ayub Graduate Business School  
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## **ABSTRACT**

This study is about attitude, job motivation, job satisfaction and behavioural intention among tour guides in Sarawak. Job motivation is affected by extrinsic factors and intrinsic factors. Extrinsic factors are company policy and administration, relationship with colleagues, salary, security, status, supervision, and work condition, while intrinsic factors are achievement, advancement, promotional opportunities, autonomy, freedom, growth, recognition, responsibility, and work itself. A total of 74 tour guides took part in this survey which utilized purposive data sampling technique. The data was collected using self-administered questionnaires. Findings showed that the tour guides have positive attitude towards their job, are mostly motivated by the intrinsic factors and are generally satisfied with their job. The findings suggested that there is a strong and positive relationship between attitude and job motivation, a strong relationship between job satisfaction and job motivation. However, there is a positive but weak relationship between behavioural intention and attitude, intrinsic factor, extrinsic factors, job motivation and job satisfaction.

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

Generally speaking, job satisfaction refers to the positive or negative feelings and behavior towards a job. There are many factors that affect job satisfaction which continues to attract psychologists and researchers in the industrial management field to study this area. The level of job satisfaction in an employee or staff of the organization is important. This is to ensure an output produce is a quality product or service is at the best as a result of work performed.

Studies to determine the level of job satisfaction among employees need to measure the value of humanity. Low level of job satisfaction will typically affect product quality and level of services provided. Organizations that are not concerned with the level of job satisfaction among its employees will face many problems, both in operation, low product quality, high levels of retrenchment, and others that can enhance the cost to the company.

Job satisfaction is often influenced by various factors such as demographic factors (age, gender, work experience, location and many others), salaries and allowances, compensation and benefits, monitoring / supervision by supervisors or bosses, the work itself, the effect of co-workers, equipment and facilities to do the work, and also the work environment.

### **1.2 BACKGROUND**

Tourism is one of the most important industries which contribute to Sarawak's financial achievement. The state of Sarawak is one of the destinations in Malaysia which faces strong competition from established destinations within Malaysia such as Sabah and Penang. In addition, Sarawak also face fierce competition from neighboring holiday destinations such as Indonesia, Philippines, Vietnam, and Thailand as these countries are comparatively cheaper. As for Singapore, it is one of the most developed countries in Asia and it also poses competition for Sarawak