MINIMUM WAGE AND HR PRACTICES: THE PERSPECTIVE AND IMPLICATIONS FOR THE MALAYSIAN HOTEL INDUSTRY

Idaya Husna Mohd

Flinders Business School 2013

A thesis submitted in fulfilment of the requirements for the degree of Doctor of Philosophy of Flinders University

ABSTRACT

This thesis explored the implications on Human Resource practices of the introduction of a National Minimum Wage (NMW) with specific reference to the Malaysian hotel sector. The composition of HR practices within Malaysia (especially the wage scheme in the Malaysian hotel industry) differs from other countries in the world. The introduction of a NMW brought in debate on how the industry would cope with the anticipated implications especially on the wage scheme. As wages are usually left for the market to determine, the NMW would cause changes within organizations, especially with regards to HR practices. As the wage scheme composition changes will involve increases in cost, the impact is predicted to hit HR practices as a whole. Consequently the changes in HR practices are predicted to impact upon employees' productivity and motivation. A series of survey and semistructured in-depth interviews were conducted prior to the legislation of the NMW as a national policy to investigate employers' anticipated responses, preparedness and changes in HR practices in implementing the NMW in the hotel industry. This study also investigated the overall readiness of employers in implementing the new wage policy. A survey was then conducted with hotel employees to explore their responses to the NMW, to assess the potential impact on their productivity, and to examine the impact of HR practices on employee motivation. Although the findings indicated that both employers and employees agreed with the new wage policy, as the knowledge on the new NMW and the associated wage structure is limited, they may not actually be ready to cope with these changes. The findings also indicated that employers chose the 'high road' strategy to cope with the changes brought by the new wage policy. The NMW was not found to be the only driver towards motivation; work life balance also appears to drive employee motivation, suggesting that both extrinsic and intrinsic values must be considered in terms of employee motivation. This thesis makes a significant contribution towards assisting the key players in the hotel industry (policy makers, hotel associations, trade unions, employers and employees) to develop a more strategic and effective approach to the implementation of the NMW.

DECLARATION OF ORIGINALITY

'I certify that this thesis does not incorporate without acknowledgment any material previously submitted for a degree or diploma in any university; and that to the best of my knowledge and belief it does not contain any material previously published or written by another person except where due reference is made in the text.';

Idaya Husna Mohd

ACKNOWLEDGEMENT

"In the name of God, the most Merciful, the most Beneficent"

Praise to God for giving me the strength, time and knowledge to complete the thesis. It would not have been possible to write this thesis without the guidance and support of the kind people around me.

My thesis would not have been possible without the guidance, help, support, comments, ideas, suggestions and patience of my principal supervisor, Dr Marian Whitaker and my second supervisor, Emeritus Professor Keith Hancock. I cannot thank them enough for their interest, encouragement and criticism, which made this thesis writing challenging and interesting. Most importantly, every single thing they taught me has been a valuable learning process for me. The good advice, support and friendship have been priceless on both academic and personal level, for which I am tremendously grateful.

I would like to acknowledge the opportunity given to me by University Teknologi MARA (UiTM) to further my study. Thank you so much for the scholarship and subsistence allowance provided. I would like to thank the Faculty of Business Management and the Jabatan Pengurusan Sumber Manusia (the University's Department of Human Resource) for their support in my administrative needs. I would also like to thank the administrative staff of Flinders Business School, National Institute of Labour Studies and Flinders University for their support in my administrative needs in Adelaide.

I am most grateful to the Ministry of Human Resource for giving me the opportunity to participate in the Minimum Wage Lab, a program that gathered the employers, employees, trade union bodies and academicians to reach for final conclusion on minimum wage setting and to set up the National Wages Consultative Council for Malaysia which has contributed a lot to this thesis. I am also grateful to Mr Marco Batistotti, the Chairman of Malaysian Association of Hotels (MAH) (Northern Chapter), Tuan Haji Shaharuddin M Saaid, Executive Director of Malaysian Association of Hotel Owners (MAHO) and all employers and employees in the participating hotels for the kindness and support towards this thesis.

I would like to express my gratitude to my beloved parents, Dato' Mohd Bin Osman and Datin Azizah Ariff, brother and sister for the unequivocal blessing, understanding, support, prayers and patience towards my success.

Last but not least, heaps of thanks to my beloved officemates, Linda, Llainey, Lulu and Joanne in National Institute of Labour Studies (NILS) for the wonderful knowledge sharing moments and friendship. Special thanks to Dr.Awang and Dr.Zatul Himmah for the encouragement, advice and help. Not forgetting Dr.Nita, Dr.Saliza, Nadia, Dr.Suzie, Amirul, Rozi, Feeza, Alia, Dr.Hanim, Dr.Liana and Jane Horgan for the wonderful encouragement and above all friendship and good times spent undergoing this wonderful journey.

Thank You

For any errors or inadequacies that may remain in this work, of course, the responsibility is entirely my own.

TABLE OF CONTENTS

Abstract	i
Declaration of Originality	ii
Acknowledgement	iii
Table of ContentS	iv
List of Figures	viii
List of Appendices	xiii
Abbreviations	xiv
CHAPTER 1- Introduction	1
1. Introduction	1
1.1 A Minimum Wage for Malaysia: Some Contextual Background	2
1.2 Justification and Problem Statement for this Study	4
1.3 Research Objectives and Research Questions	5
1.4 Significance of the Study	9
1.5 The Development of a National Minimum Wage Proposal for Malaysia	9
1.6 Organisation of the Thesis	15
CHAPTER 2 - THE Minimum Wage in the Hotel Industry: ISSUES and Insights	16
2. Introduction	16
2.1 The Minimum Wage	16
2.1.1 Minimum wages from an 'economic' perspective	20
2.1.2 Minimum wage protection in Malaysia before 2012	21
2.2 Human Resource Management	25
2.3 Employers' and Employees' Responses to the National Minimum Wages	27
2.3.1 Employers' responses to the National Minimum Wage	28
a. Recruitment and selection issues in the hospitality industry	32
b. Induction and training issues for the hospitality industry	33
c. Pay and benefits	35
2.3.2 Employees' responses to the National Minimum Wages	37
a. Productivity	37
b. Motivation	40
2.4 Summary	45

CHAPTER 3-Research Methods	47
3. Introduction	47
3.1 Research Design	50
3.2 Sampling	53
3.3 Data Collection Method	56
3.3.1 Employers survey and in-depth semi structured interview	56
3.3.1.2 Pilot testing	59
3.3.1.3 Data collection - stage 1: employers' survey and in-depth interviews	60
3.3.1.4 Data analysis	61
3.3.2 Employees' Survey and In-depth Semi-structured Interviews	64
3.3.2.1 Questionnaire and interview design and the rationale behind the questions	64
3.3.2.2 Pilot Testing	66
3.3.2.3 Administration of the data collection - stage 2: employees' survey	66
3.3.2.4 Data analysis	67
3.4 Ethical Implications	71
3.5 Summary	72
CHAPTER 4 - Employers' Findings	73
4. Introduction	73
4.1 Profile of the participating organizations	73
4.2 The Introduction of a National Minimum Wage: Anticipated Responses	74
4.2.1 Employers' attitudes and perceptions towards the introduction of a national minimum wage	74
4.3 Anticipated Changes in Employment and Human Resource Management Practices	
4.3.1 Employment patterns	81
4.3.3 Compensation and rewards	88
4.3.4 Other strategies in Human Resource Management	101
4.4 Employers' readiness to implement the new NMW	114
4.4.1 Labour costs	116
4.5 Summary	118
CHAPTER 5 - Employees' Findings	120
5. Introduction	120
5.1 The Sample	120
5.2 Profile of Respondents	121
5.3 An Overview of Employees' Responses to the National Minimum Wage for Hotel Employees	121
5.4 Anticipated Effects of NMW on Productivity	121

	5.4.1 Pay and productivity	123
	5.4.2 Measuring productivity	124
	5.4.3 Factors that influence productivity	125
	5.5 The Influence of the Anticipated Changes in HR Practices (Employment, Training Compensation & Benefits) on Employees' Motivation	and 126
	5.5.1 Respondents' views on their current compensation program	127
	5.5.2 Assessing the anticipated impact of the changes in HR practices (from the implementation of NMW) on employees' motivation using Hierarchical Linear Modelling	130
	5.6 Summary	140
C	HAPTER 6 - Discussion	143
	6. Introduction	143
	6.1 The Impact of the NMW on Human Resource Practices in the Malaysian Hotel Industry: the Employers' View	143
	6.1.3 Exploring the readiness of employers to implement the NMW policy using the 'high road' or 'low road' strategy.	e 155
	6.2 The Impact of the NMW on Human Resource Practices in the Malaysian Hotel Industry: Employees' View	160
	6.2.1 Exploring the anticipated response of employees in the hotel industry to the introduction of the NMW.	160
	6.2.2 The potential effect of NMW on employees' productivity.	161
	6.2.3 The relationship between HR practices and employee motivation.	170
	6.3 Summary	174
	Opting for technological changes	179
CHAPTER 7 - Conclusions		
	7. Introduction	186
	7.1 Recapitulation and Contributions of the Study	186
	7.1.1 Employers	187
	7.1.2 Employees	188
	7.2 Linking 'High Road' Strategy and Productivity Improvement	191
	7.2.1 Employers' 'high road' strategy	191
	7.2.2 Employee productivity and motivation	192
	7.2.3 The link between 'high road' strategy and employees productivity improveme	
	ZOLI VI CELL D	193
	7.3 Limitations of This Research	197
	7.4 Suggestions for Further Research	198
	7.4.1 The importance of service points in the hotel industry.	198

7.4.2 Work-life balance as a motivational factor among hotel employees	198
7.4.3 Embracing the use of self-servicing and greater technology in the hotel i	ndustry
	199
7.4.4 Price elasticities across the hotel sector by star rating in Malaysia	199
7.5 Conclusions	199
Post script	202
References	206
Appendices	
	229

LIST OF FIGURES

Figure 1.1:	The thirteen states of Malaysia
Figure 1.2:	The research framework
Figure 1.3:	The MTUC's proposal of RM 900 based on the essential and basic
	needs of a single person
Figure 1.4:	A Minimum Wage for Malaysia: Milestone along the Journey from
	1947-2011
Figure 2.1:	The impact of the minimum wage on employment
Figure 2.2:	Hofstede's five dimension criteria for Malaysia
Figure 3.1:	An example of convergent parallel design
Figure 3.2:	The research process
Figure 3.3:	HLM-based multilevel mediation models
Figure 3.4:	HLM-based multilevel mediation model for this study
Figure 4.1:	Question 11 from the questionnaire for employers
Figure 4.2:	An example of the monthly take home pay for a rank and file
	employee in a 5 star hotel
Figure 4.3:	The value of monthly service points in a 5 star hotel in 2011.
Figure 4.4:	Percentages of the selection criteria mentioned by respondents
Figure 4.5:	Factors affecting turnover based on the findings in this study
Figure 5.1:	An example of respondents' feedback for question C20
Figure 5.2:	Factors that positively influence productivity
Table 5.8:	Hypothesis: The impact of reward (MW) on organizational support
	and motivation
Figure 5.4:	The impact of work-life balance on organizational support and
	motivation
Figure 5.5:	The relationship between organisational support, rewards and
	motivation
Figure 5.6:	The relationship between organisational support, work-life balance
	and motivation
Figure 5.7:	The final model of the relationship between organisational support,
	rewards work life belong at 1

- Figure 6.1: The comparison between factors that govern turnover culture in the hotel industry
- Figure 6.2: A virtuous circle of performance improvement
- Figure 6.3: Job design as a factor that leads to employees' productivity
- Figure 6.4: Productivity Improvement Model
- Figure 6.5: Productivity Improvement Model for the Malaysian hotel industry based on McMahon's Model.
- Figure 7.1: The link between employers and employees' anticipated responses towards the implementation or the NMW in the Malaysian Hotel Industry
- Figure P.1: The comparison of take home pay calculation

LIST OF TABLES

Table 1.1:	Research objectives and research questions of this study
Table 2.1:	Recent influential studies on minimum wages
Table 2.2:	Wage councils and monthly minimum wages in Malaysia before
	2009
Table 2.3:	Product market and work organisation effects of the UK NMW
Table 2.4:	Hofstede's five dimension culture for Malaysia
Table 3.1:	The relationship between research questions, objectives, methods,
	data analysis and respondents
Table 3.2:	Total number of hotels in Malaysia as of 2010
Table 3.3:	Questions in the study by Brown and Crossman (2000) and modified
	questions for the current study
Table 3.4:	Employers' data code book sample
Table 3.5:	Employees' data code book sample
Table 3.6:	Reliability statistics
Table 4.1:	Respondents' feedback on the MTUC's proposal
Table 4.2:	Respondents' perceptions on the minimum wage for hotel workers
Table 4.3:	Respondents' reactions to the proposed amount for a minimum wage
	of RM 900 plus RM 300 (Cost of Living Allowance)
Table 4.4:	The importance of wages in general
Table 4.5:	Overall findings on the employers' reaction to minimum wage.
Table 4.6:	Intention to replace older employees
Table 4.7:	Intention to reduce training.
Table 4.8:	Non-monetary benefits – basic benefits
Table 4.9:	Non-monetary benefits – leave
Table 4.10:	Non-monetary benefits – other benefits
Гable 4.11:	Monetary benefits
Гable 4.12:	Monthly basic wages provided for hotel employees
Γable 4.13	Changes to the recruitment and selection process
Γable 4.14:	Average percentage of labour turnover rates according to star rating
Γable 4.15:	Intention to opt for technological changes
Γable 4.16:	Anticipated influence of implementing NMW in the hotel industry

Table 4.17:	The anticipated effects of the NMW according to hotel's star rating
Table 4.18:	Labour costs as a proportion of monthly revenue
Table 5.1:	Respondents' feedback on changes in pay and productivity
Table 5.2:	Productivity measurement according to respondents according to
	theme
Table 5.3:	Respondents' perception of their current rewards in their current jobs
Table 5.4:	Cross tabulation (in percentage) between respondents' perception on
	current rewards in their current job and the hotel star rating
Table 5.5:	Respondents' answers to the question "If the minimum wage is set at
	a higher level, would you agree to the point system being abolished?"
Table 5.6:	Percentage of pay saved by respondents after EPF and SOCSO
	deductions
Table 5.7:	Factor at each hierarchical level
Table 5.8:	Hypothesis: The impact of reward (MW) on organizational support
	and motivation
Table 5.9:	Hypotheses: The impact of WLB on motivation
Table 6.1:	The benefits of training for hotel employers and employees
Table 6.2:	Benefits offered in the hotel industry
Table 6.3:	Employers' responses to a NMW in the U.K. hospitality industry
Table 6.4:	Employers' responses to a NMW in Malaysia based on the findings of
	the current study
Table 6.5:	Summary findings regarding the first research question of the
	employers' study
Table 6.6:	Summary findings regarding the second research question of the
	employers' study
Table 6.7:	Summary findings regarding the third research question of the
	employers' study
Table 6.8:	Summary findings regarding the first research question of the
	employees' study
Table 6.9:	Summary findings regarding the second research question of the
	employees' study
Table 10:	Summary findings regarding the third research question of the
	employees' study

Table 7.1: Minimum wage comparison between countries

Appendix - Chapter I
Section 2: Monocrandon for a National Minimum Wage by MTD II
section 2: Monocrandon for Defisioner of the NMM!
Increase 3: Monocrandon Mage Deferment Letter for the Monocran
Section 3: Guardian of the Implementation of the Minimum suggestions
Appendix - Chapter 3
Section 1: Questionnaire for Employers
Section 2: Constitutionaire for Employers
Section 3: Lette of introduction

Superpolit - Chapter 4
Section 3: Lette of introduction

Superpolit - Chapter 4
Section 1: Profile of the participating organization

Appendix to Chapter 4
Section 1: A S.O. A S.17

Deficient 2: Letter of the participating organization

Monte Carlo Test

2: Approximate proceedings

3: Every Decision testing

3: The impact of MW at Personal to Memorian

3: The impact of MW at Personal to Memorian

Military beautiful MLS on Methodian

Section 1: Principle component statistic (PCA) results
Section 1: Principle component statistic (PCA) results
Section 4: Repaired of WLS on Monocrain

Section 5: Efforts, Carlo Tase

a. The impact of WLS on Monocrain

Section 5: Efforts, Carlo Tase

a. The impact of WLS on Monocrain

Section 5: Efforts, Carlo Tase

a. The impact of WLS on Monocrain

Section 5: Efforts Carlo Tase

a. The impact of WLS on Monocrain

LIST OF APPENDICES

Appendix - Chapter 1

Section 1: Memorandum for a National Minimum Wage by MTUC

Section 2: Memorandum for Deferment of the NMW

Section 3: Minimum Wage Deferment Letter for the Hotel Industry

Section 4: Guideline of the Implementation of the Minimum wages Orders 2012

Appendix - Chapter 3

Section 1: Questionnaire for Employers Section 2: Questionnaire for Employees

Section 3: Letter of Introduction

Appendix - Chapter 4

Section 1: Profile of the participating organizations

Appendix for Chapter 5

Section 1: A5.0 - A5.17

Section 2: Principle Component Analysis, Hierarchy Linear Modelling (HLM), Monte Carlo Test.

a. Aggregation procedures

b. Hypotheses testing

i) The impact of MW as Reward on Motivation

(ii) The impact of WLB on Motivation

c. Results

(i) The impact of MW as Reward on Motivation

(ii) The impact of WLB on Motivation

Section 3: Principle component analysis (PCA) results

Section 4: Hierarchy Linear Modelling (HLM)

a. The impact of Reward (MW) on Motivation

b. The impact of WLB on Motivation

Section 5 - Monte Carlo Test.

a. The impact of Reward (MW) on Motivation

b. The impact of WLB on Motivation

Appendix for Chapter 6

Section 1: Benefits offered in the hotel industry

ABBREVIATIONS

ECDR Eastern Corridor Development Region

EPU Economic Planning Unit

FDI Foreign direct investment

FDI Foreign direct investment

HLM Hierarchy Linear Modelling

HLM Hierarchy Linear Modelling

HRM practices Human Resource Management practices

ILO International Labour Organization

IRD Iskandar Development Region

LOCs Locally owned companies

MEF Malaysia Employers Federation

MW Minimum Wage

MNCs Multinational corporations

MOHR Ministry of Human Resource

MTUC Malaysian Trade Union Congress

NCDR Northern Corridor Development Region

NDP National Development Policy

NEP New Economic Policy

NMW National Minimum Wage

NVP National Vision Policy

NWCC National Wages Consultative Council
NWCCA National Wages Consultative Council Act 2011

OLS Ordinary Lease Square

SMEs Small and Medium Enterprises

SPSS Statistical Package for the Social Scienc