

The Influence of Women Personality and Career Satisfaction in Electrical and Electronic Industry: The Reliability Test

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ABSTRACT

This paper aimed to study the influence between personality and subjective career success mainly focus on career satisfaction among women in electrical and electronic sector in Malaysia. Therefore, this study review the personality traits consist of neuroticism, extraversion, conscientiousness, openness to experience and agreeableness in predicting subjective career success. The fewer study in non-western context on women career satisfaction especially Malaysia enable this paper to understand the influence of women characteristics and subjective career success based on manufacturing industry. The research applied structured questionnaire in English version. The survey involve 100 respondents in middle management. This paper enriches the literature of women career success and provides insight recommendation in manufacturing industry

Keywords: women, personality, career satisfaction, electrical and electronic

INTRODUCTION

In this decade, Malaysia dealt with rapid transformation in managing human capital whereby the participation of women in national economic increasing since year 1991 in Malaysia Plan. The awareness on “National Policy for Women” are portray the equal opportunities between women and men in any sector in Malaysia lead to affect the women career satisfaction (Subramaniam, 2011, Ahmad, 1998). Moreover, Abu Bakar and Marican (2014) revealed that fewer study on women subjective career success in non-western context especially in Malaysia and no doubt the male dominated workplace are exist. Furthermore, Rasdi, Ismail, Uli and Noah (2009) emphasize the specific personality enhance the level of career satisfaction. Not only that, women posses with right personality for the chosen career experience positive stimulation in their career path but also able to perceive high level in career satisfaction and tend to nourish good relationship among colleagues in the workplace (Belasen & Frank, 2012, (Riordan & Louw-Potgieter, 2011).

Most multinational corporations (MNCs) facing the challenges in recent global financial crisis. The MNCs company bears the high cost of production include raw materials and labour cost due to instable currency and losses in business operation. However as reported in Malaysia Monthly Manufacturing circulated on February 2016, the productivity of manufacturing sector increase by 1.6% that is RM636,579 in year 2014 to RM646,791 in year 2015 but this is contradicted with the performance of productivity value per employee decreased by negative 0.8%. The insecurity working environment in the companies effect the personality (psychology) and career satisfaction (Poon, Briscoe, Abdul-Ghani, & Jones, 2015, Belasen & Frank, 2012). A study conducted by Johari, Mat, Mat, Othman, and Hayati (2013) among women as engineer revealed there is no relationship between personality and women career satisfaction as women perceived personality is not the barrier to achieve their career satisfaction. The inconsistent finding on personality traits and career satisfaction endeavour this study to understand the characteristics of women personality in manufacturing industry as noted this industry well known as male dominated field (Johari et al., 2013).

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LITERATURE REVIEW

Career Satisfaction

Enache, Sallan, Simo and Fernandez (2011) defined the subjective career success (SCS) as individual accomplishment through his or her personal values. On the other hand, Gattiker and Larwood (1986) captured the subjective career success as individual personal perception on their career preferences in chosen career whereby also represent career satisfaction by most of the scholar (Heslin, 2005, Tan, 2010, Haines, Hamouche, & Saba, 2014). Women as individual tend to report level of career success linked to the personal accomplishment and achievement based on their personal satisfaction and not influence by the monetary rewards such as wages and high overtime paid off but subject to the priority to their husband, children and family (Enache et al., 2011).

Personality Traits

Williamson, Lounsbury and Han (2013) exerted the personality traits mainly represent individual characteristic that predicted the performance of individual and related with the career satisfaction. Personality traits represent the uniqueness and differences of individual and draw the qualities internally of each person towards performing their work demand (Buss, 1996, Williamson et al., 2013). The personality traits for this study refer on big five personality traits consists of neuroticism, extraversion, conscientiousness, openness to experience and agreeableness. Goldberg, 1990 and Zainal, Nasurdin, & Hoo (2011) confirmed that the big five personality traits is matched with individual personality in the study of career satisfaction. The connection of the trait generally may shape the personality of individuals based on what his or her subjectively perceive and experience on their working environment.

Neuroticism and Subjective Career Success

Zainal et al. (2011) indicated that individual with trait neuroticism tend to have unstable emotion and characterize with the highest level of depression, anxiety and stressful. Moreover, individuals who possess high neuroticism are experiencing negative feeling in the work environment and consider less positive in his or her personality and psychology. Unfortunately, Tan (2010) in her study found no relationship between neuroticism to the career satisfaction because her study involve positive person in positive work environment especially when the nature of career dealing with people as a sales agent in insurance job scope.

Extraversion and Subjective Career Success

An Individual with high extraversion is tending to have a good social networking skills and easy going with others. Moreover, this are contradicted with trait neuroticism which portray people are welcome and feel pleasant with this individual. However, as agreed by most of the scholar about this trait include Tan (2010), Zainal et al. (2011) indicate the finding differently which revealed negative relationship between the variable because the sample for the study involve young manager that individual skill and abilities towards the career are more reliable compared to individual personality. On the other hand, Powers (2012) found no relationship between extraversion and career satisfaction. However, Lounsbury et al.(2012) exerted the positive relationship between the variable as the impact of the nature in the working environment as customer services which required the individual possess high score in extraversion.

Conscientiousness and Subjective Career Success

Conscientiousness depicted the individual with a personality such as highly committed, the rigid and perfectionist person. Wille, De Fruyt, and Feys (2012) indicates that individual perceived with high

conscientiousness are stronger in demonstrate the career goals and committed with the family and the finding consistent with evidence that the traits strongly predicted the career satisfaction (Judge & Kammeyer-Mueller, 2007).

Openness to Experience and Subjective Career Success

Individual possess the openness to experience characterize as creative, curious and easily adapted with the new environment (Seibert & Kraimer, 2001). Previous studies found there was no relationship between openness to experience in predicting the career satisfaction (Boudreau, Boswell, & Judge, 2001; Tan, 2010) contradicted a the few research found the positive relationship between the traits in predicting the career satisfaction (Sutin, Costa, Miech, & Eaton, 2009, Rohaida, Zainal, Nasurdin, & Hoo, 2011)

Agreeableness and Subjective Career Success

Agreeableness describes the individual with tendency on soft characteristics including gentle, generous and caring. Zainal et al. (2011) revealed agreeableness positively related with the career satisfaction affected by the nature in individual working environment required to attain the customer as a routine job. However, Seibert and Kraimer (2001) and Wille et al. (2012) agreed in their study negative relationship between agreeableness and career satisfaction proven that not necessary individual agreed and failing to obey instruction and demand from others.

RESEARCH METHODOLOGY

Population and Sampling

The unit analysis of the study is the individual working as an officer, executive, engineer and above. The list of the company obtained from the Malaysian Investment Development Authority (MIDA) which actively operates in Malaysia as to date. This study conducted quantitatively to examine the relationship between the personality and career satisfaction.

The purposive sampling applied to the study due to constraint to get the accurate information on the sampling frame restricted by the company policy and privacy. The questionnaire distributed among 100 female employees and involves three requirements apply to the respondent. Firstly, the respondents must be women. Secondly, the respondent must be working more than 1 year and with the full time basis. Thirdly, the respondent must be working as an officer, executive, engineer and above. Therefore, after two weeks distributed the questionnaires the total 100% response rate received.

Measurement

The questionnaire is based on self-administered consist of Section A and Section B. Questionnaire from section A consist of 50-item about personality adapted instrument International Personality item Pool (IPIP) from Goldberg (1990) with coefficient alpha 0.82 and Section B measure career satisfaction consist of 5-items based on Perceived Career Success (PCS) adapted from Greenhaus, Parasuraman, and Wormley (1990) with coefficient alpha 0.88. Afterwards, the software Statistical Package for Social Science (SPSS) version 22.0 used for data analysis in the study.

RESULTS

The Statistical Package for Social Science (SPSS) version 22.0 was utilized to compute coefficient alpha and the reliability. Sekaran (2003) suggested a Cronbach's alpha at least 0.60 to measure the instrument is reliable and acceptable. Table 1 illustrated the reliability result each of the instrument for the reliability test range from 0.786 to 0.946. Therefore, the result of the reliability test as illustrate below considered relatively reliable.

Table1.

Cronbach's Alpha		
Variables	Cronbach's Alpha	Strength
Personality Traits	0.786	Good
Career satisfaction	0.946	Very Good
N=100		

DISCUSSION

This study prove that personality and career satisfaction are the subjective perception within individual that possesses difference characteristics and behaviour. A quote “Do not judge the books by the cover” perceive that the uniqueness of each individual and people eventually misinterpret successful person based his or her individual based on impression such as characteristics, behavior and attitude but not how the individual feel and satisfied on internally.

CONCLUSION AND RECOMMENDATION

Therefore, the finding on reliability test mainly on two measurement between personality traits and career satisfaction revealed that respondent did not facing any issues on understanding the items in the questionnaire. Moreover, based on the measurement variable (personality traits and career satisfaction) indicate that both are exceed the minimum target 0.70 of Cronbach Alpha. Nevertheless, this result should consider as limitation since the respondent was only 100 women might not widely generalize the population in the electrical and electronic industry. However, the strong result in reliability test are useful to evaluate within the limitation and the instrument used are consistent with past studies. Therefore, the researcher decide to apply the instrument based on the good result in reliability test for the context of present study.

Not only that, the organization, government and researcher should aware the influence of personality traits as it might affect negatively to individual career satisfaction and potentially to contribute low level of productivity in te organization. The finding of the study useful to the human resources practitioners, managers, academician and student to extend the research.

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