THE RELATIONSHIP OF VALUES OF CERTIFICATION, PROFESSIONALISM, JOB SATISFACTION AND SERVICE QUALITY IN THE TOURISM INDUSTRY OF SOUTH SULAWESI

BUNTU MARANNU EPPANG

UNIVERSITI TEKNOLOGI MALAYSIA
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BUNTU MARANNU EPPANG

A thesis submitted in fulfilment of the requirements for the award of the degree of Doctor of Philosophy (Management)

Faculty of Management
Universiti Teknologi Malaysia

October 2017
I dedicate this thesis to

My dear and loving wife, Golda Risertin Linto,
My beloved daughter, Bianca Graziella Eppang,
   My beloved mother, Sintje Tairas,
   My mother in law, Murtiyase Towelo
   My father in law, Yorim Linto
   My parents in Lord, David Keeler and Jill Phillips

For their constant support, prayers and unconditional love
I love you all dearly.
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ABSTRACT

One of the strategies to cope with the competition in tourism industry in Indonesia is to implement a better professional certification system in order to have qualified human resources, especially in the era of ASEAN liberalism. The implication of Herzberg’s theory is that values of certification, professionalism, job satisfaction, and service quality are strongly related with the context of this research. Several studies have found inconsistency in the relationship amongst variables and they need to be tested from different perspectives. This research investigated the relationship amongst values of certification, professionalism, job satisfaction and quality service in the tourism industry, and tested professionalism and job satisfaction as mediators. This research attempted to describe problems and solutions for a better implementation of certification specifically, and improve professionalism for quality tourist destinations in Indonesia. This study employed a Sequential Explanatory Design, an analysis based on quantitative method utilizing Structural Equation Modeling and a qualitative method using descriptive approach based on interviews. Using proportionate stratified random sampling, quantitative data were collected from 360 certified professionals. Qualitative data were collected from 16 selected informants. The findings of the relationship amongst variables provided different results whereby the supported hypotheses included the relationships of job satisfaction and service quality, and value of certification and professionalism. The unsupported hypotheses included the relationships of values of certification and job satisfaction, professionalism and job satisfaction, values of certification and service quality, and professionalism and service quality. In this research, professionalism and job satisfaction cannot function as mediators. The most common problems related to the implementation of certification include lack of motivational factors, lack of harmonization amongst stakeholders especially the industry, improper certification scheme and lack of enforcement of regulations and rules. This research contributes to the development of Herzberg’s theory and the model conceptualization in the study of values of certification, professionalism, job satisfaction and service quality specifically for the tourism industry. Findings of this study are practical contributions for tourism stakeholders as they provide guidance for professionals, governments, tourist industry, professional associations and professional certification boards. In addition, the government needs to control the certification system and uphold regulations related to certification. Professionals are expected to improve their services in order to strengthen the quality of human resources. The industry needs to evaluate its role in providing significant values to professionals, and professional associations can strengthen their roles especially in improving standardized practices and competency standards in the tourism industry. Lastly, professional certification boards should be aware of these findings because there are directly related to the process of certification.
ABSTRAK

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<td>AGFI</td>
<td>Adjusted Goodness of Fit Index</td>
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<tr>
<td>AMOS</td>
<td>Analysis of Moment Structures</td>
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<tr>
<td>AVE</td>
<td>Average Variance Extracted</td>
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<tr>
<td>BNSP</td>
<td>Badan Nasional Sertifikasi Profesi (National Professional Certification Authority)</td>
</tr>
<tr>
<td>CBA</td>
<td>Competency Based Assessment</td>
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<td>CFI</td>
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<tr>
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<td>The Maximum Sample Discrepancy Function divided by Degree of Freedom</td>
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<td>COP</td>
<td>Community on Practice</td>
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<td>GFI</td>
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CHAPTER 1

INTRODUCTION

This chapter describes the research background, problem statement, research questions, research objectives and scope of the research. Subsequently, this chapter introduces the concepts of value of certification, professionalism, job satisfaction and service quality. This chapter also discusses significance of the study both to academic, industry and government before concluding the chapter.

1.1 Background

Tourism has become one of the primary sectors in Indonesia to boost economic growth. The commercial position and financial functionality of the tourist business provide economic improvement in regions (Wu and Lin, 2013). Each province in Indonesia has attempted to spur the tourism sector through various efforts. Regional autonomy endows each province with opportunities to design and implement their programs in developing the sector. Based on the Indonesian Law No. 10/2009, each province also possesses their own authority to enhance their potential to become products for domestic and international tourists.

The development of the tourism sector is expected to provide benefits for the community since the tourism sector has become one of the key sectors for
developing the national economy in Indonesia. Oil and gas are natural resources which cannot be reproduced and Indonesia cannot depend only on them. Unlike the oil and gas sector, tourism is believed to be a sector which can be grown in each province of Indonesia. Developing the tourism sector can benefit each province in becoming a tourism destination by increasing the regional revenue in the era of regional autonomy, increasing the standard of living of the community, providing more job opportunities to reduce unemployment and improving awareness for the environment and preserving natural and cultural resources of the local community. Most importantly, being labour intensive, tourism provides a wide range of different employment opportunities, from the highly skilled to the unskilled (Yunis, 2009).

The tourism system theory proposed by Leiper (2004) provides a clear picture on how a destination has to be geared up to become a quality destination. The tourism system theory implies that a region which is called a tourist destination region should supply what is expected by the tourists coming from tourist generating regions. An important aspect of this theory utterly tells us that those tourists sometimes travel to a destination through transit routes which can become the challenge for a tourist destination region. Therefore, the quality of the tourist destination should be better than the transit routes or otherwise the tourists’ expectation in the tourist destination cannot be met as expected. As a result the tourist destination will deliver unsatisfactory experiences during their visit.

Global competition is intensifying in gaining tourists to visit a tourism destination. A comprehensive strategy is considered necessary for the Indonesian tourism sector. Therefore, each province should produce their own qualified human capital and adequate products to be offered to both domestic and international tourists. A province as a tourism destination is expected to possess tourism products which provide the best experience that cannot be gained from other destinations.

There are many factors which can influence the satisfaction experience of tourists in the destination, one of which is the quality of human resources. The human resources are those who are responsible to create products and deliver service
in the destination. The quality of a destination relies on the ability and competence of people who manage the destination including the government sector and industry. As Baum (2007) contends the tourism industry truly depends on human capital. In tourism development, Jithendran and Baum (2000) believe that human resources play important roles to ensure the sustainability of a destination.

Consequently, several governments, including in ASEAN countries, have been paying close attention to development of the workforce in the tourism industry in recent years (Chheang, 2013; Hall and Page, 2012). Their strategies of targeting service quality in accordance with competency standards which are recognized internationally have benefited the tourism industry in these countries. It is expected that product quality will meet market demand. However, the tourism industry is rapidly becoming host to exponentially increasing numbers of unskilled employees at a time when it is struggling to meet present and future requirements in qualifications, skills and competencies demanded of it by a globalized economy and the rapid acceleration in technological development (Schiaffella et al., 2010).

For all modes of tourism development programs, including human resource development in tourism and tourism management, Goeldner and Ritchie (2012) stressed that they should be created through sustainable interaction amongst demand, supply and environment. The change of psychographic and demographic characteristics of tourists can be an important factor in improving quality of destination (Fuller et al., 2005). However, the expectations of tourists may not be fulfilled because according to Gruescu et al. (2008) some tourism professions cannot provide qualified personnel who can deliver high quality in a destination in spite of the increasing demand by tourists who require highly skilled staff to supply services in the hospitality and tourism industry. Intuitively, the creation of demand and the response toward supply and environmental change can be influenced by the professional workforce in the tourism industry. Thus, the quality of the workforce in tourism should be taken into account in the development of the tourism sector in emerging economies.
On the one hand, Gruescu et al. (2008) claim that successful tourism industry and tourist destination ultimately rely on the quality of human resources. On the other hand, the customers become increasingly more selective and search for more quality services (Rekha and Reddy, 2013). Equally important, some of the demanded services of tourism and hotel industries are greatly personalized, and they do not need kinds of automation that can replace personal service delivered by human being (Mohapatra and Singh, 2012). For this reason, human resources are critical in tourism, where employees constantly and directly interact with customers, and they also influence the customers’ buying decision directly (Kristaq, 2014). Accordingly, this can imply that tourism requires human resources who possess specialized competencies in their respective areas so that they can work professionally in order to obtain job satisfaction in the workplace and in turn provide service quality in a tourist destination.

Furthermore, it is arguable that human resources are a crucial factor to increase the quality of product and services in the tourism sector (Baum et al., 1997) and people make a vital difference in the attractiveness of a destination (ASEAN, 2012). The need for qualified employees in the tourism industry, their commitment to service quality and to what extent it impacts on the quality of the destination is an important issue to be investigated (Esu, 2012). However, the industry suffers from high staff turnover which directly affects the product and service quality provided (Witts, 2015; Pizam and Thornburg, 2000) and can lead in turn to low revenues and profits (Hinkin and Tracey, 2008). Thus, organizations play an important role in improving the quality of human resources by taking into account motivational factors of each employee so that employees can be satisfied and committed to deliver service quality (Irfan et al., 2009).

The quality of the workforce can be improved through building employees’ competence (Nadrag and Mitran, 2011) and employees’ competence can be improved through certification (Gordon and Kovach, 2004; Graham, 2005). Certification for the tourism workforce is commonly required and certification programs established by various industries have been developed in an attempt to improve the quality of the workforce (Samuels, 2000) and it reflects change in the
labor market and should be adaptable to particular jobs (Harris, 2001). Hence, human resources are a key element of quality if employees obtain values and rewards through a continuing process of career development (Ireland, 2005).

Certification is the starting point of this research because through certification an employee can gain recognition of their skills, knowledge and attitudes in order to obtain values from certification. Values of certification have been explored in several studies that have found that professionals have been motivated by certification (Wyatt and Harrison, 2012; Hampton and Peterson, 2012; Byrne, 2004). In the South East Asia region, there has been a Mutual Recognition Arrangement on the tourism workforce. This agreement has urged each country in the region to prepare a qualified workforce who can deliver service quality because from December 2015 there are no borders restricting the workforce within the region. People are encouraged to work cross border using minimum competency standards in the tourism area through professional certification.

The urgency for certification is not only for the sake of the quality of the product and services but also for career development of professionals (Adams et al., 2004). They claimed that urgency includes occupational safety which deals with professional marketability. If professionals are marketable it can be easier for them to get positions that lead to career development and as a result professionals are motivated to develop their professionalism in a sustainable manner. Therefore, certification is an essential requirement to for tourism professionals to compete in the labor market as they are to be recognized for mastering skills and knowledge in accordance with their expertise. It cannot be denied that there has been a significant trend in the way the international tourism industry has demanded increasing standardization of the quality of the product and quality of service in particular (Ivanis, 2011). This means that the development of human resources in tourism will be one of the key factors in improving the capability of the tourist destination in order to provide competitive product and service.

Liberalism of ASEAN has come to this region and tourism is one of the primary sectors of service liberalism (Keliat et al., 2013). Together with other sectors
including air transportation, e-ASEAN and health services, the tourism sector has been chosen as one of the initial packages in the implementation of liberalism in the area of service in ASEAN. In order to support the implementation of liberalism in the tourism sector, ASEAN countries have established the ASEAN Mutual Recognition Arrangement on Tourism Professionals (MRA-TP). It is important to state that the MRA-TP is a sustainable process which will allow professionals to work anywhere within this region, making professional certification the passport for them. This MRA-TP can be a challenge and also an opportunity to professionals. If they are certified they can compete in the labor market in this region but if they are indifferent toward certification they can be marginalized in the job market by both domestic and overseas certified professionals.

In the context of Indonesia, the certification initially began from the introduction of competency based training (CBT) and competency based assessment (CBA) in tourism in 1999 through an AusAid Project implemented in Makassar city. This was a pilot project to implement CBT and CBA in Indonesia in the area of tourism. This project came with training packages adapted from the Australian scheme. Competency standards were introduced to all pilot institutions and currently these institutions share their experience with other institutions, tourism establishments (such as hotels and travel agencies) and associations such as the Hotel Association, Travel Agency Association and Tour Guide Association. Competency standards are used to assess students and employees to gain certification for their competence in their respective area of expertise. Although the tourism industry was involved in the process of assessment which leads to certification, there are some concerns that the industry tends to ignore the competency system in the recruitment process because workers are recruited without considering the competencies that job seekers have. The National Professional Certification Authority (BNSP) was established in 2003 in order to implement certification of competency. BNSP appoints Professional Certification Boards to conduct the certification. However, professional certification has to be conducted without proper qualification framework and the certification system also does not have any standardized certification scheme in terms of leveling skills for a particular job. As a result each professional
certification board has their own scheme and this can lead to different achievement of level of competence (Rijal, 2013).

In terms of human resource quality, practically the Indonesian professional workforce in the tourism industry can compete with the tourism workforce of other ASEAN countries. The Indonesian Ministry of Tourism and Creative Economy has stated that the quality of the human resource is a paramount key to the success in Indonesia to address the concerns of the ASEAN Economic Community (AEC) 2015 (Republika, 2014). It is just a matter of time and readiness so that the related stakeholders must prepare themselves to compete in the era of the AEC. However, there are several problems faced by the Indonesian tourism industry (Keliat et al., 2013). In order to address liberalism, attention must be paid to the inadequacy in the number of tourism professionals who hold authorized certification. This is because professionals may not look at the importance of certification for them to enter the international labor market. This can also lead to difficulties in identifying how many in the workforce are already certified in this sector. Furthermore, this also suggests that not all tourism stakeholders in tourism industry are aware of the administrative and competitive issues to maximize efforts to comply with MRA-TP.

The government of Indonesia has taken significant steps to develop the tourism sector and one of their strategies is to control the workforce of the tourism industry. The government has recently issued a regulation Number 52/2012 regarding competency certification and certification of business enterprises in tourism. This regulation aims to ensure that all employees in the tourism industry must hold their competency certification in order to be allowed to work professionally in the area of tourism. The government considered that there was a need to enforce the certification and thus it was regulated in 2012 so that all stakeholders are aware of the certification requirements for the tourism industry.

Although the certification of competency in Indonesia has been implemented since 2003, the impact of the certification is still beyond the expectation and even after the establishment of the regulation Number 52/2012. Thus, there is a need to evaluate the current condition of the certification implementation and how it affects
other aspects related to the quality of human resources in tourism. It was recommended by Rijal (2013) that further study should be conducted in order to seek the perception from other stakeholders especially employees about the implementation of certification (including values) in Indonesia and its relationship with other aspects including the level of professionalism, satisfaction at work and also work performance. Certification aims to improve professionalism in tourism and it also should be beneficial to every employee which can lead to increased job satisfaction. Furthermore, satisfied professionals can be encouraged to deliver service quality. These are the key issues which provided the impetus to drive the researcher to investigate the relationship amongst values of certification, professionalism, job satisfaction and service quality.

1.2 Problem Statement

In the implementation of certification, Indonesia has faced several problems which are strongly related to certification policies and their enforcement (Rijal, 2013). Policies of certification are partially implemented and overlapping, and certification programs are budget driven not demand driven which have caused misinterpretation of policies on the ground. Employees may not see the positive aspect of being certified because there is no difference between those who are already certified and not certified in terms of income and promotion; recognition of their competency is not considered for promotion as there is no clear pathway for career development using competency; and certification is not included in the requirements of employee recruitment although the government has regulated that all employers should hire certified employees (Tourism Law Number 10/2009 and Government Regulation Number 52/2012 Article 12). Focusing on these issues in Indonesia, this research aims to investigate how each individual employee is benefiting personally from the implementation of certification with regard to its values and how the values of certification can create professional behaviors, job satisfaction and service quality in the tourism industry.
The policies and regulations are still the main concern in Indonesia in relation to certification. Firstly, owing to regional autonomy, policies and regulations cannot be maximally integrated in terms of the implementation from national level to regional level. Sophisticated procedures occur because licenses to work in certain professions such as tour guiding are issued by local government (province or city/regency) and this may make it difficult for professionals to deal with administrative processes. As a result professionals in the tourism sector may overlook the administrative procedures as they may perceive that it is unimportant for them to register for certification.

This study attempted to seek associations amongst values of certification, professionalism, job satisfaction and service quality. It seems that studies related to values of certification and professionalism are lacking (Damitio and Schmidgall, 2001; Mak et al., 2011; Coughland, 2001), especially in investigating the relationships amongst these variables in the tourism and hospitality industry. Therefore, the relationships of values of certification, professionalism, job satisfaction and service quality based on the perspective of certified tourism professionals were the main focus of this study.

Patrick (1968), Coleman (2009), Gallagher and Blegen (2009) argue that there is a positive relationship between value of certification and professionalism. However, certified employees may perceive that there is no benefit from being certified. The tourism industry has ignored the certification in Indonesia although Law No. 10/2009 and Government Regulation No. 52/2013 require all tourism enterprises in Indonesia to employ only certified employees in their respective companies and organizations. Carter (2005) has challenged future researchers to compare employees who have been certified with those who have not been certified. The “being good” and “looking good” as proposed by Gioia and Corley (2002) cannot be balanced as employers want to have employees with high work performance but the certification is not recognized by the employers. In addition, Damitio and Schmidgall (2001) argued that there is a lack of availability of literature on values of certification in tourism, especially hospitality. In early studies Thomchick and Humphrey (1996) challenged scholars to conduct more studies
related to certification of other professions. This research supported what has been argued by Fertig et al. (2009) that certifications acquired and used primarily for internal or autonomous reasons, vis-à-vis certifications acquired for external reasons, are more likely to attain their official purposes and resist being deployed as mere symbols.

The investigation of relationship between values of certification and job satisfaction has been conducted by several scholars. Gaberson et al. (2003) found that certified professionals were strongly motivated to achieve job satisfaction. Moreover, Barrett et al. (2002), Dybec (2002) and Wyatt and Harrison (2010) also found that certified professionals are perceived to be satisfied with their jobs. However, Hampton and Peterson (2012) found that although certified professionals were satisfied with their jobs, the satisfaction was dependent on the place of employment. All of these studies (Barrett et al., 2002; Dybec, 2002; Wyatt and Harrison, 2010; Peterson, 2012) used descriptive analysis to analyze only the perceptions of professionals based on their feelings of how being certified affected their job satisfaction. Therefore, it is also important to analyze relationships between the values of certification variable with validated measures and the job satisfaction variable using inferential statistical method.

A relationship between professionalism and job satisfaction has been discussed by Boyt et al. (2001), Hampton and Hampton (2004), and Sejjaaka and Kaawaase (2014). Sejjaaka and Kaawaase (2014) found a positive association between professionalism and job satisfaction. However, Boyt et al. (2001) found that not all dimensions of professionalism could support the relationship between professionalism and job satisfaction. Their finding showed that only one of the five dimensions of professionalism, autonomy, directly affected job satisfaction while the dimensions of professional associations as referent group, belief in public service, calling to the field and belief in self-regulation did not support the relationship. On the other hand, Hampton and Hampton (2004) argued that organizations that value professional behaviors will enhance the job satisfaction of employees. Thus, Coughland (2001) recommended that future studies should be conducted to investigate the relevance and effectiveness of professional behavior in the hospitality
industry. Boyt et al. (2001) have challenged researchers to examine their developed dimensions of professionalism and job satisfaction across professional contexts.

Relationships amongst values of certification, professionalism and job satisfaction have been discussed by Hampton and Hampton (2004) and Hampton and Peterson (2012). These studies revealed that certified professionals could have values of certification which can create professional behaviors and in turn the professionals can be satisfied in the workplace. Thus, professionalism can serve as a mediator in the relationship between values of certification and job satisfaction. However, these studies have not tested statistically the indirect effect of this relationship and therefore it is necessary to investigate the indirect effect by testing the relationship between values of certification and job satisfaction through professionalism in order to confirm that professionalism can be a mediator in this relationship.

Eren et al. (2013), Yee et al. (2008), Malhorta and Mukherjee (2004), and Hartline and Ferrell (1996) investigated the relationship between job satisfaction and service quality and they found that job satisfaction significantly influenced service quality. However, Nwosu (2006) found that there is no positive relationship between the indicator of compensation of job satisfaction and service quality. Furthermore, in the context of service quality in tourism, many regions have improved their tourism by developing competitive tourist destinations and they strive for quality to increase the number of tourists visiting the regions. Thus quality of service is a key element of competition with other destinations. Studies of service quality based on customer perception have been extensively conducted in many areas (Rahaman et al., 2011) but there are few studies on service quality as perceived by employees (Musaba et al., 2014). In order to expand studies on service quality based on perception of employees this study investigated the perceptions of service quality held by employees who are certified professionals in the tourism industry. The certified professionals were chosen as they have been expected to receive values of certification. Investigating service quality based on the perceptions of employees is beneficial to develop systematic and comprehensive measurement in order to achieve superior service to customers (Jaiswal, 2008). This study also attempted to contribute to the emerging studies related to service quality perceived by employees in the
context of tourism industry in Indonesia. Furthermore, service quality has been extensively employed as an exogenous construct. However, this study employed service quality as an endogenous construct because in this research the ending point of building up quality of destination is the service quality.

It appears that studies in examining relationship of value of certification and service quality and relationship of professionalism and service quality are also lacking. This study has also attempted to examine these relationships in the context of tourism industry. Furthermore, the role of job satisfaction as a mediator in these relationships was also examined in this study. Although there is a lack of literature which purposed job satisfaction as a mediation in the relationships between value of certification and service quality and between professionalism and service quality, this study has attempted to relate the mediation effect of job satisfaction in these relationships.

In addition to the relationships there are also issues about the measurement. Measures of values of certification and professionalism in tourism are still developing and there is a need to validate the instruments. Measures of values of certification have been developed by several scholars such as Thomchick and Humphrey (1996), Prier et al (2010), Gaberson et al (2003), and Sechrist et al (2006). However, Carter (2005) claimed that it is important to examine the validity of measures of values of certifications and the full effects of certification on labor market outcomes. In terms of professionalism, there is a lack of measurement for professionalism particularly in non-Western perspectives (Hussey et al., 2010; Krauss et al., 2012). Mak et al. (2011) urged that there is a need to explore deeply the extent of professionalism in tour guiding based on individual perspectives and also other professions in the tourism industry so that by conducting more research on professionalism in tourism industry it can enrich the literature on professionalism in tourism industry. Thus, this research also aimed to validate measures of values of certification and professionalism based on a tourism context.

This study has underpinned the theory of Herzberg. The implications of this theory are more widely used in the area of human resources development (HRD) and
human resources management (HRM). Although there are several studies came up with the implications of this theory in marketing especially in service quality (e.g. Chan and Baum (2007), there is still a lack of development of Herzberg's theory in its implications for service quality. Specifically, in addition to the investigation of the relationship between variables according to research questions, this study also attempted to seek the theoretical implications on service quality. This study combines the variables in the area human resources (values of certification, professionalism and job satisfaction) with a variable in the field of marketing (service quality) with a focus on employee perceptions toward the assessed variables.

In summary, problems occurred in Indonesia about certification and its values and inconsistency of findings that seek relationships amongst values of certification, professionalism, job satisfaction and service quality have grounded this research to seek another point of view on relationship of these variables in tourism industry. A mixed method approach was employed for this study because this study would see not only significant associations but also to explain insignificant association by finding out qualitatively problems using interviews. This research developed a structural model and attempt to gain a fit model. Furthermore, this research tested hypothesis using instruments which were validated based on the context of tourism industry in Indonesia. Previous empirical studies which linked up the variables (certification, professionalism and job satisfaction) are rather scarce and only employed anecdotal and descriptive approaches.

1.3 Research Questions

The research questions consist of quantitative research questions and qualitative research questions. In order to investigate the relationships proposed in this research and to explain the phenomena of quantitative findings, the research questions for both quantitative and the qualitative research questions are formulated:

(i) What is the relationship between the values of certification and professionalism?
What is the relationship between values of certification and job satisfaction?
What is the relationship between professionalism and job satisfaction?
What is the relationship between job satisfaction and service quality?
What is the relationship between value of certification and service quality?
What is the relationship between professionalism and service quality?
Does professionalism mediate the relationship of values of certification and job satisfaction?
Does job satisfaction mediate the relationship of values of certification and service quality?
Does job satisfaction mediate the relationship of professionalism and service quality?
What is the relationship between value of certification and service quality?
What is the relationship between professionalism and service quality?

1.4 Research Objective

The main objective of this study is to examine the relationship between professional certification, professionalism, job satisfaction and service quality in tourism industry and also to explore the phenomena of quantitative findings, thus the objectives of this research include:

(i) To investigate the relationship between the values of certification and professionalism.
(ii) To examine relationship between values of certification and job satisfaction.
(iii) To determine relationship between professionalism and job satisfaction.
(iv) To investigate relationship between job satisfaction and service quality.
(v) To seek relationship between value of certification and service quality.
(vi) To examine relationship between professionalism and service quality.
(vii) To investigate the relationship of values of certification and job satisfaction through professionalism.

(viii) To determine the relationship of values of certification and service quality through job satisfaction.

(ix) To examine the relationship of professionalism and service quality through job satisfaction.

(x) To explain factors which incapable of constructing values of certification, professionalism, job satisfaction and service quality in the confirmatory factor analysis.

(xi) To find out reasons related to supported or unsupported relationships based on the quantitative findings.

(xii) To discover problems that occur in the implementation of certification in Indonesia.

1.5 Significance of the Study

This research is an effort to examine the relationships amongst value of certification, professionalism, job satisfaction and service quality in the tourism industry using a proposed structural model. A new research structural model is developed for this study to investigate the relationships based on previous studies. This model can become an alternative to strengthen strategies in developing quality of tourism destination by understanding that excellent service quality as one of the targets in improving capability of tourism destination can be achieved through implementing appropriate certification system and its values, strengthening professionalism and fulfilling ideal job satisfaction for certified employees. This study explained relationships in the context of tourism industry amongst values of certification and professionalism; professionalism and job satisfaction; values of certification and job satisfaction; values of certification and job satisfaction through professionalism; and job satisfaction and service quality.
The relationships established in this study provided useful findings which can benefit the government, employers or industry and professionals or employees as well as the professional certification board. For government, this study provided results of the evaluation of the implementation certification based on the employees’ perspective. This evaluation can be beneficial to the government in order to strengthen the implementation of certification to increase professionalism, job satisfaction and service quality in the tourism industry specifically in South Sulawesi and generally in Indonesia. The proposed relationships of this study also provided several implications that deal with the improvements of the studied variables. For employers (industry), this study provided a perspective of employees on values of certification, professionalism, job satisfaction and service quality so that the results of this study can be beneficial for the recruitment of professional employees and career development with business enterprises. Industry also can be aware of factors which construct values of certification, professionalism and job satisfaction for the sake of the improvement of service quality. For professionals or employees, this study provided a better understanding of the attributes which construct value of certification, professionalism, job satisfaction and service quality so that they can increase productivity in their respective companies. Next, the results of the study provided strong arguments for professional associations to persuasively advocate the government and industry to strengthen the values of certification in tourism industry. For the professional certification board, this study enabled them to increase the quality of certification through a better assessment system based on quality of certification scheme.

This study also explored qualitatively the implementation of certification by explaining the factors which impede the professional certification as the root toward professionalism, job satisfaction and service quality. Therefore, this study highlighted problems occurring on the ground and find a better solution for a better implementation of certification, professionalism, job satisfaction and service quality in any certification boards.
1.6 The Scope of the Research

This research was conducted in South Sulawesi Province of Indonesia. South Sulawesi Province was appointed by the Indonesian government for implementing a pilot project on Competency Based Training and Competency Based Assessment as well as competency certification in tourism through a project called Makassar Tourism and Training Project from 1999 to 2004 funded by Australian Government (AusAid) - Indonesia-Australia Partnership for Skills Development Program. Therefore, currently this province is familiar with the implementation of certification in the tourism industry. Certified employees in the tourism industry in South Sulawesi were surveyed in order to examine the relationships amongst the value of certification, professionalism, job satisfaction and service quality. The certified employees used for respondents of this research consisted of certified employees in the operational, supervisory and managerial levels. The operational level includes staffs or any positions that deal with operational work such as font-liners administration staff. The supervisory level includes those who have position as supervisors or assistant managers of a department. Finally, the managerial level included employees who were responsible to manage a department in the tourism enterprises.

1.7 Operational Definitions

The following terms and concepts have been used in this research to describe the process of doing the study in order to achieve the objectives:

Certification: In this study, certification is a process to test and evaluate employees in order to determine their competence of level of skills, knowledge, attitude and other related proficiency in a certain area of expertise conducted by an authorized professional certification board. Certification and competency certification in this research are used interchangeably.
Values of Certification: In this study, the values of certification are the benefits of certification for an employee who has attained recognition through a certification process.

Professionalism: Professionalism is the positive attitudes and behavior towards a certain profession or job displayed by a professional.

Job Satisfaction: Job satisfaction is the reflection of an employee’s feeling or emotional response toward the job when his or her needs are fulfilled and it depends on the degree of likeliness and dislikeliness of the employee.

Service quality: Service quality is employee’s efforts to fulfill the needs and wants of customers as well as the accuracy of delivering service which meet the customer’s expectation.

Level of competence: A reference point that someone may have, or may not yet have, attained. Levels may be specific to an area or, often, generic, in which case they are assessed for specific areas of ability.

1.8 Structure of Thesis

This thesis is divided into 5 chapters. Chapter 1 provides introduction and background of research problems that have led this study to formulate research questions and research objectives. Chapter 2 presents a comprehensive discussion of literature review related to values of certification, professionalism, job satisfaction and service quality as well as the relationships amongst these variables and proposed hypotheses of the research. Chapter 3 details the approach to research design which is a sequential explanatory approach, sampling, data collection approaches and process of data analysis. Chapter 4 analyses findings from the collected data including quantitative analysis (descriptive and Structural Equation modeling) and
qualitative analysis. Finally, Chapter 5 discusses the main findings of this research and reflects contributions to the extant literature. The chapter also includes the discussion of theoretical, practical and methodological implications as well as limitations of the research.

1.9 Conclusion

Overall this chapter has discussed the background of research problem related to certification and its values, professionalism, job satisfaction and service quality. Some inconsistencies of previous research findings about the relationship of the proposed variables and on the ground problems in the implementation of competency certification in Indonesia have led to development of problem statement of this research. The research questions were answered using a mixed method approach. The study developed a conceptual framework which consists of values of certification, professionalism, job satisfaction and service quality.
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