

UNIVERSITI TEKNOLOGI MARA

**THE EFFECT OF CORPORATE SOCIAL
RESPONSIBILITY PHILANTHROPIC
PROGRAMS TOWARDS EMPLOYEE JOB
SATISFACTION: A CASE STUDY ON
AWANA GENTING GOLF AND COUNTRY
RESORT**

NORHASLINDA JAMALUDDIN

NIK AZREETA NIK AZIZ

MASTER IN HOSPITALITY

FACULTY OF HOTEL AND TOURISM MANAGEMENT

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Candidate'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 topic has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

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Name of Candidate : Norhaslinda Jamaluddin
Candidate I.D. No. : 2010293884
Programme : Master in Hospitality
Faculty : Hotel and Tourism Management
Thesis Tittle : The Effect of Corporate Social Responsibility Philanthropic
Programs towards to Employee Job Satisfaction : A Case Study
on Awana Genting Golf and Country Resort
Signature of Candidate:
Date : 9th July 2013

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Name of Candidate : Nik Azreeta Nik Aziz
Candidate I.D. No. : 2010491168
Programme : Master in Hospitality
Faculty : Hotel and Tourism Management
Thesis Tittle : The Effect of Corporate Social Responsibility Philanthropic
Programs towards to Employee Job Satisfaction : A Case Study
on Awana Genting Golf and Country Resort
Signature of Candidate:
Date : 9th July 2013

ABSTRACT

Corporate social responsibility (CSR) program is becoming one of major trends in business world due to its significance towards organization's financial performance. It has been proven that CSR also have a direct link to the employees but there are very few studies focused on employee engagement in CSR and employee job satisfaction. This study is conducted to identify the components of CSR philanthropic program that mostly practiced by the organization, to examine employee engagement in CSR philanthropic programs and to examine level of employee job satisfaction in CSR philanthropic programs. This study use descriptive approach which focusing on employees of Awana Genting Golf and Country Resort. Data is gathered from primary data by distributing questionnaire to 335 employees and 185 questionnaires have been collected. The questionnaire was distributed to the employees of selected department such as food and beverage, housekeeping, finance, front office, human resource, golf course and security department. Standard multiple regressions is used in this study and to ensure that the data obtained met the purpose of the study. It was found that there is a significant relationship between CSR philanthropic, employee engagement and employee job satisfaction as well as employee engagement mediates CSR philanthropic and job satisfaction. The implication of the study is discussed in which it will help the organization to improve their organizational performance.

Key words: CSR, CSR Philanthropic Programs, Employee Engagement, Job Satisfaction.

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