

**A STUDY ON THE RELATIONSHIP BETWEEN CORPORATE SOCIAL
RESPONSIBILITY (CSR) AND EMPLOYEE COMMITMENT AMONG NON-
ACADEMIC STAFF IN UITM JENGA, PAHANG**

**Prepared for:
MAISARAH BINTI ISHAK**

**Prepared by:
'ATIYAH NURUL AIN BINTI AMRI
BACHELOR IN OFFICE SYSTEMS MANAGERMENTS (HONS.)**

**UNIVERSITI TEKNOLOGI MARA (UiTM)
JENGA CAMPUS
FACULTY OF BUSINESS MANAGEMENT**

JANUARY 2018

ABSTRACT

This study was carried out to identify the factor that influences employee commitment in UiTM Jengka, Pahang. In chapter one, the researcher discussed about the background of the study. This research is study about the CSR as the independent variables toward employee commitment as the dependent variables. The objectives of this study are to identify the level of awareness of corporate social responsibilities among employee and to determine the relationship between corporate social responsibilities and the employee commitment. For the chapter three, methodology use for this research has been discussed. The methodology is method used by the researcher in finding the result while completing this research. This is including research design, sampling frame, population, sampling technique, and sample size, unit of analysis, instrument, and validity of instrument, data collection procedures and plan of data analysis. The researcher use convenience sampling technique. The scope of study only revolves within the organization and chooses workers from the certain department as respondent for the research. The research chooses workers from UiTM Jengka, Pahang as a scope of the study.

TABLE OF CONTENTS

	Page
ACKNOWLEDGEMENT	i
ABSTRACT	ii
LIST OF TABLES	iii
LIST OF FIGURES	vi
CHAPTER 1	
INTRODUCTION	1
Background of the Study	3
Statement of the Problems	4
Research Objectives	4
Research Questions	4
Significance of the Study	6
Limitations of the Study	6
Definition of Terms	8
CHAPTER 2	
LITERATURE REVIEW	9
Definitions	13
Sub-Topics	13
CHAPTER 3	
METHODOLOGY	14
Research Design	14
Sampling Frame	15
Population	15
Sampling Techniques	16
Sample Size	16
Unit of Analysis	17
Data Collection Procedures	17
Instrument	18
Validity of Instrument	19
Reliability of Instrument	19
Plan for Data Analysis	20
CHAPTER 4	
FINDINGS AND DISCUSSIONS	21
Data collection and Data Entry	22
Demographic Results	26
Reliability Statistic Results	29
Research Objective and Question Results	33

LIST OF TABLES

TABLE	Page
Table 3.1 Non-academic Department in UiTM Jengka, Pahang	15
Table 3.2 The Methods or Procedure of Data Collection	17
Table 3.3 Plan for Data Analysis	20
Table 4.1 Gender	22
Table 4.2 Age	23
Table 4.3 Marital Status	24
Table 4.4 Educational Level	25
Table 4.5 Working Experience	25
Table 4.6 Department	26
Table 4.7 The Range of Reliability	27
Table 4.8 Reliability Statistic (Pilot Test)	28
Table 4.9 Reliability Statistic (Actual Test)	28
Table 4.10 Guideline of The Mean Score	29
Table 4.11 Descriptive Statistic (Mean of CSR)	30
Table 4.12 Descriptive Statistic (Mean of Employee Commitment)	30
Table 4.13 Guideline on Interpretation of Correlation Coefficient	31
Table 4.14 Correlation	32

CHAPTER 1

INTRODUCTION

Background of the study

Corporate social responsibility (CSR) is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as the local community and society. At the same time, society affected by the behavior and action of the company.

As we can see the society nowadays, they live in a situation that has various information from different field and prepared with the power of science and technology. This pattern can encourage the way people think, their lifestyle and the demand of society. Therefore, with the demand and need of CSR this is the most important thing that must be implemented by the company.

According to Kotler and Nancy (2005), CSR defined as the commitment of the company to improve social welfare through a good program of CSR. CSR is action or concept that done by the company based on their ability as the pattern of their responsibility to community.

There are various example of the responsibility starting from activity that can improve community harmonies for example giving scholarships to poor people, give a