



**THE CORPORATE SOCIAL RESPONSIBILITY OF PORT OF
TANJUNG PELEPAS ACTIVITIES FROM THE LOCAL
COMMUNITIES PERSPECTIVES**

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NOV 2008



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“DECLARATION OF ORIGINAL WORK”

I, Nur Suriatie Binti Md. Zamri, (I/C: 850320-06-5710)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

24TH NOVEMBER 2008

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA
Melaka City Campus
Melaka.

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled “THE CORPORATE SOCIAL RESPONSIBILITY ACTIVITIES OF PORT OF TANJUNG PELEPAS SDN BHD FROM THE LOCAL COMMUNITIES PERSPECTIVES” to fulfils the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

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EXECUTIVE SUMMARY

This report examines the issue the PTP's Corporate Social Responsibility Activities from The Perspectives of Local Communities.

Corporate Social Responsibility is the evolution of the relationship between companies and society has been one of slow transformation from a philanthropic coexistence to one where the mutual interest of all stakeholder groups including employees, customers, suppliers, investors and the local community is gaining paramount importance.

The overall objective of this study was to investigate the corporate social responsibility activity of Port of Tanjung Pelepas from the perspective of the local communities. PTP's (Port of Tanjung Pelepas) corporate citizenship is reflected in both their brand and values to addressing some of society problems with a combination of sound business acumen and cutting-edge technology leading to better funding for the community.

PTPs Corporate Social Responsibility Activities:

1. Economic Activities
2. Social Activities
3. Environmental Activities

In this study also determine the problem statement is operation of organization should not impinge on the lands rights of the local community. In particular, the company needs to make sure that people are not forcibly removed from their homes and their livelihoods are not endangered.

This is what the researcher wants to investigate below are:

- What are the types of Corporate Social Responsibility activities undertaken by PTP?
- What are the factors that influencing the satisfaction of communities towards PTPs corporate social responsibility activities?

This is also the objective want to achieve in this research:

- To identify the types of Corporate Social Responsibility activities undertaken by PTP.

- To determine factors that influencing the satisfaction of communities towards PTPs corporate social responsibility activities.

In this research, the local communities in the vicinity of the Tanjung Pelepas Area are selected as a respondent. Thus, the study has identified 50 respondents that were selected by using non-probability sampling techniques in which the convenience sampling. Then, it also carries out the comments, suggestions and ideas. Respondents are chosen randomly according to their availability and willingness to answer the questionnaire.

The result and interpretation of the data was presented through tables that obtained by using several methods of analysis. The first method was reliability test on all the variables. It determined the reliability of the study that followed the coefficient alpha or Cronbach's alpha. This coefficient varies from 0 to 1 and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability.

The second method was frequency distribution. Frequency distribution will describe the characteristics of the respondent. It obtained a count of the number of responses associated with different values of one variable and to express these counts in percentage terms. It is one of the most common means of summarizing a set of data. The frequency distributions were according to gender, age, educational level, marital status, income, occupation and years live in the village.

The third method was cross tabulation. Cross tabulation is a statistical technique that describes two or more variables simultaneously. Moreover, the fourth method was chi-square test, which is it used to test the statistical significance between two variables simultaneously in a cross tabulation.

Opinion on how the organization could encourage greater corporate social mixer.