



**THE EFFECTIVENESS OF KEMENTERIAN PERDAGANGAN DALAM
NEGERI, KOPERASI DAN KEPENGGUNAAN (KPDNKK) KOTA
KINABALU PROGRAM ON PRICE CONTROL AND
ANTI-PROFITEERING ACTS 2011 FOR GOODS
SUPPLIERS IN KOTA KINABALU SABAH**

**MOHD SABRI BIN METAN
2011167157**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU, SABAH**

JUNE 2015

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"

I, Mohd Sabri Bin Metan,

(I/C Number: 890210-12-5491)

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: 22 / 6 / 15

TABLE OF CONTENT

<u>CONTENT</u>	<u>PAGE</u>
TITLE PAGE	I
DECLARATION OF ORIGINAL WORK	II
LETTER OF SUBMISSION	III
ACKNOWLEDGEMENT	IV
TABLE OF CONTENT	VI-VII
LIST OF FIGURE	IX
LIST OF TABLES	X-XI
ABSTRACT	XII
CHAPTER 1: INTRODUCTION	PAGE
1.0 INTRODUCTION	1-3
1.1 PROBLEM STATEMENT	4-5
1.2 RESEARCH OBJECTIVES	5
1.3 RESEARCH QUESTIONS	5
1.4 SCOPE OF STUDY	6
1.5 SIGNIFICANCE OF STUDY	6-7
1.6 LIMITATION OF STUDY	7
1.7 THEORETICAL FRAMEWORK	8-9

LIST OF FIGURES

FIGURE		PAGE
FIGURE 1	THEORETICAL FRAMEWORK	6
FIGURE 2	GENDER FREQUENCY AND PERCENTAGE	14
FIGURE 3:	RACE FREQUENCY AND PERCENTAGE	15
FIGURE 4:	CURRENT RESIDENT FREQUENCY AND PERCENTAGE	16
FIGURE 5:	AREA PLACE OF WORK FREQUENCY AND PERCENTAGE	17
FIGURE 6:	TYPE OF BUSINESS FREQUENCY AND PERCENTAGE	18
FIGURE 7:	QUESTION NUMBER 1 FREQUENCY AND PERCENT	25
FIGURE 8:	QUESTION NUMBER 2 FREQUENCY AND PERCENT	26
FIGURE 9:	QUESTION NUMBER 3 FREQUENCY AND PERCENT	27
FIGURE 10:	QUESTION NUMBER 4 FREQUENCY AND PERCENT	28
FIGURE 11:	QUESTION NUMBER 5 FREQUENCY AND PERCENT	29
FIGURE 12:	QUESTION NUMBER 6 FREQUENCY AND PERCENT	30
FIGURE 13:	QUESTION NUMBER 7 FREQUENCY AND PERCENT	31
FIGURE 13:	QUESTION NUMBER 8 FREQUENCY AND PERCENT	32
FIGURE 14:	QUESTION NUMBER 9 FREQUENCY AND PERCENT	33
FIGURE 15:	QUESTION NUMBER 10 FREQUENCY AND PERCENT	34
FIGURE 16:	QUESTION NUMBER 11 FREQUENCY AND PERCENT	35
FIGURE 17:	QUESTION NUMBER 12 FREQUENCY AND PERCENT	36
TABLE 18:	QUESTION NUMBER 1 PART C FREQUENCY AND PERCENT	37
FIGURE 19:	QUESTION NUMBER 2 PART C FREQUENCY AND PERCENT	38

ABSTRACT

This research is to study the effectiveness of KPDNKK Kota Kinabalu program on Price Control and Anti-Profiteering Acts towards goods suppliers who participated or were invited to this program. In this study, the researcher found 4 (four) independent variables which were related to the study. The independent variables were date and time of the program, location of the program, facilities used for the program and facilitator's skills. The findings showed that the location of the event has no positive relationship towards the dependent variable while the other three independent variables which were date and time, facilities and facilitator's skills have positive relationships with the effectiveness of KPDNKK program on price control and anti-profiteering act 2011 towards goods suppliers in Kota Kinabalu Sabah. The researcher also found that most of the respondents understood the Price Control and Anti-Profiteering Acts 2011 based on the data gathered.