

**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS THAT AFFECT  
ERROR IN DECISION MAKING  
AMONG EMPLOYEES IN THE  
ORGANIZATION**

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Academic Writing submitted in partial fulfilment  
of the requirements for the degree of  
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## AUTHOR'S DECLARATION

I declare that the work in this academic writing 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 academic writing has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct for my study and research.

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## ABSTRACT

What is the nature of perceptual experience and what role does it play in our mental lives? In my dissertation, I consider how best to account for two of the most central intuitions about perceptual experience: *direct perception*, the idea that what we are immediately aware of in perception are objects in the world around us; and *perceptual error*, the idea that perception can sometimes be misleading or mistaken. Despite the intuitiveness of these ideas, they can seem to be in conflict with each other. If problem simply puts us into direct contact with objects in the environment, how could it ever be mistaken? Resolving this tension is central to the development of satisfying theory of perceptual experience. I reject representationalist approaches to this problem, propose an alternative view, and relate this view to empirical theories of perception. Thus the main purpose of this research is to identify the factors that affect the perceptual error in decision making. This is based on the situation that happened during my internship period which involved a group of people from all over the country. Hence, there could be a different on the way they judge people and make a decision. Basically, it specifically studies on the employees of Company A as the sole of how can the factors affect the process of making decision. This research is based on the data obtained from the survey questionnaire distributed among the employees of the Company A. The data was analyzed to evaluate and determine the degree of each factor that caused error in the process. The study suggested that the way they make decision can be changed to a better way by identifying which factors contribute in perceptual error. The result of the research can also be very useful to the organization as a guidance for them create perception. It is hopeful that the end result of this study can contribute in the improvement not only to the organization but also to the public. III, J. R. (2009). *Appearance as Reality: Direct Perception and Perceptual Error*. Berkeley

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