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ADS 511 RESEARCH METHODOLOGY & DATA ANALYSIS

RESEARCH TITLE:

“EMPLOYEES PERCEPTION OF ATTAINABILITY OF STRATEGIC  
PLANNING: A STUDY CONDUCTED AT KKCH”

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## CHAPTER 1

### INTRODUCTION

#### 1.1 Introduction

Strategic planning is very important to all organization in order to achieve the vision, mission and objectives of the organization. Strategic planning is also vital to all organization in order to ensure there is effective and systematic implementation of all organization plans. Top management of the organization play important role to ensure the strategic planning is clearly communicated to all employees in the organization. It is very important to ensure all the employees know the importance of strategic planning because it will help in achieving the objectives of the organization. If the employees understand about the concept of strategic planning, it will help them in performing their task and job given better.

Strategic planning acts as guideline to achieve the vision, mission and objectives of the organization. If the strategic planning is not properly implemented, it will lead to the failure in achieving the organization objectives. Top management was the responsible people to play their role in applying the strategic planning and ensure all the employees understand the concept of strategic planning. Thus, clear communication by the top management to all the employees is important because it will drive to the achievement of the organization objectives. Not only that, attainability of strategic planning in the organization will be easy through commitment from all level of management and also cooperation from the employees.

Dewan Bandaraya Kota Kinabalu (DBKK) or Kota Kinabalu City Hall (KKCH) is the city council which administers the city and district of Kota Kinabalu in the state of Sabah, Malaysia. The mayor of the organization is Datuk Abidin Madingkir. This council was established after the city was officially granted city status on 2<sup>nd</sup> February 2000. Before that, Kota Kinabalu was formerly administrated by Majlis Perbandaran Kota Kinabalu (MPKK) or the Kota Kinabalu Municipal Council. Their jurisdiction covers an area of 351 square kilometers, encompassing the city centre and the towns of Tanjung Aru, Kepayan, Luyang, Inanam, Menggatal, Telipok, and Sepanggar. It does not include however the nearby towns of Donggongan and Putatan, which are administered by Majlis Perbandaran Penampang (Penampang District Council) and Putatan District Council.

The vision of the KKCH is to make Kota Kinabalu as “A Nature Resort City with Sustainable Development, Friendly and Prosperous City by the year 2020”. The mission of the organization is to administer Kota Kinabalu City through “Professional, Transparent and Efficient Delivery Service with a Balanced Development for the well being of the community”. This means that, KKCH will ensure their organization will provide efficient delivery of services to the customer in term of providing any information to the public with transparency. The functions run by KKCH are governed by Section 49 of the Local Government Ordinance 1961. The Ordinance also covers cleanliness, beautification, licensing, provision of and maintenance of public facilities and also public health.

There are about 1700 employees working in the Kota Kinabalu City Hall which includes the permanent employees, temporary workers and also daily paid employees.

There are fourteen departments in the organization. They are:

1. Human Resource Management Department
2. Corporate Affairs Department
3. Finance Department
4. Valuation Department
5. Property Investment Department
6. Legal Department
7. City Planning Department
8. Engineering Department
9. Computer Department
10. Research and Co-ordination Department
11. Enforcement Department
12. Health and Urban Services Department
13. Landscape Department
14. Sub-Urban Department.

These departments have their own tasks and responsibilities. All employees must strive to achieve the objectives, vision and also goals of the organization as stated in their strategic planning document.