



**MARKETING LEADERSHIP SKILL PROGRAM AT
PRIVATE SECTORS IN KUALA TERENGGANU**

**HISHAM NAZRI B. ALIAS
97414450**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN**

APRIL 2001

**UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN.**

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

I, Hisham Nazri b. Alias, (I/C Number : 720809-11-5183)

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 : 16/4/01

UNIT RUJUKAN DAN PERKHIDMATAN PEMBACA
UNIVERSITI TEKNOLOGI MARA
KAMPUS DUNGUN.

ACKNOWLEDGEMENTS

In the name of ALLAH, oh my soul and all that is within me, I am blessed”

This is a culmination of all years I have spent as a student and I can't believe it's time for a "Thesis". This is incredible.....really!. How does a person say "thank you" when there are so many people to thank? Obviously this dissertation is a thank you to both of my lovely and genius parents **Hj. Alias Khalid** and **Hjh. Fatimah Mohamad** who taught me faith, love, and kindness, both my brothers and sisters, **Khairul Fahmi**, **Rasmin Arni**, **Ahmad Sofee**, **Idham Arif**, **Irma Munirah** and **Afzan Hawani**, for holding me in a high pedestal and believing that is my rightful place, humbling and encouraging me beyond measure.

Yet, the people most directly responsible for this dissertation becoming a reality are, my brilliant advisor **Pn. Azian Abd. Ghani**, who taught me better is inferior to best, and I believe words can never express how much I appreciate your undying support.

Thank you my friends: **Razlan** you are my great partner in "Thesis House", **Kamil** who never said "No", **Ramli** told me "Writing" is my trademark, **Zaleha** for telling me "You Go Boy", **Azhari** for keeping me in line, the colleagues for putting their time at my disposal, **Nazil**, **Khalid**, **Aznan**, **Amran** for helping me when I least expected it and most of all to **Nurhafizah** who stood by me endlessly. Above all I pray that this dissertation will benefit to those who are in interested on the study.

ABSTRACT

This research attempts to study a market scenario of leadership skills program for private sector in Kuala Terengganu area. First, is there evidence of a particular leadership skills being favoured or practiced by managers or head of department? Does the skills related in affecting to the overall company organization and what type of leadership skills program should be marketed to these organization? This research could help provide some of the knowledge and skills that managers in Kuala Terengganu area need to acquire in order to seek compliance from subordinates or employees. More importantly it warrant greater practical value to the process of selecting good leadership program should be implemented that would be more objective and effective. At the same time, this study could also provide individual managers with an idea for choosing self-development training.

The research used 3 sections questionnaires covering leadership skills element of Interpersonal skills, Self-Management, Leadership ability and Problem Solving. 50 questionnaires were distributed with 68% response. Frequency method, Cross Tabulation and Chi-Square methods were carried out to test the hypothesis. Result shown, there is a significant impact between variables (Interpersonal skills, Self-management, Leadership ability, Problem solving) for an effective leadership skills in influencing employees performance. Thus the alternate hypothesis could be accepted. For null hypothesis, that no significant needs for an effective leadership skills in influencing employee performance cannot be substantiated. Hence, the null hypothesis is rejected.

TABLES OF CONTENTS

	Page
Acknowledgement	iv
List of Tables	viii
List of Figures	ix
List of Abbreviations	xi
Abstracts	xiii

CHAPTERS**1.0 INTRODUCTION**

1.1	Background and Scope of Study	1
1.2	Problem Statement	4
1.3	Research Objectives	5
1.4	Significance of Study	6
1.5	Hypothesis	7
1.6	Limitation	8
1.7	Definition of Variables	9

FOTOSTAT TIDAK DIBENARKAN