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THE PERCEPTION OF RECIPIENTS TOWARDS THE EFFECTIVENESS
OF BRIM CASE STUDY: AT SEPANGGAR AREA

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THE ABSTRACT

Abstract

The implementation of BR1M has brought many controversial and impacts to the public especially the recipients itself. BR1M was introduced in Malaysia in 2011 by Malaysia sixth Prime Minister Dato Sri Najib Tun Razak to reduce recipient burden due to the rising cost of living on the prices of goods and services in market. The study examine the recipients perception towards the effectiveness of BR1M where by looking into the impacts that leads to the effectiveness of BR1M through reducing recipients burden, increase purchasing power and increase the utilization of health and education services. The level of effectiveness is examined in order to indicate how effective the implementation of BR1M based on the recipients perceptions. A random sample of 219 recipients in Sepanggar area and the study is conducted by distributed the questionnaire to the recipients. The unexpected result was the level of the effectiveness of BR1M is very effectives based on the majority perception of the respondents. Thus, the implementation of BR1M is effective as majority of the respondents tend to agree that br1m help reduce their burden due to raising cost of living.

CONTENTS

	<u>Page</u>
Chapter I:	
Introduction	1-2
Problem Statement	3-4
Research Questions	5
Research Objectives	5
Scope of Research	6
Significance of the Study	7
Key Terms/Concepts	8-9
Chapter II:	
Introduction	10-11
Lifting People Burden	12-13
Increase Purchasing Power	14
Increase Utilization of Health and Education Services	15
The Effectiveness of BR1M	16-17
Conceptual Framework	18-19
Chapter III: Research Method	
Research Design	20
Sampling Technique	21
Measurement/Instrument	21
Unit of Analysis	22
Data Collection	22
Data Analysis	23
Chapter IV: Findings	
Introduction	24
Respondent's Profile	25
Objectives 1	26-30
Objective 2	31-32
Objective 3	33
Chapter V: Discussion & Conclusion	
Discussion	34-38
Recommendation	39-40
Limitation	41
Conclusion	42-43
References	44-47
Appendixes	48-53

LIST OF TABLES AND CHARTS

	<u>Page</u>
Figure 2.1: Conceptual Framework	19
Table 4.1: Profile of the Respondents	25
Table 4.2: The Responses on the Perception of Recipients towards the Effectiveness Of BR1M	26
Table 4.3: The Responses on the Lifting Recipients Burden	27
Table 4.4: The Responses on the Increase in Purchasing Power	28
Table 4.5: The Responses on the Increase in Utilization of Health and Education Services	29
Table 4.6: The Perception of Effectiveness Level and Mean	30
Table 4.7: Correlation Matrix of the Levels of perceptions towards the effectiveness Of BR1M with Purchasing Power	31
Table 4.8: Correlation Matrix of the Levels of perceptions towards the effectiveness Of BR1M with Utilization of health and education services	32
Table 4.9: Correlation Matrix of the Levels of perceptions towards the effectiveness Of BR1M with Income Level	33