



**UNIVERSITI TEKNOLOGI MARA**

**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**BACHELOR IN ADMINISTRATIVE SCIENCE (HONS)**

**EMPLOYEES PERCEPTION TOWARDS CODE OF ETHICS IN  
BANKING SECTORS AT KUCHING**

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of study

The Code of Ethics for banking sector sets out standards of behavior for banking employees in private sector. It is design to ensure transparency, honesty, impartiality and reliability of banking employees when performing their duties (Lwamafa, 2004). It is intend to guide banking employees in their behavior and how they relate to each other and the public.

There are various forms of unethical behavior by the banking employees charged with accounting and financial management in banking sector. These include bribery, illegal use of company assets for personal gain, fraud, embezzlement (Bertucci, 2006). The word "ethics" is often in the news these days. Ethics is a philosophical term derived from the Greek word "ethos" meaning character or custom.

Certain organizations will commit themselves to a philosophy in a formal pronouncement of a Code of Ethics or Standards of Conduct. Other organizations will be concerned with aspects of ethics of greater specificity, usefulness, and consistency.

A code of ethics is a set of principles and rules used by companies, professional organizations and individuals to govern their decision-making in choosing between rights and wrong depending on the context of a given code of ethics, penalties or sanctions may result from a violation.

## CHAPTER 2

### LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

#### 2.1 Introduction

In this chapter is going to discuss a review of the literature on employees' perception towards code of ethics in banking sector as Kuching. Then, it will cover on definition the code of ethics in organization. Next, will elaboration the purpose code of ethics for employees' in banking sector. Lastly, will explaining the effective code of ethics and wrap up on the conceptual framework for this research.

#### 2.2 Definition code of ethics

The word "ethics" is a philosophical term derived from Greek word 'ethos' meaning character or custom. This definition is germane to effective leadership in organizations in that it connotes an organization code conveying moral integrity and consistent values in service to the public. Most of organizations will commit themselves to a philosophy in a formal pronouncement of a Code of Ethics or Standards of Conduct.

Codes range in length from one paragraph to more than pages and are intended to impact employees behavior (**Steven ,1994**) also called codes of conduct ,business principles codes of ethics and corporate ethics statement ,they typically contain open guideline describing desirable behavior and restrictive language prohibiting other behavior such as bribery and conflict interest.(**Nijhof,Cludts,Fisscher &Laan ,2003**)

## **CHAPTER 3**

### **RESEARCH METHOD**

#### **3.1 Introduction**

A research methodology defines what the activity of research is, how to proceed, how to measure progress, and what constitutes success. In this chapter, we will explain on how our research being conduct and method that being used to design our research. Besides that, in this chapter is discussing about how we can collect data required to generate information regarding the research topic.

This research method is important to gather information such as user's preferences, opinions and suggestions. There are various methods in collecting information or more precisely data gathering. It can be carried out by searching the related topic literatures, white papers, technical papers, marketing reports and many more. The research methods used for this dissertation purpose are the review of literatures and books from internet, unstructured interview and data gathering by distributing questionnaires.

In this chapter, the research methodology explained about how well the study will carry out. Section 3.2 discusses on research design, Section 3.3 explains on sample size and Section 3.4 discuss a sampling technique. Section 3.5 discussing on unit of analysis, while Section 3.6 discussing on measurement. Section 3.7 elaboration on data collection and Section 3.8 explained about data analysis that relates to this research.

## **CHAPTER 4**

### **FINDINGS**

#### **4.1 Introduction**

This chapter explains the result of the study on the employee's perception towards code of ethic in banking sector. This chapter divided into four sections. The first section discusses about the profile of respondents in banking sector. The second section discusses on content of code of ethic in banking sector. Third section is findings on the employee's perception towards code of ethics in banking sector. On the fourth and last section, it discusses about the recommendation to enforce code of ethics in banking sector.

The information in the respondent questionnaire will be extracting and analyzed using statistic based software, statistical package for social study (SPSS) version 16.0 .Then ,the profile of the participated respondents also has briefly explain in this chapter.