

UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)



PUBLIC PERCEPTIONS TOWARD FUEL SUBSIDY REDUCTION

IRALORITHA ACHO

2012283322

NARAZILA BINTI NAHA

2012230376

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1.1 Background of the Study

For over twenty-one years, fuel price in Malaysia has been fluctuating ever since. Back then, the cost of a liter of petrol was only RM0.89. The history of fuel price increment started since the year 1990 when petrol price increased to RM1.10. Today, the price of a liter of RON97 is retailed at RM2.70 while RON95 at RM2.10. Malaysia government is subsidizing fuel pump at around 20 sen per liter and had already spent up to RM56 billion by giving gasoline, diesel and gas subsidies each year.¹

It was announced that the raise of price were planned to bring fuel prices in line with the global market cost. Government can no longer provide more subsidies needed to maintain fuel prices at current levels following the spike in global crude oil prices. Crude oil prices have risen dramatically over the last few years, driven by the strong global demand, limited spare oil production capacity and continuing political instability in certain oil producing regions. It is also announced that with the money now saved by ending the subsidy, government

¹ Malaysia cuts subsidies on fuel: <http://www.bbc.co.uk/news/b>

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

Literature review is the documentation of a comprehensive review of the published and unpublished work from secondary resources of data in the area of specific interest to the researcher. In this research, the sources of data and information collected from books, articles and also sources from the internet regarding benefit of retail therapy. From this data and information collected, summaries are made. The purpose of having literature review is to ensure that the important variables that has in the past been found repeatedly and being ignored.

2.1 An overview of perception

Analyzing a scholar research on the audience, Eastman (1998) sees that the clearest line of development in audience theory has been a move away from the perspective of the media communicator and towards that of the receiver, the media has come to accept this pragmatically as a result of the steadily increasing competition for audience attention.

CHAPTER 3

RESEARCH METHODOLOGY

3.0 Introduction

In any study, the research methodology plays a very important role. It explains how data must be collected to ensure that the study runs smoothly without running into major problem. This research methodology started with a work plan for the whole project which could ensure that everything is done according to the plan and the time frame of doing it.

3.1 Research Design

The Research Design refers to encompass the methodology and procedures that employed in order to conduct scientific research. Research design involves a series rational in decision making choices that relating to decisions regarding to the purpose of the study (exploratory, descriptive, hypothesis testing), location, the type it should conform to (type of investigation), the extent to which it is manipulated and also controlled by the researcher, the time horizon and the level of the data which will be analyzed that are important to the research design. This research is use cross-sectional where according to Uma Sekaran (2005, 135) cross sectional can be done in which data can be gathered just once, perhaps over a period of days or weeks or month, in order to answer a