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STAFF ATTITUDES TOWARDS CORPORATE SOCIAL RESPONSIBILITY (CSR) IN
CAHYA MATA SARAWAK: THE HEADQUARTERS

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ABSTRACT

Purpose – Sometimes, the employees' attitudes become a problem to the organization in implementing Corporate Social Responsibility (CSR). The main purpose of this study is to investigate the staff attitudes towards CSR activities. The headquarters of Cahya Mata Sarawak (CMS) had been chosen as the case study.

Design/methodology/approach – this study identifies the staff attitudes towards the CSR activities by using quantitative data which is questionnaire distribution to 150 staffs in the headquarters of Cahya Mata Sarawak (CMS)

Findings – This study shows that motivation is the most contributing factors that influenced the staffs' attitudes towards CSR in the headquarters of CMS. Then it followed by satisfaction, commitment, competitiveness, responsibility, accountability, and transparency.

Practical implications – This research is relevant for the organization to identify the staffs' attitudes in CSR activities and also in efforts to enhance the motivation of the employees to join CSR activities. It is very important to the organization to increase the effectiveness of CSR activities in achieving competitive advantages.

Originality/value – This study identifies the staffs' attitudes toward CSR activities in CMS where it focused on the staffs in the headquarters of CMS.

CONTENTS

1.0 Chapter 1: Introduction	
1.1 Chapter Structure	1
1.2 Background of Study	1-2
1.3 Research Objectives	3
1.4 Research Questions	3
1.5 Problem Statement	4-9
1.6 Scope of Study	10
1.7 Significance of Study	10-11
1.8 Summary	12
2.0 Chapter 2: Literature Review and Conceptual Framework	
2.1 Chapter Structure	13
2.2 Background of CMS	13
2.3 Corporate Social Responsibility (CSR)	14-20
2.4 Staff Attitudes	21-28
2.5 Mediating Variable: Motivation	29-32
2.6 Summary of Constructs Leverage	33-35
2.7 Conceptual Framework	36
2.8 Hypotheses	37
2.9 Summary	37
3.0 Chapter 3: Research Methodology	
3.1 Chapter Structure	38
3.2 Introduction	38
3.3 Research Design	38
3.4 Sample Size and Sampling Technique	39
3.5 Data Collection Method	40-42
3.6 Measurement	43
3.7 Data Analysis	44
4.0 Chapter 4: Findings	
4.1 Chapter Structure	45
4.2 Respondents' Profile	46-51
4.3 Analysis by Main Objective	52-53
4.4 Analysis by Specific Objectives	54-61
4.5 Hypotheses Testing	62
4.6 Summary	63

CHAPTER 1

INTRODUCTION

1.1 Chapter Structure

This chapter is divided into few sections. Section 1.2 begins with the background of study. 1.3 is the objectives of the study, continued with 1.4 which is the research issues, 1.5 is the problem statement, 1.6 is the scope of study, then 1.7 which contains the significance of the study, and as well as the last part 1.8 which is the chapter summary. The study conducted is regarding to the staff attitude towards corporate social responsibility (CSR) in achieving competitive advantage. In this study, Cahya Mata Sarawak (CMS) has been chosen as the case study.

1.2 Background of the Study

According to Chen (2011), the topic of Corporate Social Responsibility (CSR) has been the subject of research over the past two decades. Researchers have identified the reasons why firms develop CSR strategies, such as reputation improvement, government regulations, competitive advantage, stakeholder pressures, critical events, and top management pressures. Due to this advantage of wide scope for CSR researchers, thus we have chosen this topic to add to the existing literature on CSR activities that brings the achievement towards achieving competitive advantage in the organization.

According to Mozes et al., (2011), CSR is concerned with treating the stakeholders of the firm ethically or in a socially responsible manner. While an organization consists of both internal and external stakeholders, the aim of social responsibility is to enhance standards of living while preserving corporate profitability and meeting expectations for all stakeholders.

As the purpose of this research is to study the staff attitude towards CSR, there are several attitudes of the staff that becomes the problem of the implementation of CSR in the organization. Employees are the important asset to the organization so that the organization

CHAPTER 2

LITERATURE REVIEW

2.1 Chapter Structure

This chapter is divided into few sections. Section 2.2 begins with the background of the place of the study is conducted which is Cahya Mata Sarawak (CMS), 2.3 will explain about the definition, objectives, and reasons of the implementation of Corporate Social Responsibility (CSR), then continued with section 2.4 which is the staff attitudes towards CSR, section 2.5 is the mediating variable which is the motivation, section 2.6 is all about the summary of constructs leverage used in the study, section 2.7 is the conceptual framework, followed by section 2.8 which is the hypotheses and then the last part of this chapter, the section 2.9 will explain on the chapter summary.

2.2 Background of Cahya Mata Sarawak (CMS)

Cahya Mata Sarawak (CMS) is the place that has been chooses as the case study where the employees in CMS will be the respondents to the study. This section will explain on the background of CMS where the study will be conducted. The previous name of CMS is Cement Manufacturers Sarawak Bhd. Then the name has been changed to Cahya Mata Sarawak Berhad and it is used until now. CMS is located at Level 6, Wisma Mahmud, Jalan Sungai Sarawak, Kuching, Sarawak. CMS is one of the companies that operate the business mainly on cement. It also includes the business on construction materials, clinker, and concrete.

CMS is a leading corporation listed on the Main Market of the Malaysian stock exchange, Bursa Malaysia, and is a major private-sector player in Sarawak, which is the largest state in Malaysia. It is the company that dominates the business of cement in Sarawak. The company is principally an investment holding company. It also provides centralized treasury, administrative principally engaged in clinker and cement manufacturing, construction and quarry operations, financial sector operation is the major profit contributor to CMS. CMS has evolved from a single product manufacturer of cement beginning in 1974 to become a corporation focused on its vision 'To Become the Pride of Sarawak and Beyond'.