UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES

PRACTICAL TRAINING REPORT (ADS667)

YAYASAN SARAWAK
(SARAWAK FOUNDATION)

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2015282726

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THE DECLARATION

Declaration

We hereby declare that the work in this report is original and our own except those duly identified and recognized. If we are later found to have committed plagiarism or acts of academic dishonesty, action can be taken in accordance with UiTM's rules and regulations.

Signed,

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Universiti Teknologi MARA Sarawak

ACKNOWLEDGEMENT

First and foremost, I am so grateful to God for guiding me throughout my internship period. It is a successful training program as I had the help and guidance of some respected person. My grateful appreciation goes to Yayasan Sarawak for giving me an opportunity to carry out my industrial training in this organization for 8 weeks period. The special thanks also goes to my helpful supervisor, Madam Eliza Fazliyaton Bt Elias. The supervision and support that she gave truly help me in completing my internship program. Not to forget, great appreciation goes to the rest of Yayasan Sarawak staffs that help and guide me a lot in doing task from time to time.

Not only that, I would like to express my gratitude to my supervisor from Universiti Teknologi MARA Sarawak, Madam Sharon Pearl Henry Serub, that guides me well to complete this practical training report. Thank you for all the reprimanc and guidance as it is very useful for me in completing my practical report.

Last but not least, I am so grateful to my family members and my for their undying love and understanding during my internship program and also to my internship mates who give mes guidance and strength to continue my journey as a trainee and complete my internship. Thank you to all of you who are involve directly or indirectly to make sure this programme went smoothly and successfully.

INTRODUCTION

To complete my Degree course, I have to undergo industrial training at Yayasan Sarawak, located at Jalan Sultan Tengah Kuching, for eight (8) weeks starting from 23rd Januaty 2017 until 17th March 2017, under the control of my supervisor, Madam Eliza Fazliyation Bt Elias.

For eight weeks I underwent industrial training at the Yayasan Sarawak, I was placed under Performance and Knowledge Management section or department. In each section or department, I was placed under different supervision officer or head of section.

For intern, we should carry out a special project as requested by the faculty, Faculty Administrative Science and Policy Studies on what we have learned while undergoing my internship program. The report focuses on the organization's background, some practical activities during our training, working environment, individual special project conducted, benefits and experienced that I gathered and analyzed from the organizations.

I hope this report will meet all required information by the university and can serve as a useful reference and resource for all of us and future generations.

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CHAPTER 1

INTRODUCTION

1.0 CHAPTER REVIEW

This chapter focused on the introduction of the organization which is Sarawak Foundation. This chapter will consist of six sections. Section 1.2 focuses the history of establishment, Section 1.3 explains the vision and mission, Section 1.4 discusses about Objectives, Section 1.5 explains about Core business and activities, Section 1.6 discusses Organization structure, Section 1.7 explains Organization logo and lastly in Section 1.8 Chapter Summary.

1.1 HISTORY ESTABLISHMENT

Yayasan Sarawak or Sarawak Foundation is a statutory body that was established after the foundation Ordinance Sarawak 1971, approved by the state assembly on May 26, 1971 under the leadership of Yang Amat Berhormat Datuk Patinggi Haji Abdul Rahman Ya'kub also known as Chief Minister of Sarawak on that time and with the vision that the people of Sarawak should not be left out in term of education, he took the initiative to set up Yayasan Sarawak or Sarawak Foundation. The first office of Sarawak Foundation is located at Jalan Pending and before the building owned by Sarawak Foundation, the building was being used for *"Pusat Latihan Briged Pembangunan Belia"*. After that, Sarawak Foundation was being relocated at Jalan Tun Haji Openg, Kuching. This building also known as *"Rock Court Flat"* and only white people employee can live in that place. However, on April, 1973, this building was being given to

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Sarawak Foundation by Coalition Government Sarawak (Kerajaan Campuran Sarawak) during that time.

(Resource: Official website of the Sarawak Foundation, 2017)

1.2 VISSION AND MISSION

Sarawak Foundation has outlined the mission and vision to ensure that development of education for Malaysian, especially the people of Sarawak. Thus, the **vision** of Sarawak Foundation is "To be a world class foundation in developing quality human capital in Sarawak". For Sarawak Foundation's **mission**, "We are committed to advancing the development of quality human capital in Sarawak through effective assistance and support".

(Resource: Official website of the Sarawak Foundation, 2017)

1.3 OBJECTIVES

Sarawak Foundation was established under the Sarawak Foundation Ordinance as a Statutory Body on 27 May 1971.

Firstly, Sarawak Foundation main objective is to grant scholarships or to provide financial assistance of any form to any person born in Sarawak, in particular, and to any Malaysian citizen, in general, to pursue their education in schools, colleges, universities or

institutions of higher learning within Malaysia or abroad on such terms and conditions as the Board deems fit or proper.

Next, Sarawak Foundation is responsible to promote improvement of opportunities for education for the peoples of Sarawak in particular and Malaysia in general, both locally and in any institution of higher learning throughout the world, but especially the Universities in Malaysia.

Thus, Sarawak Foundation also responsible to grant and arrange for the award by other bodies of, scholarships or other educational assistance for the peoples of Sarawak or any Malaysian citizen whenever it deems fit to do so.

Other than that, Sarawak Foundation also give assistance and provide relief, to any person whose circumstances are, in the opinion of the Board, considered to be deserving of such assistance or relief.

Furthermore, Sarawak Foundation will provide assistance, by way of loans, grants or otherwise, to organizations or institutions which are organized and governed for scientific, medical, educational, welfare, social or charitable purposes.

Lastly, Sarawak Foundation also responsible to make contribution and provide assistance towards the relief of national emergencies or calamities.

(Resource: Official website of the Sarawak Foundation, 2017)

1.4 CORE BUSINESS AND ACTIVITIES

Table 1.1

Core business and activities

Core Businesses and Activities

Scholarships

1. Students Exchange Programme	6. Bakun Trust Fund (TAB) Scholarship
2. Matriculation Assistance Grant	7. Technical Training Early Assistance Scheme
3. Local Scholarship Scheme	
4. Yayasan Sarawak Bestari Scholarship	8. Yayasan Biasiswa Sarawak Tunku Abdul Abdul Rahman Scholarship
5. Skim Biasiswa Peringkat Sekolah Tabung Amanah Bakun	

Education Loan

1. Education Loan Scheme (SPPDN)	4. Computer Loan Scheme
2. Overseas Education Loan Scheme (SPPLN)	5. Technical Training Loan Scheme
3. Revolving Fund Scheme	

Community Development Programmes

1. Kembara Pendidikan Yayasan Sarawak

2. Kembara Motivasi

3. Projek HIPERS

4. Kembara Komuniti

5. Program Kerjasama dengan JPNS
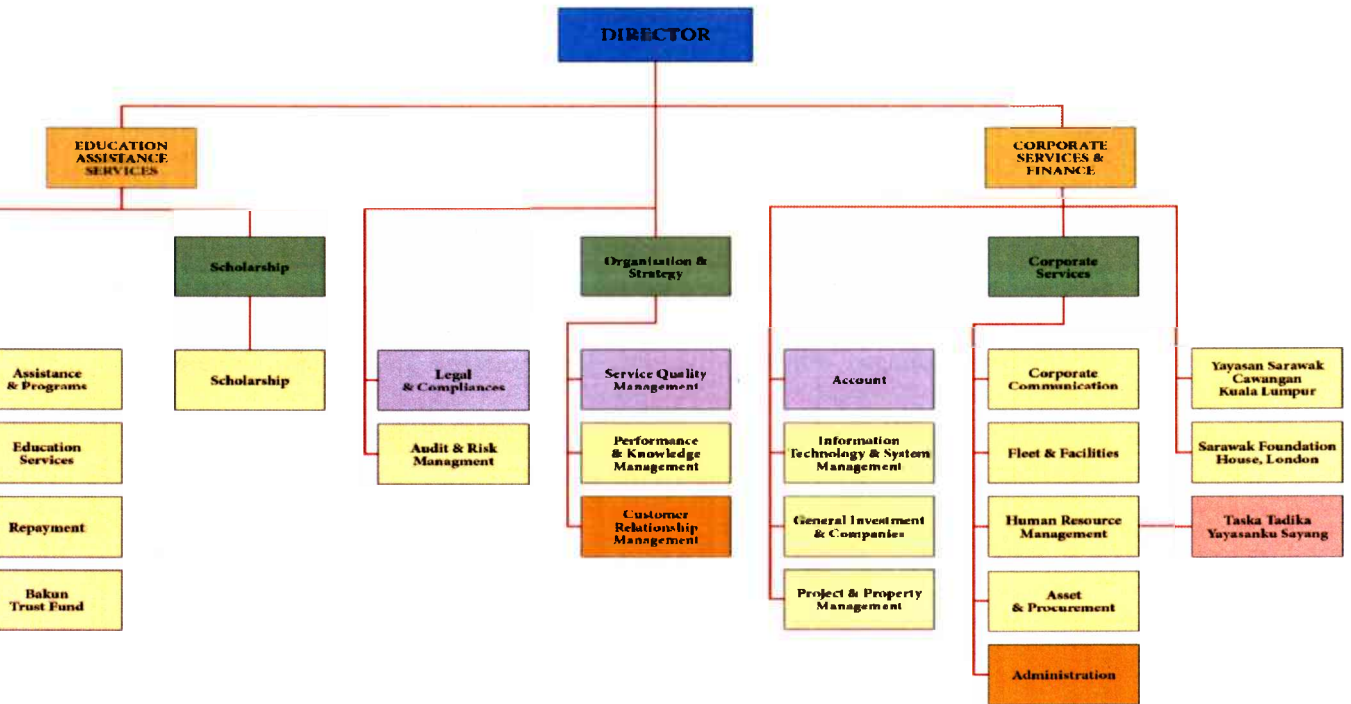
6. World Stle English Debate

Corporate Social Responsibilities

1. Yayasan Sarawak Football Club and Academy (YSFCA)

2. Yayasan Sarawak Debate Academy

3. Yayasan Sarawak Taekwondo Club

4. Yayasan Sarawak Badminton Club

5. "Yayasan Ku Sayang" Kindergarden and Nursey

(Resource: Official website of the Sarawak Foundation, 2017)

1.5 ORGANIZATIONS STRUCTURE

NEW ORGANISATION STRUCTURE OF SARAWAK FOUNDATION 2017

CoCo | As at 3rd January 2017

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1.6 ORGANIZATIONS LOGO

Logo and Colours

Yayasan Sarawak's logo integrates the image of a dynamic, progressive and innovative organization. The logo reflects Yayasan Sarawak's role in the field of education, providing services in the development of quality human capital. The design is give momentum with the use of integrated geometric form, representing the vision, mission and aspiration of the organization towards achieving a developed nation.	 Yayasan Sarawak

	COLOURS	MOTIVE	
	Yellow Flame, representing the ever burning desire to promote the growth of knowledge	**Graduate** Yayasan Sarawak's role in the field of education, providing services in the development of quality human capital	

	Green	Open Book	
	Prosperity and progress of the State of Sarawak	The volume of knowledge as the foundation in the effort in human capital development	
	Blue The clear vision, mission and aspiration of Yayasan Sarawak	Y and S Alphabet Acronym for Yayasan Sarawak	

(Resource: Official website of the Sarawak Foundation, 2017)

1.7 CHAPTER SUMMARY

This chapter had explained about the background of Yayasan Sarawak and also had identifies and understands the mission and vision of Yayasan Sarawak. Besides, this chapter also explained about the organization structure of Yayasan Sarawak 2017 and followed by company's logo and also the core businesses of the company.

CHAPTER 2

SCHEDULE OF PRACTICAL TRAINING

2.0 CHAPTER REVIEW

This chapter is focused on the schedule of practical training which has been recorded in the logbook by trainee during the practical training. It begins with Section 2.1 with the Introduction. Then, Section 2.2 explains the logbook, scope of and the daily activities while undergoing the practical training in the organization. Lastly, Section 2.3 explains the chapter summary.

2.1 INTRODUCTION

During the industrial training attachment, the trainee, I was given a practical training log book which is for the trainee to report and summarize the daily tasks that have been done while undergoing for the two months of industrial training from 23 January 2017 until 17 March 2017. Thus, this chapter will focus more on the tasks executed throughout the industrial training which I have undergo at the Yayasan Sarawak. In addition, during the practical training, I was attached with the Performance and Knowledge Management department. Following is the practical training schedule of the daily tasks that I have carried out during my practical training which are in weekly order.

2.2 SUMMARIZATION OF THE TASK

2.2.1 Administration Task

I was assigned to do filing for my section. In Yayasan Sarawak, there are two steps in filing the document. Firstly, after I received any document from the staff or head section, I need to arrange it and number the documents or the letters and put it in the file. The entire file have their own series number and tag that I have to follow. For example, the main file for this section is 'Seksyen Pembangunan Organisasi' file and the serial number or tag for this file is YS/4567.SPO. So, any documents or letter that have this number will be put in this file. The other file in my section is 'AM DAN PELBAGAI' file and research (for Internal and External customer) 2017 file. After I put the letter or document in the file and numbering it, I need to log in the PC and go into the 'Magic Box'. Magic Box is the software that Yayasan Sarawak has that can allow all of the Yayasan Sarawak staff access it. All the important files are in the Magic Box, so with this facility it will be easier for the staff to access without using email or using soft and hard copy. After I access to the Magic Box, I key in the relevant file numbers. So, it is easy for the staff to check the file in their PC without going through the manual file.

Besides that, I was asked to make copies of questionnaires for 'Program Komuniti' program in Sematan and I was asked by the staff to help them scan the documents and sent it to their email. The other administration work that I did during practical training is answering the telephone. We have been taught by the staff how to answer the telephone a properly way. Besides answering telephone, I was asked to make phone calls to the students who ask to intern at Yayasan Sarawak as my section handles the

practical training students. So, the staff asked me to tell them whether their request are accepted or not.

Picture 1: Make a copies of questionnaires

2.2.2 In charge Yayasan Sarawak library

I was assigned by head of section to be in charge of the library. This is because the duty officer for the library was on leave for Chinese New Year. In the library, I arranged all the books, journal and thesis book. I need to arrange the books according to the number that has been set by the duty officer so that it will be easier to look for the books and put it on the original place and it will be more organized. The books are arranged based on their major topics. If the books are about science it will be put on the science bookshelf. Besides, whoever wants to go the library they have to register their name with me.

Picture 2: Arrange the books in Yayasan Sarawak library

2.2.3 Checking on Yayasan Sarawak asset

During my first week in Yayasan Sarawak, I was asked to help the staff from the Asset and Procurement section to help them check on Yayasan Sarawak asset from level one to level three. We checked the asset for each work station. We are given two lists. The first list is a list of asset for 2016 for a reference and the second list is the new one which is for 2017. We checked and compared it to 2016 assets either it has change or not with the previous year. If it changes, I will record it in the 2017 assets paper, but if one of the assets is missing, we have to take note of the missing assets.

2.2.4 Doing research

This is the major task that I was assigned to during my practical training. Since my section is handling research studies on how to improve the organization, Yayasan Sarawak, majoring of my task is all about doing research work. At the first week, all the trainees are asked to do one paper project for each group that consisted of two persons. We are asked to do research and the topic of the research must be based on how to improve Yayasan Sarawak in the future. Submission date for the paper project is one week before we end our internship which is on 10 March 2017. My topic that I have chosen is 'The Effect of Training towards Employees Job Performance among Support Staff at Sarawak Foundation'.

Besides, I also was asked to do a research on 'Kepuasan Pelanggan terhadap Penyampaian Perkhidmatan Yayasan Sarawak (External Customer), Kaji Selidik Kepuasan Pelanggan dalaman di Yayasan Sarawak, Kaji Selidik Kebolehpasaran Graduan Teknikal dan Vokasional di Industri:Kajian kes di pusat teknikal dibawah panel Yayasan Sarawak'. I was assigned to these research from chapter one until three only, which is until drafting of the questionnaires, it is because my practical training is only two month and the staff will continue my task after I am done my practical training. From this task, it requires me to practice what I have learned in UiTM which is on the subject Research Methodology to adapt it in my tasks that have been given. I was guided by the staff throughout the whole process.
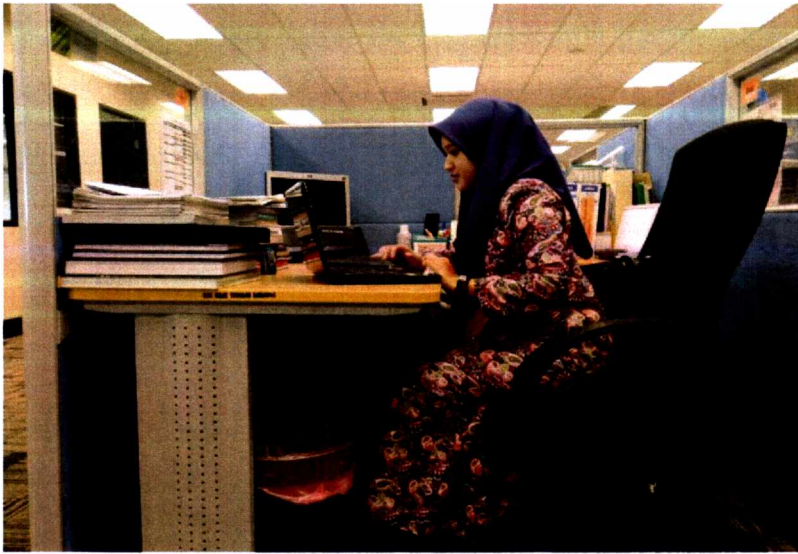
Picture 3: Doing research and review past literature

2.2.5 Key in data in Microsoft Excel

During my practical training period in Yayasan Sarawak, I helped the staff in my section to key in data from the questionnaire from 'Program Komuniti' in Sematan in the February 2017. After all the data has been key in in Microsoft Excel, the staff taught me on how to analyze the data and make an analysis for that program. After the data has been analyzed, the report will be sent to the Borneo Post newspaper reporters to be posted. So, people will see whether the program is helpful and successful or not.

The other task that involved Microsoft Excel is for TNA task. TNA stands for Training Need Analysis. It is the process of identifying the gap in employee training and related to the training need. I was asked to key in the data for TNA for each section and each staff including the head of section in Yayasan Sarawak. After I key in the data, I was

asked to do a templates in Microsoft Excel so that it will be easier to analyze the data. After I was done with the template, the staff helped me to analyze and convert the data to pie chart and bar chart and made comments about it. The data must be analyze for each section

2.2.6 Balance Scorecard Lab

On week 5 of my practical training, I was assigned to be in the secretariat on the Balance Scorecard Lab of Yayasan Sarawak 2017 at Retreat Lundu for two days and night. During that lab, my task is to be a rapporteur which is to record the programs using voice recorder and taking important notes for each presentation. This program involved all the assistant directors, deputy directors and director of Yayasan Sarawak. Then, I was asked to do a transcript for that program since I was the rapporteur. It takes a few days for me to transcript all the voices and the dialogue during that program. After that, I also did few tasks such as doing list name for all the assistant directors who joined the lab and their turn of presentations during the lab and also list what are the new KPIs of all the sections that was been discussed during that program.

2.2.7 Attend "Corporate Briefing"

During my practical training, I was once again assigned to be in the secretariat for the "Corporate Briefing program at Yayasan Sarawak auditorium. My task during this program is to distribute the questionnaires (two types of questionnaires). The first questionnaires are being given when they enter the auditorium before the program starts and the second

questionnaires are being given after the program has finish. After that, I collected all the questionnaire again and then analyze the data. This program involved all the YB's in order to promote Yayasan Sarawak to their areas such as the education loans, community programs and so forth.
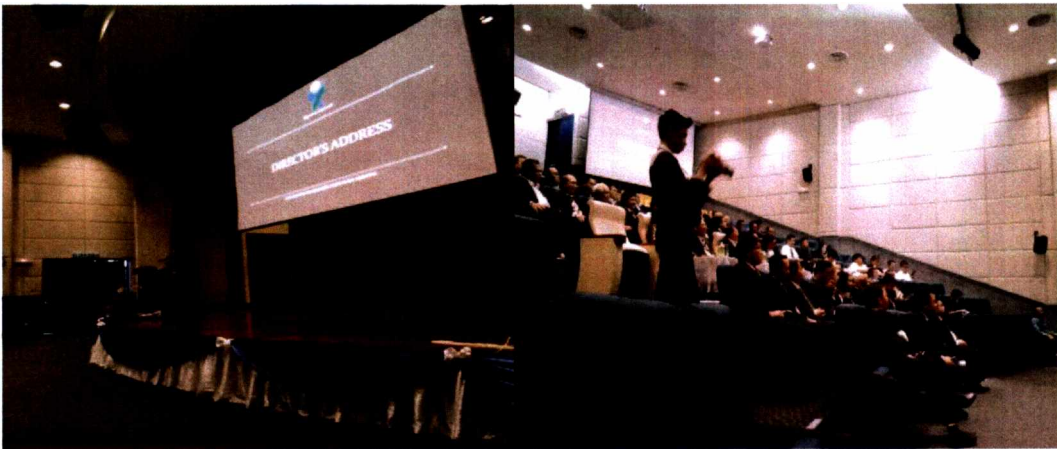
Picture 4: Directors of Yayasan Sarawak give speech during the program

2.2.8 Collect newspaper cutting and count the vacancies in the newspapers per day.

I was assigned to collect newspaper cutting but it must only be related with our late Chief Minister, Datuk Seri Adenan Satem and Yayasan Sarawak. After I collect all the newspaper cutting, I was asked to find the vacancies but for technical position only. After I found all the vacancies, I calculate the amount of vacancies into percentage.

2.3 CHAPTER SUMMARY

In this chapter, the trainee had explained about the tasks that are being carried out during the practical training. The task given to the trainee is according to the standard guidelines as provided by the Faculty of Administrative Science and Policy Studies. Apart from that, it can be concluded that the trainee is able to understand the Yayasan Sarawak working environment especially in this department. Besides, it is a valuable experience that can be gained from the internship program where all the tasks that are being given by the supervisor can be useful for reality of working environment in the future.

CHAPTER 3

ANALYSIS

3.0 CHAPTER REVIEW

This chapter is focusing on the analysis of the practical training. It begins with Section 3.1 with the Introduction. Then, Section 3.2 explains on the major task during the practical training and followed by section 3.2 which is the theory learned from the subject in UiTM and section 3.3 will be the association of the task from the theory learned in UiTM. Lastly, Section 3.4 explains the chapter summary.

3.1 INTRODUCTION

The purpose of the analysis is to look at one major or frequent task that I had performed during my practical training. I will relate the major task to the subject that I had studied in class. During my practical training, I was directly being instructed in performing the tasks given. As the tasks given were from different perspective and scope, I can conclude that the major task that I had performed during my practical training was associated with Research Methodology and Data Analysis (ADS 511).

3.2 MAJOR TASK DURING PRACTICAL TRAINING

During my practical training, I was given several tasks that came from different scope and perspective. It requires different skills and knowledge in performing the tasks. However, I will only focus on one task that I had performed during my practical training for this analysis. The major task that I was assigned is doing research. It is a research about the customer satisfaction of Sarawak Foundation. The research that I have done during my practical training is "Kaji Selidik Kepuasan Pelanggan Luar Terhadap Penyampaian Perkhidmatan Yayasan Sarawak" and "Kaji Selidik Kepuasan Pelanggan Dalaman di Yayasan Sarawak 2017". Besides that, this internship also allows me to apply theories and concepts learned at the university into the workplace.

3.3 RESEARCH METHODOLOGY AND DATA ANALYSIS

3.3.1 Introduction to Research Methodology and Data Analaysis

In the fifth semester, students of Bachelor degree in Administrative Science have learned about research methodology and data analysis subject. This subject is a must because it is one of the preparations for our final year project in completing our bachelor degree. This subject also teaches and guides the students mostly on how to make a proper research and the report as well. Throughout the practical training, I found and realized that what I have learned for this subject is really similar with what the staff teach me on how to make a research proposal.

3.3.2 Definition

What is research? According to Sekaran (2010), research is about the process of finding solutions to a problem after a thorough study and analysis of the situational factors. It is also a process of gathering, analysing and recording the data in making the decisions. According to Creswell (2008), research is a process of steps used to collect and analyze information to increase our understanding of a topic or issue.

However, it consists of three steps which are posed in a question, collect data to answer the question, and present an answer to the question. In doing research, there must be a research proposal. Research proposal is what are the plan that we want to do in the future and it will describes how our research will be conducted in order to achieve the desired result. It is also like a strategy on how to accomplish the studies that we want to investigate.

In this research proposal, it will cover three chapters. In chapter one, it must include the title of study, statement of problem, research objectives and research questions, scope of study and definition of key terms. Before we choose the title of the study, we have to know what we want to focus on the research for example, if we want to focus on the service management we have to look again which aspect we want to focus on such as in term or customer satisfaction. Besides, the title must be clear and easy to understand. Moreover, for statement of problem, this point is about the problems that arise from the topic that we choose such as the common problem that usually happen. We can look for the past literature review in order to make us more aware about the problems. However, for research objective and research questions this part will be what is we want to focus on the research or goals that we want to achieve and go through this research.

Lastly is key term. Key term is the term that usually used in our research and we define the meaning on the term.

For chapter two, it will cover literature review and conceptual framework for the research. Literature review is the review for past researchers in order to make our research well supported from the past researchers. This can help us in find the information that we look for and easily for us to adapt it in our research. Then, after we go through the literature review, we can make our conceptual framework. Conceptual framework is the framework on our research. It is easy for us to understand what are we want to achieve from the research and make other people understand what is actually we want to do. This literature review and conceptual framework is the most important thing in doing research because it is the foundation of our research.

Next, for chapter three is research method. It will cover research design, sampling design, data collection and data measurement. sample size, sampling plan, unit of analysis, , data collection and measurement and data analysis. Research design is how we design our research such as what is the nature of study for our research, our types of investigation, the purpose of study and lastly time horizon. All of these things will be include in research design. For sampling design, it will include the sampling plan, sample size and unit of analysis. Sample size we usually used on Krejcie and Morgan (1970) table to be referred. For data collection, it will be based on how we want to collect the data from the respondents either we choose through questionnaires or with interview and lastly for data analysis. Data Analysis is how we want to analyse our data to make a findings. This is really important in order to get what are the results we want to achieve in our research.

For chapter four and five which is research finding and the conclusion. This finding will show the result that we found and compare it with literature review. This will involve the data analysis, the literature review and so forth in order to support our research. For data analysis, it will involve SPSS test. It is to test our data collection with our objectives and that is what we called research findings. After we make a findings, we can continue on chapter five which include the discussion on the finding and the literature review, the recommendation and the limitation of study for our research.

3.4 THE ASSOCIATION OF MY TASK WITH RESEARCH METHODOLOGY AND DATA ANALYSIS

As I undergo my practical training, I was instructed to do a research proposal about the customer satisfaction towards the internal and external customer in Sarawak Foundation. There are two research proposal that I done during my practical training which is "Kaji Selidik Kepuasan Pelanggan Luar Terhadap Penyampaian Perkhidmatan Yayasan Sarawak" and "Kaji Selidik Kepuasan Pelanggan Dalaman di Yayasan Sarawak 2017".

For the first research proposal which is "Kaji Selidik Kepuasan Pelanggan Luar Terhadap Penyampaian Perkhidmatan Yayasan Sarawak", it is focusing on the external customer for Sarawak Foundation such as Government Agencies, private agencies and institutions that has been selected. This study is to know the level of satisfaction of the external customer for Sarawak Foundations towards their service for them. This is because they want to improve their service from time to time so that it easy for them to develop their organizations in business. As I know, Sarawak Foundation is concern on their customer satisfaction towards their services. In

order to achieve their goals, they need to focus on their customer. After I done with the research proposal, then I continue with the questionnaires. The staff in my section guide me well how to do a proper questionnaires. In figure 3.4.1, 3.4.2, 3.4.3, 3.4.4,3.4.5 and 3.4.6 below, that is example of my task that I have done during my practical training.

YAYASAN SARAWAK

LOT 4784, BLOK 14, JALAN SULTAN TENGAH, SAMARIANG, P.O. BOX 3281. 93050 KUCHING, SARAWAK.

Yayasan Sarawak

BORANG KAJI SELIDIK KEPUASAN PELANGGAN TERHADAP PENYAMPAIAN PERKHIDMATAN YAYASAN SARAWAK

Para pelanggan yang dihormati,

Segala maklum balas dan cadangan anda amatlah kami hargai bagi menyediakan perkhidmatan yang terbaik kepada anda.

BAHAGIAN A: DEMOGRAFI RESPONDEN

1. Jantin:
   ☐ Lelaki   ☐ Perempuan

2. Umur:
   ☐ 20-29   ☐ 40-49   ☐ Lain-Lain(Nyatakan):
   ☐ 30-39   ☐ 50-59

3. Tahap Pendidikan:
   ☐ SPM   ☐ Ijazah Sarjana Muda
   ☐ STPM DIPLOMA   ☐ Lain-lain(Nyatakan): _____

4. Bangsa:
   ☐ Melayu   ☐ Cina   ☐ Iban Bidayuh Orang Ulu Melanau
   Lain-lain(Nyatakan): _____

5. Pekerjaan
   ☐ Kerajaan Separa Kerajaan   ☐ Sektor Swasta
   ☐ Bekerja Sendiri   ☐ Pelajar

BAHAGIAN B:

Penting: Anda dikehendaki mengisi jawapan di bahagian [A] terlebih dahulu. Jika jawapan anda adalah [YA], anda boleh mengisi ke soalan yang seterusnya. Jika jawapan anda [Tidak], anda tidak perlu mengisi bahagian soalan yang lain.

Sila tandakan (√) dalam petak yang disediakan

(a) Tahukan anda perkhidmatan yang disediakan oleh Yayasan Sarawak? Jika (Ya), tandakan (√) dalam petak yang disediakan di bawah.
   ☐ Bantuan Pembiayaan Pengajian (Teknikal, Sekolah, IPT)
   ☐ Program Pembangunan Komuniti
   ☐ Kaedah Insentif Pembayaran Balik

(b) Anda mengenali Yayasan Sarawak melalui?
   ☐ Keluarga   ☐ Pameran
   ☐ Rakan-rakan   ☐ Laman Sesawang

Skala Tahap Kepuasan Pelanggan

1 | Tidak Memuaskan | 2 | Kurang Memuaskan | 3 | Memuaskan | 4 | Sangat Memuaskan

Perkara	1	2	3	4
Proses perkhidmatan yang cekap				
Komunikasi pekerja				
Kaedah Penyampaian pekerja				
Informasi yang tepat dan padat				

Cadangan: _____

Figure 3.4.1 : Questionnaire

KAJI SELIDIK KEPUASAN PELANGGAN TERHADAP PENYAMPAIAN PERKHIDMATAN YAYASAN SARAWAK:

KAJIAN KES DI AGENSI KERAJAAN, SWASTA, DAN INSTITUSI PENDIDIKAN YANG TERPILIH

1.0 PENGENALAN

Salah satu kunci kejayaan sesebuah organisasi adalah dengan mempunyai perkhidmatan yang berkualiti antaranya terletak kepada bagaimana cara pekerja melayani para pelanggan, baik dalaman mahupun pelanggan luaran. Oleh itu, sesebuah organisasi perlu meningkatkan kesedaran para pekerja tentang kepentingan kepuasan pelanggan secara professional. Ini adalah bagi memastikan para pekerja sentiasa memberi perkhidmatan untuk memaksimumkan kepuasan pelanggan pada masa yang sama dapat membantu organisasi memiliki kelebihan bersaing dari segi kualiti dan memastikan 'survival' sesebuah organisasi tersebut agar dapat dikenali di persada dunia.

2.0 PERMASALAHAN KAJIAN

Yayasan Sarawak adalah sebuah organisasi yang wujud 46 tahun (7 Mei 1971) yang lalu bagi menyediakan perkhidmatan seperti memberi bantuan kewangan khasnya untuk rakyat Sarawak dan am nya rakyat Malaysia. Namun realitinya, Yayasan Sarawak bukan sahaja memberi bantuan kewangan khususnya untuk melanjutkan pengajian tetapi juga membantu agensi-agensi dalam membangunkan modal insan. Berdasarkan kajian yang telah dilakukan sebelum ini oleh Seksyen Perhubungan Awam dan Korporat pada tahun 2016 siri 1, didapati 80 peratus pelajar daripada jumlah sebenar iaitu 71 orang dan 32 peratus pekerja daripada jumlah sebenar 76 orang menyatakan tidak mengetahui perkhidmatan yang disediakan oleh Yayasan Sarawak. Hanya 20 peratus pelajar dan 68 peratus pekerja mengetahui perhidmatan yang disediakan.

Oleh itu, kaji selidik ini dijalankan untuk mengetahui tahap kepuasan pelanggan (Agensi dan Institusi Pendidikan Tinggi dan Rendah) terhadap penyampaian perkhidmatan Yayasan Sarawak.

Figure 3.4.2: Research proposal 1

3.0 OBJEKTIF KAJIAN

i) Untuk mengkaji tahap pennyampaian perkhidmatan Yayasan Sarawak terhadap elemen perkhidmatan(masa, komunikasi, kaedah penyampaian dan informasi yang tepat dan jelas)

ii) Untuk mengkaji tahap kepuasan pelanggan dengan yang disediakan oleh Yayasan Sarawak.

iii) Untuk mengenalpasti tahap pengetahuan agensi sekolah mengenai perkhidmatan yang

disediakan oleh Yayasan Sarawak selain daripada biasiswa dan pinjaman.

4.0 PERSOALAN KAJIAN

i) Bagaimanakah tahap pennyampaian perkhidmatan Yayasan Sarawak terhadap elemen perkhidmatan (masa, komunikasi, kaedah penyampaian dan informasi yang tepat dan jelas)?

ii) Apakah tahap kepuasan pelanggan dengan yang disediakan oleh Yayasan Sarawak.

iii) Apakah tahap pengetahuan agensi sekolah mengenai perkhidmatan yang disediakan oleh Yayasan Sarawak selain daripada biasiswa dan pinjaman.

5.0 HIPOTESIS KAJIAN

i) Faktor kejayaan sesebuah organisasi adalah berpunca daripada kualiti perkhidmatan yang professional.

ii) Kepuasan pelanggan merupakan survival sesebuah organisasi.

6.0 KEPENTINGAN KAJIAN

Di antara kepentingan kajian adalah:

Figure 3.4.3: Research Proposal 1

i) Membolehkan organisasi mengetahui kelemahan yang sedia ada di Yayasan Sarawak.

ii) Mendapat sumber maklumat mengenai kualiti perkhidmatan yang disediakan oleh Yayasan Sarawak.

iii) Memperkenalkan lagi fungsi dan objektif Yayasan Sarawak kepada orang ramai khasnya kepada rakyat Sarawak dan am nya rakyat Malaysia.

7.0 KONSEP-KONSEP UTAMA KAJIAN

i) KEPUASAN PELANGGAN

Menurut Mustafa et al (2007), kepuasan pelanggan merupakan kunci kepada sesebuah perniagaan dimana kepuasan dalam penerimaan sesebuah perkhidmatan akan dinilai oleh pelanggan. Untuk menjadi sebuah organisasi terulung, kepuasan pelanggan terhadap kualiti di organisasi tersebut harusnya mencapai suatu tahap yang memuaskan. Selain itu, menurut Rizal et al (2003) dalam memberi kepuasan kepada pelanggan, setiap bidang mempunyai tahap kualiti yang berbeza.

ii) PERKHIDMATAN PELANGGAN

Menurut Roselena (2001), kualiti perkhidmatan adalah penilaian pelanggan selepas menggunakan perkhidmatan di sesebuah organisasi tersebut dengan membandingkan harapan dan pandangan sedia ada terhadap perkhidmatan yang disediakan. Berdasarkan Azlinda Kasma Azizan (2010), kualiti perkhidmatan ialah perkhidmatan yang disediakan kepada pelanggan di mana output yang dihasilkan bukan dalam bentuk fizikal yang biasa diberikan semasa ia dihasilkan.

Figure 3.4.4: Research Proposal 1

8.0 METODOLOGI KAJIAN

Pendekatan utama kajian ini adalah bersifat kuantitatif. Dalam metodologi kajian ini, kami akan menggunakan kaedah kuantitatif untuk mengumpul dan mendapatkan data yang diperlukan. Menurut Cresswell (2008), kaedah kuantitatif merupakan satu kajian penyelidikan yang memerlukan data numerical atau berbentuk angka. Pada masa yang sama untuk memahami dan menjelaskan kajian ini dengan menekankan analisis statistik.

Melalui kajian ini, kami akan memberikan borang soal selidik kepada para pekerja iaitu sebagai responden kami. Hal ini dibuat untuk mendapat informasi dan maklumat yang jelas dalam mengumpul maklumat tentang kepuasan pelanggan dan penyampaian perkhidmatan di Yayasan Sarawak.

9.0 TEKNIK KUTIPAN DATA

i)   Borang Soal Selidik

Dalam kajian penyelidikan ini, kami akan menggunakan teknik kutipan data berbentuk kuantitatif. Kami akan mengedarkan sebanyak 300 borang soal selidik kepada 300 orang responden dalam usaha mendapatkan data bagi melengkapkan laporan. Menurut Gilham (2000), soal selidik merupakan satu set soalan atau item dalam bentuk tulisan. Item ini merupakan satu alat yang dibentuk secara khusus untuk mengumpul maklumat bagi tujuan analisi yang dapat menjawab persoalan kajian.

Figure 3.4.5: Research Proposal 1

However, for the second research proposal that I have done during my practical training which is "Kaji Selidik Kepuasan Pelanggan Dalaman di Yayasan Sarawak 2017", it is to measure the level of satisfaction among the employees in Sarawak Foundations itself for example in term of management, salaries, facilities and so forth. The below figure will be my example for my second task in doing research.

KAJI SELIDIK KEPUASAN PELANGGAN DALAMAN DI YAYASAN SARAWAK 2017

1.0 PENGENALAN

Kepuasan pelanggan ialah salah satu perkara yang dipandang serius yang diutamakan oleh setiap organisasi dalam meningkatkan kualiti perkhidmatan yang diberikan kepada pelanggan terutama pelanggan dalaman. Kajian kepuasan pelanggan adalah salah satu cara untuk mendapat maklum balas dan pendapat daripada pelanggan mengenai perkhidmatan yang disediakan di organisasi tersebut. Pelanggan dalaman adalah merupakan pelanggan yang menggunakan perkhidmatan dalam masa yang sama orang yang terlibat dalam menghasilkan produk dan perkhidmatan dalam sesebuah organisasi.

2.0 PERMASALAHAN KAJIAN

Kajian kepuasan pelanggan dalaman dilakukan oleh Yayasan Sarawak yang diadakan setahun sekali bertujuan untuk mengatasi masalah ketidakpuasan pelanggan dengan perkhidmatan yang disediakan oleh Yayasan Sarawak. Menurut keputusan kajian lepas, walaupun keputusan Kajian Kepuasan Pelanggan Dalaman 2016 oleh Seksyen Pengurusan Sumber Manusia majoriti memuaskan iaitu sebanyak 96 peratus, dan 4 peratus daripada keputusan tersebut merupakan peratusan kecil ketidakpuasan pelanggan dalaman terhadap perkhidmatan yang disediakan. Oleh itu, kaji selidik ini dijalankan untuk mengatasi jurang permasalahan ketidakpuasan pelanggan dalaman terhadap perkhidmatan yang disediakan.

3.0 OBJEKTIF KAJIAN

i) Untuk mengetahui tahap kepuasan pelanggan dalaman terhadap elemen pengurusan, komitmen organisasi, latihan dan pengiktirafan, penyertaan warga kerja, kepuasan kerja, fasiliti dan kemudahan dan kesealamatan di Yayasan Sarawak.

Figure 3.4.6 : Research Proposal 2

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ii) Untuk mengenalpasti sama ada terdapat perbezaan peratusan kepuasan pelanggan dalaman daripada kajian lepas (2016).

4.0 PERSOALAN KAJIAN

i) Bagaimanakah tahap kepuasan pelanggan dalaman terhadap elemen pengurusan, komitmen organisasi, latihan dan pengiktirafan, penyertaan warga kerja, kepuasan kerja, fasiliti dan kemudahan dan kesealamatan di Yayasan Sarawak?

ii) Apakah perbezaan peratusan kepuasan pelanggan dalaman daripada kajian lepas (2016)?

5.0 HIPOTESIS KAJIAN

i) Faktor kejayaan sesebuah organisasi adalah berpunca daripada kualiti perkhidmatan yang professional.

ii) Kepuasan pelanggan merupakan survival sesebuah organisasi

6.0 KEPENTINGAN KAJIAN

Di antara kepentingan kajian adalah:

i) Membolehkan organisasi mengetahui kelemahan perkhidmatan yang sedia ada di Yayasan Sarawak.

ii) Menambahbaik kualiti perkhidmatan dari yang sebelumnya di Yayasan Sarawak.

7.0 KONSEP-KONSEP UTAMA KAJIAN

i) KEPUASAN PELANGGAN

Menurut Mustafa et al (2007), kepuasan pelanggan merupakan kunci kepada sesebuah perniagaan dimana kepuasan dalam penerimaan sesebuah perkhidmatan akan dinilai oleh pelanggan. Untuk menjadi sebuah organisasi terulung, kepuasan pelanggan terhadap kualiti di organisasi tersebut harusnya mencapai suatu tahap yang memuaskan. Selain itu, menurut Rizal et al (2003) dalam memberi

Figure 3.4.7 : Research Proposal 2

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kepuasan kepada pelanggan, setiap bidang mempunyai tahap kualiti yang berbeza.

ii) PERKHIDMATAN PELANGGAN

Menurut Roselena (2001), kualiti perkhidmatan adalah penilaian pelanggan selepas menggunakan perkhidmatan di sesebuah organisasi tersebut dengan membandingkan harapan dan pandangan sedia ada terhadap perkhidmatan yang disediakan. Berdasarkan Azlinda Kasma Azizan (2010), kualiti perkhidmatan ialah perkhidmatan yang disediakan kepada pelanggan di mana output yang dihasilkan bukan dalam bentuk fizikal yang biasa diberikan semasa ia dihasilkan.

8.0 METODOLOGI KAJIAN

Pendekatan utama kajian ini adalah bersifat kuantitatif. Dalam metodologi kajian ini, kami akan menggunakan kaedah kuantitatif untuk mengumpul dan mendapatkan data yang diperlukan. Menurut Cresswell (2008), kaedah kuantitatif merupakan satu kajian penyelidikan yang memerlukan data numerical atau berbentuk angka. Pada masa yang sama untuk memahami dan menjelaskan kajian ini dengan menekankan analisis statistik.

Melalui kajian ini, kami akan memberikan borang soal selidik kepada para pekerja iaitu sebagai responden kami. Hal ini dibuat untuk mendapat informasi dan maklumat yang jelas dalam mengumpul maklumat tentang kepuasan pelanggan dan penyampaian perkhidmatan di Yayasan Sarawak.

9.0 TEKNIK KUTIPAN DATA

i) Borang Soal Selidik

Figure 3.4.8 : Research Proposal 2

Dalam kajian penyelidikan ini. kami akan menggunakan teknik kutipan data berbentuk kuantitatif Kami akan mengedarkan sebanyak 300 borang soal selidik kepada 300 orang responden dalam usaha mendapatkan data bagi melengkapkan laporan. Menurut Gilham (2000), soal selidik merupakan satu set soalan atau item dalam bentuk tulisan Item ini merupakan satu alat yang dibentuk secara khusus untuk mengumpul maklumat bagi tujuan analisi yang dapat menjawab persoalan kajian.

Figure 3.4.9 : Research Proposal 2

Hence, throughout my practical training, I was able to apply and relate my task with what I have learned in Research Methodology subject. During this preparation of task, the staff asked me to come out with the new ideas about this research proposal because they want to make difference with the previous year research proposal and the questionnaires as well and also, for this research they only asked me to do the research proposal (chapter one to chapter three only) since my period of practical is too short to carried this research until chapter 5.

3.5 CONCLUSION

This chapter is focusing on the analysis of the practical training. The analysis is being conducted because it is to see the association between the tasks given during practical training with the subject learned in class. Through the analysis, the tasks given were associated with research methodology and data analysis subject, quality management, public relation and ethics in administration. As the trainee, I can identified that there are related concepts had been applied to the workplace which able to help the trainee to gain more understanding on the concept learns during past semester.

CHAPTER 4

RECOMMENDATION

4.0 INTRODUCTION

This chapter highlights the strength and weaknesses of job or task assigned during practical training as discussed in Chapter Three, which is doing research proposal. The chapter also recommend the available solution for improvement in the future, Based on my experience working at Yayasan Sarawak, there are some strength and weaknesses of the preparation of the research proposal that they need to improve.

4.1 STRENGTH

4.1.1 Staff Commitment

The strength for the Yayasan Sarawak is the staff has a good commitment in doing their job. An effective commitment should be practice in any organization especially when the organization always dealing with public and other agencies. Throughout my practical training I can see that all the staff in my department really committed on their job since there are only two of them in my department. For example, the commitment showed by En Mustafar Arif bin Kiphli when he handle alone all the research proposal, and luckily I was assigned to help him in doing the research. Other than that, the commitment that I can see is he has to go to the other agencies alone (Jabatan Penerangan Sarawak) to ask their opinions regarding the research of customer satisfaction in Yayasan Sarawak since the agencies is one of the customer for Yayasan Sarawak.

This kind of attitude should be an example for other staff. For staff that are lack of commitment should be given some training or attend a special course to enhance their commitment. Commitment is important in doing job because it will contribute a good job progression.

4.1.2 Improve Communication and Social Interaction Skills

The training task involved and needed me to interact and communicate with the head of section of my department and the other department and the staff as well because we need to discuss how are we focus on the research and who is the respondents for our research. This situations improve my interaction and communication skills when they also ask my opinions on the the research. Besides, since Yayasan Sarawak is emphasize on the enforcement of English language in the working environment, I can improve my communication skill in English language as in UiTM, we also asked to do so. Therefore, I can improve my communication and social interaction skill during my practical training.

4.2 WEAKNESSES

4.2.1 Time consuming

The weakness in doing research that I can analyze is time consuming. This is because when I assigned to do a research, it will take time for me to complete the proposal. It is because I need to refer to the past literature review and such things. Hence, since the research takes so much time to be completed, I didn't get opportunity to experience other task like to run the event in Yayasan Sarawak. As a trainee with no job experience, I think I need to experience all the task or job in

Yayasan Sarawak in order for me to know the real working environment and also can gain my knowledge with the working environment.

4.2.2 Lack of communication with head of section during doing research

During the preparation of the research proposal, I can't communicate with my head of section regarding this research regularly and I only depend on the staff under my department since head of section of my department has a lot of work that she need to do. As a trainee, I really need a guide on how to make a prepare report even though I already learned the subject in UiTM.

4.2.3 Doing the research proposal in Malay language

During the preparation of the research proposal, I have some difficulties in doing the research in Malay language as in UiTM, I used to make a research proposal and all the literature review in English Language and when I do it in Malay language I think is a new thing for me. The other difficulties is when I make the literature review and found the articles in English language, I need to paraphrase and translate it all in Malay language. As for me, it is really take so much time because I don't use to it. But still, I can comple the research proposal in Malay language excellently.

4.3 STUDENT RECOMMENDATIONS

Throughout my eight weeks of practical training at Yayasan Sarawak, I learned a lot on the job scope of Yayasan Sarawak especially on their services provided to the people, the staff and committee, stakeholders, board of directors and also all of the head of section in Yayasan Sarawak. Every level of hierarchy has their own job scope in their department or section. Beside that, when I did my practical training, I have the knowledge on all the procedure and job scope of each of the department in Yayasan Sarawak.

The entire staffs of Yayasan Sarawak give an excellent cooperation with the practical students doing their practical training and they also guide them well in doing the job given to the practical training students. Nevertheless, all of the head of section in all departments really cooperate and kind with practical training students and with all the knowledge and advises given by them is really worth for us as practical trainees' students in the future. Even though some time I need to explore by myself in doing my task, I take it as a challenges so next time I will know how to handle any situation in doing task without burden other people.

There are few areas of recommendations that need to be done in Yayasan Sarawak is in term of their training program. As far as I know during my period of practical training, Yayasan Sarawak receive a lot of trainees from different universities and during my training the total of trainees is around 15 students and all of them are assigned to different department or section. For my recommendation, Yayasan Sarawak should do "job-rotation" for the trainees so that they will have variety of experiences since they have no job experience especially in the organizations. Nevertheless, for me the trainees should experience all the job scope in the organization, it will be very useful for them in the future as they already aware with the real working environment.

Other than that, for my recommendation regarding my major task which is doing research on the customer satisfaction, I think Yayasan Sarawak should do the research report in English Language instead of Malay Language since Yayasan Sarawak is emphasizing on the enforcement of English Language to the staff and as we know, all the agencies in Sarawak encourage to use English Language as well.

4.4 CHAPTER SUMMARY

The main highlight for this chapter was to make an analysis of the strengths and weaknesses of the task that being chosen as the main focus that list out in analysis done in Chapter 3. The recommendation helps the improvement in activities after the process of identification of mistakes and corrective action that can be taken in order to be better in the future. Hence, I can enhance my knowledge on how to do a research with real working environment as the most task I have done during my practical training.

CHAPTER 5

SUMMARY

5.0 INTRODUCTION

In this chapter, I will be summarizing Chapter 1 until Chapter 5. In Chapter 1, I will be summarizing on the introduction and background of the organization that I did my practical training. In Chapter 2, I will be summarizing on my task throughout my practical training as stated in the log book. In Chapter 3, I will be summarizing in one of the specific task that I have been instructed to do which is doing research. Under Chapter 4, I will be summarizing on the recommendation to improve the organization's performance.

5.1 SUMMARY OF CHAPTER 1

In chapter 1, I have explained about the organizational background of Yayasan Sarawak. This can be explained that chapter 1 elaborates what kind of organzations that I have attended to do my practical training. I also recognize and understand the vision, mission, organization's logo and its meaning, the core of business and the policies practiced. Furthermore, I also acknowledge regarding Yayasan Sarawak organizational structure and it's well informed about the division for each department.

5.2 SUMMARY OF CHAPTER 2

In completing chapter 2, schedule of my practical training, I have explained about the tasks and jobs that I did during the practical training at Yayasan Sarawak that I extracted from Log Bokk that have been given by the faculty. The tasks given to me is based on the guidelines that have been provided by the faculty. In line with that, it also can be concluded that I was able to understand the Yayasan Sarawak working environment and culture especially in Performance and Knowledge Management department. In addition, it is a valuable experience that can be gain from the internship program where all the task and activities that are being given by the supervisor to the trainee can prepare the reality of working environment yet to come.

5.3 SUMMARY OF CHAPTER 3

In chapter 3, I have explained that during practical training, there are related concepts that had been practiced to the workplace which able to help me to gain more understanding on the concept already learns during past semester. I am also able to identify the practice involved in research methodology process during the practical training at Yayasan Sarawak. Plus, I am also able to relate most of the task that has been done with past semester subject which isreserach Methodology and Data Analysis. With that, I able to compare the theory and application parts of it and make analysis regarding the strengths and limitations of the task that have been selected as the main focus to prepare this report.

5.4 SUMMARY OF CHAPTER 4

In chapter 4, it discussed about the strength and weaknesses and my recommendations towards the organization. It explained on how the whole experience during the practical training can help to improve the trainees, the organizations and the practical training program itself. For this analysis in chapter 4, it shows how the programs can reflect the trainees or student point of view on certain matters instead of to keep on thinking inside the box. Meaning to say, this chapter focused on identifying the slips of certain task or area as well as the organizational practices Also, this chapter allowed the students to give their own opinion on how things proceed around them. This can make them realize the theory and reality is actually different things that need to be taken seriously if they graduate from university, there also recommendations that have been suggested to improve the programs to be more comprehensive to enhance the work process and services delivery in future.

5.5 REPORT SUMMARY

The trainee has done the practical training at Yayasan Sarawak from 23th January 2017 until 17th March 2017 for eight consecutive weeks. During the practical training at Yayasan Sarawak, trainee has been placed at Performance and Knowledge Management department. There is lots of experience that I gained from the practical training in working environment for the first time. I able to make use most of the knowledge in studies to be applies to the real working environment. Through that, I am able to understand better on how the work process to be done through the exposure during practical training period.

Furthermore, I also gained other benefits in enhancing trainee's personal development especially in terms of self-confidence level and also communication skills. My improvement obtain was through the tasks that has been carried out during the practical training in Performance and Knowledge Management department that I need to communicate and discuss with other staffs and department in completing tasks given. Hence, I also can adapt on how to use proper language and approach when communicating with the staffs, customer and also external agencies that differs in position and seniority. However, I receive well support and guidance from staffs in doing my practical training that make me more enthusiastic in doing job and boost up my level of confidence.

On top of that, the practical training has aid me to improve the knowledge and other skills that definitely are useful for trainee's future endeavors. The task and duties been performed by me has taught the spirit if teamwork, interpersonal skills, technical skills, critical thinking and also problem solving skills. The knowledge that I get are important as it will help me in dealing and adapting with the real life work environment once I started to work in future. Other than that, I would be able to know the abilities and this help me to search for the right job and planning for the career path.

Last but not least, I was able to learn about the company's workplace culture. The working culture of Yayasan Sarawak such as values, norms, systems, process, language, beliefs was progressive and practical that has always been the gene of the organization itself. In addition, the friendly behavior of the staffs also makes me feel comfortable and welcomed to the organization. This is not only lay at office but also outside the office. Their professionalism has also been portrayed whereby the staffs have been seen high work ethics in delivering their job.

5.6 CHAPTER SUMMARY

To conclude, the experience gain by me is very valuable and it helps me to improvise the skills and knowledge. The gains that I have will aid me in the future choice of career. Also, the practical training has prepared me with essential skills that may needed as part of my training before we enters working environment. Apart of that, I also understood on the importance of having good relationship and training that can helps me understands the working environment and assists me in embracing the future career path.

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