



**“MEMBERS PERCEPTION ON THE QUALITY OF
COPERATIVE SERVICE IN ASSISTING THEIR WELFARE”**

**ASRIAH BINTI MURSIDI
2004668259**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA, SABAH**

APRIL 2006

TABLE OF CONTENTS **ACKNOWLEDGEMENT** PAGE

ACKNOWLEDGEMENT IV

LIST OF TABLES V

Alhamdulillah, thanks to Allah for giving me the strength and spirit to complete this project paper. This project paper would not be materialized without the contribution and help from several individuals. So on this opportune time, I would like to express my sincere gratitude and appreciation to my advisor Puan Hamidah Hashim for her excellence guidance, advise and comments that enable me to do this project paper successfully, to my second examiner Mr. Spencer Hedley Mogindol for his help and comments to complete this project paper and to Head of the Program BBA. (Hons) (Marketing) Mr. Mohd. Shamlie Salisi for his advise, encouragement and support to me throughout this project paper.

Special thanks to my supervisor Tuan Hj. Efendee O.P Andu, Deputy Director of Resource Management in Department of Cooperative Development of Sabah for his tremendous help in rendering ideas and knowledge. Lastly, I would like to express my thanks and gratitude to all the staff within the department for their cooperation in giving me as much information and idea to complete this report.

TABLE OF CONTENTS		PAGE
ACKNOWLEDGEMENT		IV
LIST OF TABLES		V
LIST OF FIGURES		VII
LIST OF ABBREVIATIONS		VIII
LIST OF DEFINITION OF TERMS		IX
ABSTRACT		X
CHAPTERS		
1.0 INTRODUCTION		
1.1 Background		1
1.2 Problem Statement		7
1.3 Objective		9
1.4 Significance of Study		10
1.5 Limitations		11
1.6 Definitions of Terms		13
2.0 LITERATURE REVIEW		
2.1 Role and Responsibilities Of Cooperative Board Members		17
2.2 Cooperate And Cooperative Paradigms Value		18
2.3 Activities And Types Of Cooperative In Malaysia		19
2.4 The Feature Of Cooperative		22
2.5 Governing Body Consisting Of Person Elected At The General Meeting		23
2.6 Ways to Become a Member of Cooperative		23
2.7 Responsibilities of Cooperative Members		24
2.8 Organization Structure		25
2.9 List of Consumers Cooperative in Kota Kinabalu		26

2.10	The Governance in the Management of Cooperative	32
2.11	Revitalization of Established Cooperatives	36
2.12	The Ideology of Being a Non Profit Enterprise	37
2.13	Truths and Myths in Service Quality	38
2.14	Service Quality Improvement	39
APPENDICES		
3.0	RESEARCH METHODOLOGY	
3.1	Data Collection Method	40
3.2	Sampling Techniques	42
3.3	Procedure for Data Analyzing	42
4.0	RESEARCH FINDINGS	
4.1	Gender	43
4.2	Race	44
4.3	Occupation	45
4.4	Income per Month	46
4.5	Periods as A Cooperative Members	47
4.6	Primary Reason	48
4.7	External Factors Influencing the Respondents	50
4.8	View On The Ability Of Cooperative In Assisting Respondents' Welfare	51
4.9	Rating on the Price of the Goods Offered	52
4.10	Rating On The Quality Of The Goods Provided	53
4.11	Rating On The Availability Of The Goods Provided	54
4.12	Rating On Dividend Offered	55
4.13	Rating On Welfare Fund Provided	57
4.14	Rating On Discount Offered	58
4.15	View That Cooperative Services Be Improved	59
4.16	Area of Services Should Be Improved	60
4.17	Other Recommendations Given By Respondents to Improve the Quality of Cooperative Services	62

ABSTRACT

A cooperative is an organization formed and owned by a group of individuals for improving their economic standard of living and social services rendered. This is achieved through their participant in economic and social activities based on the cooperative principles. The purpose of this project is to determine the most popular reasons why people become members of cooperative, to evaluate the members' perceptions on the quality of cooperative services in assisting their welfare and to provide recommendations on ways to improve the quality of cooperative services.

The chapter one of this report is about the introduction which is consists of background of study, problem statement, objective, significant, limitations and definitions of terms. Chapter two will comprise of the literature review, while chapter three is about research methodology which comprises the data collection methods and sampling techniques. Chapter four is about finding after data gathered through questionnaire while chapter five is about the data analysis. In this paper the conclusion will be compiling in chapter six and the last chapter is about recommendations.