

THE ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN
STRENGTHENING STAKEHOLDERS AND PUBLIC RELATIONSHIP
WITH SABAH CREDIT CORPORATION

KRISTY KADIUS

2006819641

A graduation Exercise Submitted to the
Faculty of Business Management
Universiti Teknologi MARA, City Campus Melaka
As a Partial Fulfillment of the Requirement for the
Bachelor of Business Administration (Hons)
Marketing

APRIL 2009

ACKNOWLEDGEMENT

This research study bears the imprint of many individuals. Without their consistent support and inspiration, the successful completion of this paper would not have been possible.

First and foremost, I would like to thank my Advisor, Professor Madya Rosdiana Hj Sukardi and second examiner Encik Awang Bakar Awang Tatam for their guidance, understanding and support in order for me to complete this research.

I am indebted to Datuk Vincent Pung, the General Manager of Sabah Credit Corporation for giving me the approval to conduct this research project based on the Corporation's activities. My special acknowledgement also goes to Mr. George Taitim Tulas the Senior Manager of Corporate and Training Section of SCC who has consented to be my supervisor throughout this research. And all staff of corporate section, all the trainees of SCC for their help and support.

Last but not least, I would like to express my high regard to the Management of Sabah Credit Corporation, my loving family for their understanding, encouragement and moral support accord to me in completing this research.

To all above, I owe my sincere appreciation while reserving for me the responsibility for any errors of commissions or omission made through out this research.

KRISTY KADIUS

UiTM ID: 2006819641

TABLE OF CONTENT

ACKNOWLEDGEMENT	i
LIST OF TABLES	v
LIST OF FIGURES	vi
ABBREVIATIONS	vii
DEFINITIONS OF TERM	viii
ABSTRACT	ix

CHAPTER ONE: INTRODUCTION

1.1 Organization of study.....	1
1.2 Problem statement.....	2
1.3 Research Question.....	3
1.4 Research objectives.....	3
1.5 Theoretical framework.....	4
1.6 Significant of the study.....	5
1.7 Scope of study.....	6
1.8 Limitations.....	6

CHAPTER TWO: LITERATURE REVIEW

2.1 Social Corporate Responsibility.....	7
2.2 Social Corporate Responsibility in Malaysia.....	9
2.3 Social Corporate Responsibility in Sabah.....	11
2.4 Social Corporate Responsibility in Sabah Credit Corporation.....	12

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction.....	14
3.2 Research Design.....	14
3.3 Research Sampling.....	14
3.4 The Data Collection.....	15
3.5 Data Analysis and Interpretation Technique.....	15

CHAPTER FOUR: ANALYSIS AND INTERPRETATION OF DATA

4.1 Respondents Gender.....	16
4.2 Respondents Race.....	17
4.3 Respondent's Age.....	18
4.4 Respondents Job.....	19
4.5 Respondents knowledge about SCC	20
4.6 Respondents knowledge about SCC services.....	21
4.7 Respondents definitions of Corporate Social Responsibility.....	22
4.8 CSR effect on respondents	23
4.9 Respondents opinion on SCC staff welcome customer with . courteous and helpful manner.....	24
4.10 Respondents opinion on CSR program can be a tool of promotion.....	25
4.11 Respondents opinion on CSR program helps SCC to maintain the good image.....	26
4.12 Respondents opinion on importance of CSR in strengthening the relationship between SCC and the stakeholders.....	27
4.13 Respondents suggestion to strengthen the multiple stakeholder relationships.....	28
4.14 Respondents Gender * Respondents knowledge about SCC Cross tabulation.....	29
4.15 Respondents Age * Respondents opinion on CSR program can be a tool of promotion Cross tabulation.....	30
4.16 Respondents Race * CSR effect on respondents Cross tabulation.....	31

ABSTRACT

This study was conducted to evaluate the role of corporate social responsibility (CSR) in strengthening the stakeholders and public relationship with Sabah Credit Corporation (SCC). The reason for conducting this study is because through this study SCC will know the effect of their CSR programme towards their organization and the stakeholder. The research design was used in this study is descriptive research in which primary data as well secondary data were gathered. The respondents for this study were SCC customer and the public in Penampang, Sabah. From this study, it is found that the public and the stakeholders were not aware and only a few of them have little knowledge about the Corporate Social Responsibility Program carried out by SCC. Therefore, SCC should give more exposure of their CSR program to the stakeholder and public such as give more information in the SCC website. This study helps us to understand better of the role of Corporate Social Responsibility in an organization.