



**STUDENTS' PERCEPTION ON EXERCISING ETHICAL INFLUENCE TOWARDS
ORGANIZATIONAL COMMITMENT**

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**BACHELORS OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

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Submitted in Partial of the Requirement for the Bachelor of Business

Administration with Honours

(International Business)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KAMPUS BANDARAYA MELAKA

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

I, Nurull Fazlianna binti Awalludin, (940331-05-5592)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledged.
-

Signature: _____ Date: _____

LETTER OF SUBMISSION

January 2018

Mr. Mohd Halim bin Mahphoth

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**STUDENTS’ PERCEPTION ON ETHICAL INFLUENCE TOWARDS ORGANIZATIONAL COMMITMENT**” to fulfil the requirement as needed by the faculty.

Thank you.

Yours sincerely,

Nurull Fazlianna binti Awalludin

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

The research was carried out to identify the impact of students' perception on ethical influence towards organizational commitment. Although research have provided evidence that characteristics of the ethical influence effect the organizational commitment, these research were limited to the scope of characteristics the researcher examined. This research considered the effects of five elements of the ethical influence (reward power, coercive power, legitimate power, referent power and expert power) upon student perceptions towards organizational commitment. A set of questionnaire was adopted from past research to collect the primary data from the respondents about the relationship of ethical influence towards organizational commitment. The overall findings of the research indicates that based on the result, only reward power and legitimate power effect the organizational commitment, meanwhile coercive power, referent power and expert power do not effected the organizational commitment. As a conclusion, some suggestions have been made to improve the organizational commitment and recommendation for future studies has been included in the final part of the research.