



**Employee's perceptions of internal corporate social responsible related to satisfaction
and loyalty to the organization.**

RESEARCH REPORT

NOR AMIRA BINTI MUSTAFA

2010107519

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INTERNATIONAL BUSINESS

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

DECEMBER 2012

DECLARATION OF ORIGINAL WORK



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

“DECLARATION OF ORIGINAL WORK”

I, Nor Amira Binti Mustafa, (I/C Number: 891215145162)

Hereby, declare that,

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

Signature: _____

Date: _____

LETTER OF SUBMISSION

Faculty of Business Management
Universiti Teknologi MARA Melaka
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

The Head of Program
Bachelor of Business Administration (Hons) International Business
Faculty of Business Management
Universiti Teknologi MARA Melaka
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

Dear Sir/Madam,

Attached is the project title “**Employee’s perceptions of internal corporate social responsible related to satisfaction and loyalty to the organization**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

.....

Yours Sincerely,

NOR AMIRA BINTI MUSTAFA
2010107519

Bachelor of Business Administration (Hons.) International Business.

TABLE OF CONTENTS

Contents	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v-viii
LIST OF TABLES	ix
LIST OF FIGURES	x
ABSTRACT	xi
CHAPTER 1 INTRODUCTION	
1.1. Background of study	1-3
1.2. Problem Statement	4-5
1.3. Research Questions	6
1.4. Research Objectives	7
1.5. Theoretical Frameworks	8
1.6. Hypotheses	9
1.7. Scope of study	10
1.8. Significant of study	10
1.8.1 Company	10

ABSTRACT

The research is conducted in order to determine Employee's perceptions of internal corporate social responsible (CSR) related to satisfaction and loyalty to the organization. A growing number of studies have been done regarding the benefits of CSR. However, most are concerned with the financial and customer perspective; while very little attention has been paid to internal CSR which in this study the internal CSR is the internal stakeholders (employees). Employees play an important role as they act as a scale to measure company success. The success of a company greatly rely upon how well employees are being treated in the organization, therefore employees act as an important stakeholders in the company. The main objective of this study is to identify the most influential factor that contributes to Employee's perceptions of internal corporate social responsible (CSR) related to the satisfaction and loyalty among employees to their organization. The factors are job satisfaction, organizational culture and organizational commitment. Researcher used questionnaire as a main instrumental in data collection method and it involved 80 respondents. All the data collected will be analyzed using Statistical Package for Social Science (SPSS). In general, the results of this research show that Organizational Commitment is the most influence factor with the employee's perceptions of internal corporate social responsible (CSR) related to satisfaction and loyalty to the organization. The conclusion for this study is from the outcome from the findings and analysis. Recommendations for future research are also been discussed.