



A STUDY ON THE CUSTOMER AWARENESS OF BENEFIT SCHEME
OFFERED BY SOCSO

(CASE: BATIK INDUSTRY IN KELANTAN)

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APRIL 2011

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Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Insurance

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDAR MELAKA

APRIL 2011

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE
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BANDAR MELAKA

“DECLARATION OF ORIGINAL WORK”

I, SITI MARIAM BINTI JUSOH, (I/C NO: 870401-29-5102)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and it is nor being concurrently submitted for this degree or any others 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 marks and sources of my information have been specifically acknowledged.

Signatures: _____

Date: _____

LETTER OF SUBMISSION

April 2011

The head of program
Bachelor of business administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi Mara

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A Study on the Customer Awareness of Benefit Scheme Offered by SOCSO (Case: Batik Industry in Kelantan)”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely,

.....

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ABSTRACT

The research is focusing on the “Customer awareness of Benefit Scheme offered by SOCSO”. As a social security in Malaysia, SOCSO realize that customer awareness is very important to ensure that all working Malaysian citizens have knowledge about SOCSO’s benefit and services. The employees should know about schemes that provide by SOCSO. There are because they still not aware towards SOCSO and the benefit scheme offered by SOCSO.

SOCSO is committed to create a caring society to the employees. The main objectives of this study are (1) to identify the level of customer awareness towards benefit scheme offered by SOCSO; (2) to identify the factor contributes more towards consumer awareness of benefit scheme offered by SOCSO, (3) to determine the way and strategies to increase the customer awareness of benefit scheme by SOCSO.

The respondents of this study were customers including the employers and employees in several of Batik Company in Kota Bharu area. 100 questionnaires had been distributed among them. The researcher had used the cluster sampling as sampling technique and the simple random sampling in every of company that chose. The process of analyzing and interpreting data has been presented with tables using method as reliability test, frequency and descriptive analysis.

The researcher also had come out with a few of recommendations. By implementing these recommendations, the researcher optimism that it will help the SOCSO to better upgrade its performance and their management for future use that can enhance the level of awareness towards their benefits scheme.