



**THE PERCEPTION OF EMPLOYEE TOWARDS ETHICAL
BEHAVIOR IN ORGANIZATION: CASE STUDY IN DUTA
VILLAGE BEACH RESORT**

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**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
MELAKA**

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ZURAIDA BINTI ZAKARIA

**Submitted in Partial Fulfillment
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(Hons) Human Resource Management**

**FACULTY OF BUSINESS MANAGEMENT
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“DECLARATION OF ORIGINAL WORK”

I, _____ Zuraida Bt Zakaria _____ (I/C Number: 860517-33-5496)

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 marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

May 2010

The Head of Program
Bachelor of Business Administration (Hons) Human Resource Management
Faculty of Business Management
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE PERCEPTION OF DUTA VILLAGE BEACH RESORT TOWARDS ETHICAL BEHAVIOR" 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 purpose of this research is to measure the perceptions of the staff towards the factors that influence an individual ethical behavior in an organization. In today's competitive business environment, a code of ethics should serve as the foundation upon which employees make decision based on honesty, integrity, confidence and trust. The research is conducted at Duta Village Beach Resort. In completing this research, 30 questionnaires have been distributed to the respondents. The respondents are the staffs in Duta Village Beach Resort included all departments.

In order to get the result from this research, the researcher has used SPSS program to analyze data from the information gathered. To analyze the data, the researcher has been used the Reliability Analysis, Frequency Distribution and Descriptive Statistic by using SPSS program. From the findings, the employee had identified what is the most unethical behavior act by an individual. The staffs agree that the person must have their own initiative to develop ethical behavior. However, the staffs also think the ethics policy can be the factor of good organizational ethical practices.