



**A STUDY ON THE IMPORTANCE OF THE CORPORATE  
REPUTATION TOWARD SIME DARBY BHD: PERSPECTIVE OF  
EMPLOYEES IN PROCUREMENT DEPARTMENT AT SIME DARBY  
SDN BHD PASIR GUDANG**

**NUR HAMIZAH BINTI IDERES**

**2007267432**

**BACHELOR BUSINESS ADMINISTRATION**

**(HONS) MARKETING**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

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BANDARAYA MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

I, NUR HAMIZAH BT IDERES, (I/C Number: 861104236152)

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: 17/4/09

## LETTER OF SUBMISSION

20 April 2009

Mr. Norazman bin Harun  
The Head of Program  
Bachelor of Business Administration (Hons) Marketing  
Faculty of Business Administration  
Universiti Teknologi MARA  
75300 Melaka  
Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project titled "A STUDY ON THE IMPORTANCE OF CORPORATE REPUTATION TOWARD SIME DARBY BERHAD: THE PERSPECTIVE OF EMPLOYEES IN PROCUREMENT DEPARTMENT AT SIME DARBY ENGINEERING PASIR GUDANG" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



.....  
NUR HAMIZAH BT IDERES  
2007267432  
Bachelor of Business Administration (Hons) Marketing

## **Abstract**

The Importance of Corporate Reputation towards Sime Darby Group Sdn Bhd is conducted due to the problem statement which had been found by the researcher recently. The problem statement which stated that the acquisition of Institut Jantung Negara (IJN) is been asked by the Ministers either Sime Darby can maintain the good corporate reputation or not in order to balance it with the good service quality and also the social responsibility to the people.

The research which is been conducted at Sime Darby Engineering Sdn Bhd Pasir Gudang has taken 56 employees from the Procurement Department as a sample. The findings shows that all the independent variables are significance with the dependent variable. The Independent Variable includes the element of marketing, branding, corporate communication, customer satisfaction and also the sponsorship.

The most influence factors are the marketing and corporate communication.

The researcher had concluded that Sime Darby Group Sdn Bhd should emphasize more on marketing effort and also the corporate communication seems it will contribute much to the good corporate reputation.

# Table of Contents

## Chapter 1: Introduction

1.1 Background of Study	10
1.2 Problem Statement	12
1.3 Research Questions	13
1.4 Research Objectives	14
1.5 Theoretical Framework	15
1.6 Significance of Study	17
1.7 Hypothesis	18
1.8 Scope of Study	19
1.9 Definition of Terms	20

## Chapter 2: Literature Review

2.1 Introduction	22
2.2 Corporate Reputation	22
2.3 Branding and Corporate Reputation	23
2.4 Marketing and Corporate Reputation	24
2.5 Conclusion	26

## Chapter 3: Research Methodology

3.1 Introduction	27
3.2 Research Design	27
3.3 Population	28
3.4 Sampling Design	29
3.5 Data Collection Method	31
3.6 Data Analysis	32
3.7 Work Schedule	32

## Chapter 4: Data Analysis & Interpretation

4.1 Introduction	33
4.2 Reliability Test	33
4.3 Respondent Profile	33
4.4 Factors Contribute to Corporate Reputation	35