

2014



اَوْنِيُوْ سِيْتِي تِي كُوْ لُوْ عِيْنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA

RESEARCH REPORT

**CONSERVATION BEHAVIOR AMONG GOVERNMENT STAFF
IN PERLIS**

PREPARED BY:
MUHAMMAD FAISHAL BIN ISHAK BIN AHMAD
2012898882

PREPARED FOR:
DR.Cheam Chai Li (ADVISOR)
Madam Fadhilah Binti Ishak @ Zainudin (SECOND EXAMINER)

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS
(BUSINESS ECONOMIC)
FACULTY OF BUSINESS MANAGEMENT**

DECEMBER 2014

Acknowledgement`

First of all, I want to express our gratitude to ALLAH THE MIGHTY for the fitness and blessing. Without it, I am will never complete our thesis and also our Industrial Training on time. A million thankful to Dr. Cheam Chai Le, our respectable advisor for this industrial training, for the advice and guidance towards preparing this report whose comments and suggestion at the beginning of the long process had given the sense of direction of this paper require. Special thanks to our second advisor, Madam Fadhilah Binti Ishak@Zainudin for his contribution and effort in helping us to organize this thesis.

We also would like to express our appreciation and special thanks to Saiful Azli bin Mohamed Nor who also act as our supervisor of internship that support to accomplish the final project. Plus the my gratitude to the government staff in Wisma Persekutuan Perlis for being supportive to voluntarily accept the questionnaire to make this research successful

An acknowledgement with great respect to our beloved family for their moral support and also to all our friends for their support and understanding that has brought the best of us. Lastly, we like to thank to all parties and individual we had rendered their help directly and indirectly in preparing this thesis.

Thank you.

Table of Contents

	Page
Title Page.....	I
Declaration of Work.....	II
Letter of Submission.....	III
Abstract.....	IV
Acknowledgement.....	V
Table of Contents.....	VI
List of Table.....	IX
List of Figure.....	IX
CHAPTER 1: INTRODUCTION	
1.0 Overview.....	1
1.1 Background Study.....	1
1.2 Problem Statement.....	3
1.3 Objective of Study.....	4
1.3.1 General Objective.....	4
1.3.2 Specific Objective.....	4
1.4 Research Question.....	5
1.5 Theoretical Framework.....	6
1.6 Significant of study.....	7
1.7 Limitation of Study.....	9
1.7.1 Time constrain.....	9
1.7.2 Cost.....	9
1.8 Scope of study.....	9
1.9 Hypothesis.....	10
1.9.1 Personal Attitude.....	10

1.9.2 Subjective Norm.....	11
1.9.3 Perceived Behavioral Control.....	11
1.9.4 Understanding in Conservation Behavior.....	11
1.10 Term used in Study.....	12

CHAPTER 2: LITERATURE REVIEW

2.0 Review of Dependant Variable: Conservation Behavior.....	13
2.1 Review of Independent Variable: Personal Attitude.....	14
2.2 Review of Independent Variable: Subjective Norm.....	15
2.3 Review of Independent Variable: Perceived Behavioral Control.....	16
2.4 Review of Independent Variable: Understanding In Conservation Behavior.....	17

CHAPETR 3: METHODOLOGY

3.1 Data Collection Method.....	18
3.2 Source of Data.....	18
3.2.1 Primary Data.....	19
3.3 Procedure of Data Analysis.....	19
3.3.1 Frequency Analysis.....	20
3.3.2 Descriptive Statistic Analysis.....	22
3.3.3 Correlation Analysis.....	24
3.3.3.1 Multiple Regression Analysis.....	24
3.3.3.2 Correlation Test.....	26
3.3.3.3 Coefficient of Correlation.....	26
3.3.3.4 Reliability and Validity Test.....	28
3.3.4 Hypothesis Test.....	30
3.3.4.1 T-test.....	30
3.3.4.2 F-Test.....	31

ABSTRACT

This research paper title is “Conservation behavior among government staff in Perlis. The researcher intended to identify the several factor factors that influence the respondents towards conservation behavior’. Therefore the researcher has proposed four independent variables that might influence the respondents intention namely Personal attitude, subjective norm, Perceived behavioral control and understanding of conservation behavior. Further detailed of the variables is discussed in Chapter 2. On Chapter 1 of the report, the researcher includes information regarding the background of the study, the objective of the study and etc. The population for this research in the area in Perlis and the researcher decided to take 150 of the government staff that work in Perlis as the research sample, further detailed on the research methodology was discuss in Chapter 3. In order to achieve the research objective, the researcher had conduct five analysis which are frequency analysis, descriptive analysis, reliability analysis, hypothesis testing (correlation analysis) and multiple regression. The entire analysis finding is present in Chapter 4. The last chapter which is Chapter 5 discuss regarding conclusion and recommendations from the researcher.