



**UNIVERSITI TEKNOLOGI MARA**

**EMPLOYER'S ATTITUDES TOWARD  
PROMOTIONAL ACTIVITIES DONE BY SOCSO**

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## ABSTRACT

The promotional activities are important to change the employer's attitudes in order to care about the employee social security. It is not easy to please every employer, because different employer will have different behavior and opinion. In order to know the employer's attitudes toward promotional activities done by SOCSO will give the answer that will fit based on objective of this study. How does that promotional activities help employer to realize their responsibilities toward their employees and how the employer can change their attitudes. The objectives of this study are to know the employer's attitudes toward promotional activities done by SOCSO and to know the relationship between independent variables which included trade show, print media and presentation with the employer's attitudes toward promotional activities as the dependent variables. This research is mainly focused to the registered employers whether directly or indirectly who are from different type of employers. The respondents are also mostly comes from various demographic background such as gender, age and level of income. There are three (3) independents variables that need to investigate such as trade show, print media and presentation. The variables are being extracted from secondary data such as various journal and publications. Questionnaires are being distributed to 50 respondents with 5 scale point. The data obtained from the questionnaire are being analyzed by using SPSS 18.0. In order to test the hypothesis, Pearson Correlation Analysis and Regression Analysis is being using and the result show that among three (3) of the variables do have the significant relationship with the employer's attitudes toward promotional activities done by SOCSO. Finally, recommendations are given to the management of SOCSO for their further improvement. Overall, there is show that the presentation was more effected to change the employer's attitudes towards promotional activities in order to care their employee.

**LETTER OF TRANSMITTAL**

**The Head of Program  
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Dear Sir/ Madam,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“EMPLOYER’S ATTITUDES TOWARD PROMOTIONAL ACTIVITIES DONE BY SOCSO”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

**RAFIAH BT AHMAD**

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Bachelor of Business Administration (Hons) Marketing

## ACKNOWLEDGEMENT



***“With the name of Allah, the Most Merciful and Most Compassionate”***

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