Customers Perception of Integrity Initiatives in University Technology MARA: A Case Study of University Technology MARA Sarawak

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Declaration of Original Work

We, Hajah Oriah Haji Akir, Senian Malie and Noraida Omar;

Hereby, declare that:

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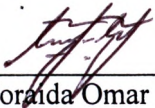

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ABSTRACT

Integrity is one of the most important personal qualities that any individual in a position of power or responsibility must possess, be it in business or politic, public or private life. Thus integrity has become a genuine area of concern in the civil service of many countries around the world. In view of the concern for integrity issues, the main aims of this study are: a) to determine the perception of customers regarding the integrity initiatives of UiTM Sarawak); b) to identify the perception of vendors and/or suppliers regarding the integrity initiatives of UiTM Sarawak; c) to examine the relationship between integrity dimensions of prevention, accountability, enforcement and job conduct. In this study, the framework was also developed to establish the relationship between integrity dimensions and the employees' job conduct based on the work of Ashour (2004).

This study uses and adapts Lanyi and Azfar (2005) checklists for assessing integrity, namely prevention, accountability and enforcement. In addition, this study also reviews related past studies on issues of integrity initiatives, both at local and international levels. A self-administered questionnaire was developed to collect the data which yielded a response rate of 61.5 percent. The results indicate that the majority of the staff perceived that the integrity initiatives of UiTM Sarawak were satisfactory with accountability (mean - 3.7702) and enforcement mean scores (mean – 3.7783), which are slightly higher than prevention (mean - 3.5261). This result suggests that accountability and enforcement were in place but prevention was not strictly emphasized.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This section begins with the general background information about integrity effort at the global level, integrity effort in Malaysia and then integrity effort at the UiTM level, followed by a statement of research questions and research objectives addressed, scope and limitation of study, significance of study and definitions of terms used in this study.

1.2 Background of Study

Integrity is one of the most important personal qualities that any individual in a position of power or responsibility must possess, be it in business or politics, public or private life Krogh (2007). Thus, it is not surprising that many countries around the world have been and are still investing efforts to foster, enhance and reinforce integrity not only in the civil service, but also in every aspect of governance. In fact, Fijnaut and Hubert (2002) emphasized that the primary focus in many established democracies was significantly on securing integrity in the public sector to counter the long-term trend of declining public trust.

It is very interesting to note that integrity has become a genuine area of concern in the civil service of many countries around the world. For example, Behnke and Maesschalck (2006: 263) reported that integrity initiatives have taken place in many countries and organizations worldwide, such as Organisation for Economic Co-operation and Development (OECD), the World Bank, the United Nations and international non-profit