



اَوْنُوْرَسِيْتِي تِيْكُوْلُوْكَي مَارَا

UNIVERSITI TEKNOLOGI MARA
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**SUSTAINABILITY PILLARS: COULD IT BE A TREMENDOUS FACTOR ON THE
SUCCESS OF KUWAIT FINANCE HOUSE?**

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ABSTRACT

Sustainability Pillars would be tremendous factor on the success of Kuwait Finance House (KFH). There are five sustainability pillars applied in KFH that are Principles, Customers, People, Deeds and Environment. This paper examines all the sustainability pillars on the factor to the success of KFH. The purpose of the study is to identify whether sustainability pillars could be a tremendous factor on the success of KFH. The data for this study were collected from 100 employees of Kuwait Finance House (Malaysia) Berhad through questionnaires distributed among Kota Bharu Branch employees and other employees were distributed using online questionnaires. The sampling technique used in distributed online questionnaires is probability, which emphasize on random sampling. In reliability test, all the questionnaires are accepted without any item deleted. This is due to the cronbach's alpha higher than 0.748. It shows that the questions are very strong and valid for the research. Based on Pearson Correlation was indicated that there were a relationship between Sustainability Pillars and Success of KFH. The analysis shows that all independent are significant which the significant value below than 0.05. The R square for this research study is 0.365 which mean that only 35.6% of the factor was represent the dependent variable and the other 64.4% will be presenting by others factor. However, using regression coefficient was indicated that people were the only independent variable significant and other independent variables were not significant. Due to that, it is now clear that people is important factor that contribute to success of KFH. Therefore, the alignment between another sustainability pillars as it will help the management to improve the performance of Kuwait Finance House.

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