



اَوْبُوْدِ سَيِّتِي بَاتِي كُنُوْ اَوْكِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**A STUDY ON BUMIPUTERA COMMITMENT IN TERMS OF
TIME MANAGEMENT**

FIDELIS REXY ALBERT

2013905079

**SUBMITTED FOR THE FULLFILMENT OF THE
REQUIREMENT FOR THE DEGREE BACHELOR OF BUSINESS
ADMINISTRATION WITH HONOURS (MARKETING)**

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

SARAWAK

JUNE 2016


AUTHOR'S DECLARATION

UNIVERSITI TEKNOLOGI MARA

Name of Student : Fidelis Raxy Albert
Registration Matric No : 2013905079
Name of Degree : Bachelor of Business Administration (Hons.) Marketing
Title of Research Project : A Study on Bumiputera Commitment In Terms Of Time Management
Field of Study : Marketing

I do solemnly and sincerely declare:

- (1) I am the sole author/writer of this work;
- (2) This work is original;
- (3) Any use of any work in copyright exists was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledged in this work;
- (4) I am fully aware that if in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.



Student's Signature

Date: 04/07/2016

Solemnly declared before,



Advisor's Signature Name :

Date: 4/7/16

Name: NURUL LIZZAN BT KAMARUDIN

Designation LECTURER

ABSTRACT

The study aims to determine the level of commitment in time management among Bumiputera entrepreneurs. The general objective is to assess the relationship between commitment in time management and Bumiputera entrepreneurs' business performance. There are some problem with some Bumiputera Entrepreneurs where they are not committed enough when doing business, especially in terms of time management (Lian, 2015). This study is conducted by using quantitative research method and the data collected was primarily from questionnaire. Stratified random sampling technique is used to get the population from which the respondents will be selected randomly. The study is located at mainly in Kuching Sarawak and some respondents are from Miri. The findings show that in order to improve the business performance, the Bumiputera Entrepreneurs need to put more commitment in time management. One of the recommendation is they should know how to manage themselves

TABLE OF CONTENTS

Contents	Pages
SUBMISSION OF RESEARCH	
ORIGINAL WORK DECLARATION	
ACKNOWLEDGEMENT	
TABLE OF CONTENTS	
CHAPTER 1 – INTRODUCTION	1
1.0 Background of the study	1
1.1 Problem Statement	3
1.2 Research Questions	5
1.3 Research Objectives	6
1.4 Significance of the Study	7
1.5 Limitations of the study	8
1.6 Definition of Terms	9
CHAPTER 2 – LITERATURE REVIEW	12
2.0 Introductions	12
2.1 Commitment in Time Management	12
2.2 Time management and Business Organization performance	14
2.3 Motivation	16
2.4 Moral Responsibility	18
2.5 Conceptual Framework	20

CHAPTER 1

INTRODUCTION

1.0 Background of the study

The Sarawak Economic Development Corporation (SEDC) was established on 1st March 1972 as a state – owned statutory body with the general aim of promoting the commercial, industrial and socio-economic development of the State. One of their objectives is to undertake programmes and schemes to enhance the development of local entrepreneurs in commerce and industry, as a trust agency. (SEDC's website).

The establishment of Entrepreneur Development Division is aimed at achieving the noble objectives of Bumiputera Commercial and Industrial (BCIC) in developing more Bumiputera entrepreneurs in commerce and industry. One of the programs that they offer in order to develop the local entrepreneur is PUTERA program. A PUTERA program is to help the small local entrepreneur so that they can develop more in the future. Another program is Skim Niaga which is giving loan to the entrepreneurs so that they can develop further their business. (SEDC's website)

Time management is not only as knowledge to learn and understand, but it is also importance to be applied (Miqdadi, ALMomani, Mohammad, Masharqa & Elmousel, 2014). They also stated that, lack in time management would lead to problem of procrastination, disorganization, interruption and work load stress that finally could affect peoples' performance no matter in term of job or academic. According to Crossan, Cunha & Vera (2002), good time management is very crucial things to be emphasized in other to stay competitive such as in business.