



**A STUDY ON THE EFFECTIVENESS OF JIHAD MEMERANGI
ORANG TENGAH (JMOT) PROGRAMS UNDER LEMBAGA
KEMAJUAN IKAN MALAYSIA (LKIM) TOWARDS
FISHERMEN'S PRODUCTIVITY IN
KOTA KINABALU, SABAH.**

**ALKAMARUL BIN ALIM
2013206792**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA (UiTM)
“DECLARATION OF ORIGINAL WORK”**

I, ALKAMARUL BIN ALIM

(I/C NUMBER: 920903-12-7179)

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ABSTRACT

This research is an attempt to investigate the effectiveness of Jihad Memerangi Orang Tengah (JMOT) Programs under Lembaga Kemajuan Ikan Malaysia (LKIM) towards fishermen's productivity in Kota Kinabalu Sabah especially in Putatan district. Over 120 questionnaires were distributed during the study. The researcher identified that there are three (3) independent variables involved in this study namely Management Control, Time Factor, and Allocation Of Budgets. In the findings, it is shown that Allocation Of Budgets and Time Factor have a perfectly positive significant relationship with the dependent variable while Management Control shows that it has a significant relationship between the dependent variable. The dependent variable in this study is the effectiveness of LKIM's Marketing Function. Respondents involved in this study are among fishermen and entrepreneurs who are registered under LKIM.