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QUALITY AND RELIABILITY OF SECURITY GUARDS  
TOWARDS  
THE PERCEPTION OF PUBLIC  
IN  
KOTA SAMARAHAN

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## CHAPTER ONE

### Introduction

#### 1.1 Background of Study

Security guard is known as a person that mainly provide protection to property, people and even asset. They are employed formally and usually uniformly dressed as they act to protect property from inappropriate actions that are vast with the change of time. Their task mainly are to observe by performing patrols, monitoring the alarm system or closed circuit television (CCTV) for any for any sign of threats and disorder. If such thing happens, necessary actions, precautions and reports should be done to solve it.



*Figure 1: Daily briefing of security guards by Datuk Maznah Binti Abdul Hamid, founder of Securiforce – Securiforce.com*

Some security guards have the authority to make an arrest, as long as the crime is within the area of their patrolled area. They are considered as law enforcement just like the police, but only within their perimeter.

## **CHAPTER TWO**

### **2.1 Introduction**

Published articles, journals and books were collected to investigate the theories and past empirical studies which are related to this study. This contents of this chapter literature review, review of relevant information from other researchers and also theoretical framework.

#### **Quality**

According to Cochran (2011), quality is measuring the physical attributes of a product such as characteristics dimensions, angles, power, hardness, tensile strength, color, and many other.

Sometimes there are no physical attributes to measure. Things that matters to the customer about the service or product is the primary concern.

#### **Training**

Training, mentoring and coaching are the major needs of capable employees. Gaining more skills and becoming expertise in multi-functional are what these employees want in building greater potential, while becoming much valuable to an organization. (Lipman, 2011).in a world filled with dangers whose avoidance requires accurate distance and speed

#### **Perception**

Those who are not capable are eliminated by perception. There are two things that should be matched, which are perception and reality. Misperceive or hallucinate may be a bad options for

## **CHAPTER 3**

### **3.0 Research Methodology**

Primary data and secondary data are to be used through the conduct of the research. Primary data is collected manually to obtain a detailed information regarding the study. Secondary data on the other hand are research that have been published by previous researcher, where their study are related to this study. With the combination of both primary and secondary data, a precise and detailed data can be extracted.

### **3.1 Secondary Data**

Secondary data are data that have been collected by previous researcher and readily available. Secondary data provide support for primary data in getting more specific information and helps researcher to conduct the research precisely.

Due to the nature of easily accessibility, time saving and inexpensive to obtain data, ProQuest, EBSCO Host, Emerald, Science Direct Online databases and Harvard Business Review are used. Besides, reference books are used to further support the terminologies and theories that have been used for this study.