

UNIVERSITI TEKNOLOGI MARA

CUSTOMERS' PERCEPTION OF THE VALUE  
OF CORPORATE SOCIAL RESPONSIBILITY  
BY TABUNG HAJI KOTA KINABALU

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## ABSTRACT

The purpose of this research is to study the awareness and value of corporate social responsibility among Tabung Haji (TH) customers. There are different views on the relationships between corporate social responsibility (CSR) and business. Proponents believe that companies are capable of making more long term profit and increasing long-term success while the opponents argue that CSR would only distract firms from the economic role of business, namely profit generation. TH discovers to understand customers through analyzing what kind of values customers derive from CSR activities. On the other hand, before trying to understand the value customers derive from CSR, it is important to know what CSR is. This research is based on data obtained from the survey questionnaire to identify the awareness and value of CSR activities by TH. 30 respondents were selected at the counter of TH Kota Kinabalu to answer the questionnaire. The data was analyzed to evaluate and determine the value an awareness of CSR activities by TH to customers. The research indicated TH CSR activities focused on four types of activities such as Environmental Value, Education Value, Health Value and Community Value. It concludes that the CSR activity is to achieve a sustainable environment in the near future and social responsibility to the customers.

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