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**A STUDY ON THE PUBLIC PERCEPTION ON BR1M 3.0 DISTRIBUTION:
A CASE STUDY OF SERVICE QUALITY IN KOTA SAMARAHAN**

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

1 Malaysia People's Aid (BR1M) was announced by YAB Dato' Sri Mohd Najib Tun Razak, Chief Minister and Minister of Finance during the Budget 2012 presentation. The primary objective of this aid is to cushion the people from the effects of rising cost of living in line with Vision 2020 to eradicate the national poverty. By giving out RM500 to any households earning RM3000 and below, BR1M in particular caught the national attention as it involves a RM2.6 billion allocation and is expected to benefit 5.2 million households. The eligible household refers to a man or woman who holds lead responsibility for all those living in the households. This includes individual who are:

- I. Married including married children living with parents
- II. Single mothers or fathers with dependents
- III. Single individuals with dependents
- IV. Senior citizens without commodity

CHAPTER 2

LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

2.0 LITERATURE REVIEW

This chapter provides a review of the literature on the government aids, government subsidies and government incentives to the citizens which is related with BR1M 3.0 and also the conceptual framework of the study.

2.1 INTRODUCTION

Prime Minister YAB Dato' Sri Mohd Najib Tun Razak had announced on the government aid under his successor which is *Bantuan Rakyat 1 Malaysia* (BR1M). BR1M was introduced on 2012 where the first announcement was held on the tabling of Budget 2012. BR1M is said to help the Malaysian citizens' to deal with the rising cost of living nowadays. "At present the prices of goods have stabilize. This is the ups and downs of the economy but, at any rate, we must continue to back the people, which must be our priority"(Razak, 2014).

YAB Dato' Sri Mohd Najib Tun Razak has taken into account in his political and economic growth to overcome income disparity during the country's' transition process. First distribution of BR1M has been giving out by *one-off* pay of RM500 to a household who's earned RM3000 and below, RM250 to individual who earn less than RM2000.

CHAPTER 3

RESEARCH METHODS

3.0 INTRODUCTION

This chapter illustrates the methodology that was applied in the study. It covers the theoretical framework, research design, questionnaire design, sampling design and sample size, hypothesis of the study and data collection methods that assisted in enhancing the value of the study. The theoretical framework explained the perception on distribution of BR1M 3.0.

3.1 RESEARCH DESIGN

In order to achieve the objective of the study, data will be collected to test the hypothesis that are included in this chapter. It is essential to analyze the process involved behind the BR1M 3.0 distribution.

This study will be cross-sectional survey using questionnaire to examine the perception of BR1M 3.0 distribution. Since the objectives require the relationship between the variables to be established, this research design is adequate for this study.