

**A STUDY ON INCENTIVE SCHEMES FOR DRIVERS:
DIPERDANA HOLDINGS BERHAD**

**A GRADUATION EXERCISE SUBMITTED ON A PRACTICAL
FULFILLMENT OF THE BACHELOR IN BUSINESS
ADMINISTRATION (TRANSPORTATION)**

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ABSTRACT

Road freight movement in Malaysia nowadays becomes one part of industry as Malaysia has good road linkages. Any movement of goods need to use road in order to arrive to its final destination. Therefore, the need of driver involvement cannot be separated. Drivers have their own role as they act as front line staff.

The purpose of this study is to analyze the drivers' perception and satisfaction on the incentive schemes received by them. It is important to ensure that they can achieve some level of satisfaction, which may lead to efficiency of work. Other sequences also cannot be separated from interfered driver's satisfaction.

It is not easy to give satisfaction to all drivers, as perception and acceptance level of each them will be different. However, there are still some ways can be done in upgrading and retaining the drivers. As an example, by introducing Quality Incentive and Performance Award. All the elements need to go hand-in-hand.

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