Faculty of Administrative Science & Policy Studies

Universiti Teknologi MARA

PERCEPTION OF PUBLIC TOWARDS KEDAI RAKYAT 1 MALAYSIA (KR1M) IN REDUCING PUBLIC BURDEN IN KUCHING, SARAWAK

Name of Students

MOHD ERNA SYUQMA BIN MARZUKI

2011576447

SITI AZSYAHARAH BINTI MOHD AZHARI

2011831256

Name of supervisor

PUAN JENNIFAH BINTI NORDIN

Sept. 2013 – Jan. 2014

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CHAPTER 1

INTRODUCTION

1.0   Summary

This chapter focuses on the perception of public towards Kedai Rakyat 1 Malaysia (KR1M) in reducing public burden. Section 1.1 discusses the background of the study, Section 1.2 explains the problem statement and Section 1.3 states the research questions. Section 1.4 on the other hand, states the research objectives and Section 1.5 is on the information regarding the scope of the study. In addition, Section 1.6 explains the significant of study and lastly Section 1.7 is all about definition of terms and concepts.

CHAPTER 2

LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

2.0   Summary

This chapter provides a review of the literature on the "Kedai Rakyat 1 Malaysia" and its association in reducing the burden of public. Section 2.1 will explain on background of "Kedai Rakyat 1 Malaysia" in terms of its background during its establishment. Section 2.2 will explain on perception of public towards "Kedai Rakyat 1 Malaysia". Section 2.3 then will explain on public satisfaction towards quality of 1 Malaysia product. Furthermore, section 2.4 will provide the conceptual framework.

CHAPTER 3

RESEARCH METHOD

3.0   Introduction

In this chapter, the researchers illustrated the methodology used and applied in this study. It covers the research design, sample size, sampling design, measurement, sampling technique, data collection and data analysis.

3.1   Research Design

In this study, the researchers used cross sectional survey by using questionnaire to identify the public perception towards Kedai Rakyat 1 Malaysia. The questionnaires used consist of four sections which are; Section A, Section B, Section C and Section D. Section A include background data, which consist information on the respondents gender, age, ethnicity, monthly income, residing area, size of household and strategic location of Kedai Rakyat 1 Malaysia. Section B and Section C contained 5 points Likert scale questionnaires that related to all the independent variables. The respondents were given 5 scores in their answer, 1=strongly disagree, 2=disagree, 3=neither agree nor disagree, 4=agree, 5=strongly agree. Section D is for suggestion and recommendation.