

## **KEBERKESANAN PELAKSANAAN PROJEK-PROJEK KUMPULAN INOVATIF DAN KREATIF DI JABATAN KASTAM DIRAJA MALAYSIA**

(The Effectiveness of Implementation of Innovative and Creative Circle Projects in  
Royal Malaysian Customs Department)

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### *ABSTRAK*

Kajian ini bertujuan untuk mengenal pasti dan menilai keberkesanan tahap pelaksanaan projek Kumpulan Inovatif dan Kreatif (KIK) oleh Jabatan Kastam Diraja Malaysia. Melalui soal selidik yang diedarkan kepada semua peserta KIK terpilih dari Jabatan Kastam Diraja Malaysia, turut dikaji faktor-faktor yang mempengaruhi keberkesanan tahap pelaksanaan projek-projek KIK berdasarkan lima elemen, iaitu sokongan pengurusan, penglibatan pegawai, faktor-faktor dalaman, pengurusan sumber dan penambahbaikan berterusan. Analisis demografi, analisis perihalan, analisis min dan analisis korelasi telah digunakan dalam kajian ini. Hasil kajian mendapati bahawa faktor penambahbaikan berterusan paling mempengaruhi keberkesanan tahap pelaksanaan KIK dengan jantina responden memainkan peranan dalam menyumbang kepada faktor tersebut.

*Kata kunci:* keberkesanan; KIK; penambahbaikan berterusan

### *ABSTRACT*

This study is conducted in order to identify and evaluate the effectiveness of the implementation of the Innovative and Creative Circle (ICC) by the Royal Malaysian Customs Department. Through the questionnaire distributed to all selected staffs who were involved in the ICC, this study also examines the factors that influence the effectiveness of the implementation of projects based on five dimensions of ICC such as management commitment, involvement of staff, internal factors, resource management and continuous improvement. Demographic analysis, descriptive analysis, mean analysis and correlation analysis are used in this study. It was found that the effectiveness of the implementation of the ICC were mostly influenced by continuous improvement factors whereby gender of respondents have a significant effect to these factors.

*Keywords:* effectiveness; ICC; continuous improvement

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