



**A SURVEY :  
AWARENESS OF PEOPLES IN DIFFERENT SECTORS INVESTING ISLAMIC UNIT  
TRUST IN MALACCA**

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**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (FINANCE)  
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UNIVERSITI TEKNOLOGI MARA  
MALACCA CITY CAMPUS**

**APRIL 2011**

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**Submitted in Partial Fulfilment of the  
Requirement for the  
Bachelor of Business Administration with Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITY TECHNOLOGY MARA  
MALACCA CITY CAMPUS**

**April 2011**

## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (FINANCE)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
"DECLARATION OF ORIGINAL WORK"**

I, AHMAD NAZRI BIN YUSOF,

(I/C Number: 880303-06-6049)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

APRIL 2011

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management

Universiti Teknologi Mara

Kampus Bandaraya Melaka, 110 OffJalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**AWARENESS OF PEOPLES IN DIFFERENT SECTORS INVESTING ISLAMIC UNIT TRUST IN MALACCA**” to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you.

Yours sincerely,

.....

AHMAD NAZRI BIN YUSOF

2009247024

Bachelor of Business Administration (Hons) Finance

## **ABSTRACT**

Islamic Unit trust funds have grown with higher participation from private investors and institutions in Muslim countries for Islamic equity fund. Unit trust in Malaysia also have experienced a considerable growth over the last decade in terms of the number of funds offered and the volume of capital managed by unit trust management companies. This study is conducted to identify the awareness of people toward Islamic unit trust fund. A set of questionnaire was randomly distributed to 103 respondents in collecting the data and only 100 respondents return back the questionnaires. The questionnaire is designed to test the respondent awareness about Islamic unit trust fund. This questionnaire has distributed to peoples in Malacca. The independent variables that be used are Knowledge, advertising and lastly social influence. Likert scale is the best type that be used in most questions to determine the level of understanding how strongly agree or strongly disagree of the respondent with the statement regarding the principles. As the conclusion of this study, this report presents the results of the study related to the issue of Islamic unit trust fund.