

**“THE AWARENESS ON GOLD INVESTMENT AMONG GOVERNMENT SERVANTS  
IN JOHOR BAHRU, MALAYSIA”**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Finance**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDARAYA MELAKA**

**JULY 2013**



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## **DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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### **“DECLARATION OF ORIGINAL WORK”**

I, Aminah Najibah Binti Muda, (I/C Number: 900802-11-5066)  
Hereby, declare that

- This work has not previously been accepted in substance for any degree, locally of overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any 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: 5<sup>th</sup> July 2013

## **LETTER OF SUBMISSION**

5<sup>th</sup> July 2013

The Head of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi Mara  
Kampus Bandaraya Melaka  
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Dear Madam,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper title **“THE AWARENESS ON GOLD INVESTMENT AMONG GOVERNMENT SERVANTS IN JOHOR BAHRU, MALAYSIA”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

AMINAH NAJIBAH BINTI MUDA  
2011637866  
Bachelor of Business Administration  
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## **ABSTRACT**

The present study aims to investigate the level of awareness on gold investment among government servants in Johor Bahru, Malaysia. This research studied on three dimensions that influence the awareness on gold investment which are types and values of gold, types of gold investment in Malaysia and portfolio diversification. The government servants from ages in the range of 18 up to 60 years old and they were all from different races, religions, education background, salary and job and occupation consisted as uniformed unit officer, teacher, financial analyst, politician and others. Data was collected through questionnaires distributed to 100 government servants in the area of Johor Bahru by using stratified sampling. Result of the present study shows that there was significant correlation relationship between factors of the awareness on gold investment and the awareness on gold investment. This study also used regression backward analysis in order to identify which factor is most significant to the awareness on gold investment among government servants in Johor Bahru and the result was portfolio diversification. This study is said to be beneficial to any legal institution that offers gold investment channel as well as Malaysian government to promote the main influenced factor in order to gain awareness towards gold investment among government servants. Recommendations for future research also have been discussed.

***Keywords: Awareness, Gold Investment, Government Servants, Factor***