



**THE FACTORS THAT CONTRIBUTE TO THE INCREASING NUMBER OF DEMAND
TOWARD LIFE INSURANCE**

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**BACHELOR OF BUSINESS ADMINISTRATION
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KAMPUS BANDARAYA MELAKA**

APRIL 2011

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

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

April 2011

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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"DECLARATION OF ORIGINAL WORK"

I, Nurul Farhan Binti Abd. Halim, (I/C Number: 870127-29-5264)

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) Insurance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE FACTORS THAT CONTRIBUTE TO THE INCREASING NUMBER OF DEMAND TOWARD LIFE INSURANCE" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you

Yours sincerely

Nurul Farhan Binti Abd. Halim
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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Life insurance has become one of the most important things in human life. Nowadays, Malaysian people realize the importance of Life Insurance to protect their life for an unexpected event. Based on the data that provided by Bank Negara Malaysia (BNM) and Life Insurance Association of Malaysia (LIAM), show that premium income has impressive growth year by year.

The research objective of this study was to determine the factor that contributes to the increasing numbers of demand towards Life Insurance and to identify the most dominant factor that contribute to the increasing number of demand toward life insurance. The data set in this study was collected among residents of Klang Valley. The research design of this study was descriptive study and researcher use Convenience Sampling Method in order to distribute the questionnaire. The 80 respondents become the sample in this study by answering the questionnaires and to interpret the data, researcher use SPSS. The finding has showed that all independents variable (income level, marital status and education level) have significant relationship with the dependent variable (demand on Life Insurance).