



اوتنورسي تيكنولوغي مارا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

A STUDY ON THE CREDIT CARD SELECTION CRITERIA :

CASE IN KOTA BHARU, KELANTAN

SYARIFAH BINTI SAPIAI

2010457752

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

KOTA BHARU KELANTAN

JANUARY 2012

LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Finance
Faculty of Business and Management
Universiti Teknologi MARA
Kota Bharu, Kelantan

JUNE 21, 2012

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business and Management
Universiti Teknologi MARA
Kota Bharu, Kelantan.

Dear Sir,

SUBMISSION OF PROJECT PAPER (FIN 660)

Attached herewith is the project paper entitled “**A STUDY ON THE CREDIT CARD SELECTION CRITERIA : CASE IN KOTA BHARU, KELANTAN**” to fulfill the requirement as needed by the Faculty of Business Management, MARA University of Technology .

Thank you.

Yours Sincerely,

.....

(SYARIFAH BINTI SAPIAI)
2010457792
Bachelor of Business Administration (Hons) Finance

ACKNOWLEDGEMENT



“In the name of Allah, the Merciful, the Beneficent. Praise be to Allah”

Glory to Allah S. W. T., the most gracious, the most merciful and peace is upon his messenger Holy Prophet Muhammad S. A. W. All the worship belongs to only Allah. I seek refuge with God from the wickedness within and from the evil deeds. I also praised to Allah S. W. T. for giving me courage, time and knowledge in completing this project paper.

First and foremost, my deepest gratitude and appreciation goes to my respected project advisor Associate Encik Sayuti Bin Md saleh, who has made a significant contribution and provided me with continuous guidance and useful comments at all stages of this project paper.

I am also greatly indebted to UiTM lecturers, and also to the Uitm’s librarian. My gratitude is also extended to Bank Negara Malaysia Resource Center’s staff and those who have been very helpful in completing this project by providing valuable information. Last but not least, thanks a lot to my beloved parents and my family for their encouragement and morale support. I would also like to express my utmost gratefulness and appreciation to my friends and colleagues for contributing ideas and giving suggestions.

God blesses everybody.

Thank you.

Wasalam.

TABLE OF CONTENTS

<u>CONTENT</u>	<u>PAGE</u>
DECLARATION OF WORK	
LETTER OF TRANSMITTAL	
ACKNOWLEDGEMENT	I
TABLE OF CONTENTS	II
LIST OF TABLE	VI
ABSTRACT	VII
CHAPTER 1: INTRODUCTION	
1.0 Introduction	1
1.1 Malaysian Credit Card Industry	1-2
1.2 Problem statement	2-3
1.3 Objective of the study	4
1.4 Scope of the study	4
1.5 Theoretical framework	5
1.6 Research question	5
1.7 Research Hypotheses	6
1.8 The significant of the study	7
1.8.1 Bank/ credit card issuer	
1.8.2 Government	
1.8.3 Researcher	
1.9 Limitation of the study	8-9

ABSTRACT

This study used factor analysis to examine credit card selection criteria among people in Kota Bharu, Kelantan. The results showed that convenience of use and protection, economics, and flexibility were the main drivers, while the promotion of card was the least important in determining credit card selection in Malaysian. Truthly, the credit owned in Malaysian is positively related to education, income, age group, and marital status. From the study we know that most of the credit cardholders are younger with the range age between 26 to 35 years old. The government should ware about this because younger may cannot finance their money successfully.