

CUSTOMERS PERCEPTION TOWARDS INVESTING IN UNIT
TRUST WITH A FOCUS ON AMMB INVESTMENT SERVICES BHD
IN THE STATE OF MALACCA

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ABSTRACT

A research entitled "Customers Perception Towards Investing In Unit Trust With A Focus On AMMB Investment Services BHD In The State Of Malacca". The objective of this research is to determine customer's perception and satisfaction towards unit trust referring to AMMB Investment Services BHD as guidelines.

The researcher had focused the study at AMMB Investment Service BHD located at AMMB Investment Service BHD, Malacca branch in Melaka Raya 2. The researcher had used questionnaire distribution to gather information from the staff for the topic chooses by the researcher. 40 questionnaire have been distributed to 40 AMMB customers as the respondents.

AMMB Investment Service BHD uses their consultant services in delivering their funds to the customers. AMMB provide their funds in order to make sure that the customer will have a good financial planning for their future. Investment is very important in our daily life. People, company, institution, corporations and others will have their own investment. From here it shows that investment is a needs to the people.

Good investment services can guarantee satisfaction and good condition of our money. Unit trust has a lot of advantages like it saves time, money and safeguards our future financial. Unit trust is a low risk investment so it is an opportunity to the customer in invests their money. The key to a successful unit trust is their consultant services and the awareness of the customers towards unit trust. Priority should be given to the service provided so it wills show the quality of the units trust. AMMB must make sure that their

consultants have done their job well in delivering the funds. It will make the customers have a good perception of the AMMB trust funds. Besides the promotion itself, facilities provided and skill while delivering the information on unit trust also can effected the customer's perception. AMMB must have all of the above so they can get a good perception from their customers.

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