



THE DETERMINANT OF INSURANCE DEMAND IN MALAYSIA

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BACHELOR OF BUSINESS ADMINISTRATION (HONS)
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DECLARATION OF ORIGINAL WORK

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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.

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ABSTRACT

The aim of this paper is to examine the factors that influencing the insurance demand in Malaysia. The demand of insurance (INS) is choose as the dependent variable in this study, There are three independent variables to be used which are Interest rate(INT), Inflation(INF) and Gross National Expenditure (GNE). Annual data is gathered over the period 1980 to 2018. The data is gathered from World Data Indicators (WDI) . The statistical test applied in this study which is, Descriptive Analysis, multiple linear regressions, Augmented Dickey Fully (ADF) Unit Root Test, Philip-Perron (PP) Unit Root Test, Normality Test, and multicollinearity test. Interactive software package E-view would be used for testing and analyzing the data collected. Moreover, the expected finding is interest rate (INT) has significant relationship with the demand of insurance. On the other hand, inflation (INF) and gross national expenditure (GNE) has insignificant relationship with the demand of insurance.

TABLE OF CONTENTS

DECLARATION OF ORIGINAL WORK	Error! Bookmark not defined.
LETTER OF SUBMISSION	4
ACKNOWLEDGEMENT	5
ABSTRACT	6
TABLE OF CONTENTS	7
LIST OF TABLES AND LIST OF FIGURES.....	10
LIST OF ABBREVIATIONS	10
CHAPTER ONE: INTRODUCTION.....	6
1.1 Background of Study.....	Error! Bookmark not defined.
1.2 Problem Statement	4
1.3 Research Objective.....	7
1.4 Research Question	7
1.5 Significant of study	8
1.6 Scope of study	9
1.7 Limitation	9
1.8 Definition of Term.....	10
CHAPTER TWO: LITERATURE REVIEW.....	11
2.1 Introduction	11
2.2 Literature Review on Dependent Variable (Insurance Demand).....	11
2.3 Literature Review on Dependent Variable	14