

UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



FACTORS INFLUENCING IN SAVING BEHAVIOUR OF
TABUNG HAJI DEPOSITORS.
A CASE STUDY IN:
JALAN TUN ALI BRANCH (MELAKA TENGAH)

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DECLARATION

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we are later found to have committed plagiarism or other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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ABSTRACT

The last two decades have witness the emergence of Islamic banking as a viable banking system. Since 1971 Islamic bank are continued to grow in size and in numbers. The main missions of this financial institution have been the achievement of social and economic development in line with the principle of Islam. Tabung Haji also provides a variety quality facilities and services for the welfare and proper control in overall protection for Muslim in performing hajj.

The emergence of commercial bank gives big implication for Tabung Haji to run their business. Not only has that with growing competitiveness in growing industry become important that Tabung had identify the factor that determine the basic need of their customer.

This research focuses in studying the Factors influencing in saving behavior of Tabung Haji depositors' case study in Jln Tun Ali (Branch) Melaka. This research also design to identify To identify bank selection criteria of Tabung Haji depositors, To identify the saving determinants of Tabung Haji depositors, To identify relationship between saving motive and the awareness in saving behavior of TH depositors, To identify relationship between saving product and awareness in saving behavior of TH depositors.

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