PUBLIC ACCEPTANCE TOWARDS BANCASSURANCE IN KUANTAN

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ABSTRACT

This research is about a study of public acceptance towards bancassurance in Kuantan. For make these research successful three types of variable a choosing which is level of knowledge about Bancassurance, the effect of promotion and the types of product in Bancassurance.

The survey in conducted in Kuantan area. The sample size of this study is 100 respondents. This study tries to investigate this issue by conducting a preliminary study on the level of acceptance of people in Kuantan area towards Bancassurance product. There were 100 questionnaires being distributed and 100 were return and complete. Data obtained using three methods that are survey and observational and other data. Respondents are required to answer the questionnaire that contain element that needed for the research. Data analyzed using Reliability Test, Pearson Correlation Analysis, frequency Analysis Descriptive Statistic through SPSS system. The result shows that what actually the most factors influences in understanding public towards Bancassurance product.