

**SAVING BEHAVIOR OF TABUNG HAJI CUSTOMER
IN MELAKA:
A CASE STUDY IN MELAKA TENGAH**

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TABLE OF CONTENTS

	Pages
ACKNOWLEDGEMENT	iv
LIST OF TABLE	v
ABSTRACT	vi

CHAPTER 1:

1.1	Background of Study	2
1.2	Lembaga Tabung Haji	3
1.2.1	Vision and Mission	3
1.2.2	Goals	4
1.2.3	Objectives	4
1.2.4	Products	5
1.3	Problem Statement	6
1.4	Research Questions	8
1.5	Research Objectives	8
1.6	Significant of Study	8
1.7	Scope of Study	9
1.8	Limitations of Study	9
1.9	Definition of Terms	10

CHAPTER 2: LITERATURE REVIEW

2.1	Saving	12
2.1.1	Saving Function	13
2.1.2	Determinants of Saving	14
2.2	Saving Behavior	16
2.3	Saving Product	17
2.4	Bank Selection Criteria	18
2.5	Theoretical Framework	22

CHAPTER 3: RESEARCH METHODOLOGY

3.1	Research Design	25
3.2	Data Collection Method	25
3.2.1	Primary Data	25
3.2.2	Secondary Data	26
3.3	Sampling	26
3.3.1	Target Population	26
3.3.2	Sampling Frame	27
3.3.3	Sample Size	27
3.3.4	Sampling Technique	27
3.4	Data Collection	27
3.5	Data Analysis	28

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

4.1	Frequency Analysis Respondent Profile	30
4.2	Correlation Analysis	35
4.3	Regression Analysis	36
4.4	Mean Analysis	39

CHAPTER 5: CONCLUSION

5.1	Introduction	47
5.2	Conclusion	47
5.3	Recommendations	49

ABSTRACT

The last two decades have witnessed the emergence of Islamic banking as a viable banking system. Since 1971, Islamic banks have continued to grow in size and in numbers. The main mission of these financial institutions has been the achievement of social and economic development through the delivery of financial services in line with the principles and teachings of Islam. It same for Tabung Haji to provide a variety quality facilities and services for the welfare, health and proper control as well overall protection for Muslims in Holy Land when performing Haji. The emergence of commercial bank gives big implication for Tabung Haji run their business. With growing competitiveness in the banking industry and similarity of services offered by banks, it has become increasingly important that Tabung haji identify the factor that determine the basic upon which customer choose financial services.

This research focuses in studying the saving behavior of Tabung Haji customer in Melaka: a case study in Melaka Tengah. Therefore this research is designed to identify the correlation between saving and income, saving determinants of Tabung Haji depositors which involve demographic profile of the customer and bank selection criteria of Tabung Haji customers. The study sample comprised 60 customers. A profile analysis of respondent, mean analysis of bank selection criteria, correlation between saving and income and simple regression analysis were conducted. Findings revealed that the important factor selection criteria both financial institution and Tabung Haji were: confidence of financial institution, friendliness of bank personnel and bank reputation. In addition, there are correlation between saving and income, moreover the study indicate age, income and job classification were determinants of saving.