



**DETERMINANTS OF PHILANTHROPY DONATION AMONG INDIVIDUAL MUSLIM: A  
CASE STUDY IN KUALA PILAH NEGERI SEMBILAN**

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**Submitted In Partial Fulfilment Of The  
Requirement For The  
Bachelor Of Business Administration With Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

## **DECLARATION OF ORIGINAL WORK**



### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA “DECLARATION OF ORIGINAL WORK”**

I, FARA SYUHDILA BINTI KHALID, (I/C Number, 911004-05-5410)

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.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

7<sup>th</sup> January 2014

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management,

UniversitiTeknologi MARA Bandaraya Melaka,

110 Off Jalan Hang Tuah,

75300 Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

I am hereby attached a documents that titled **“DETERMINANTS OF PHILANTHROPY DONATION AMONG INDIVIDUAL MUSLIM: A CASE STUDY IN KUALA PILAH NEGERI SEMBILAN”** to fulfil the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.

Thank you,

Yours sincerely,

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## **Abstract**

Philanthropy is a society instruments for sensitive and chronic challenges that appear in the world around us. It has been practiced in a long time ago and honoured by every religious tradition. Most of the research in this discipline has been conducted by the American and European context, while, research in the context of Asian countries is limited. Therefore, the purpose of this study is to identify the determinants of philanthropic donation in Kuala Pilah, Negeri Sembilan area. There are four (4) determinants of philanthropic donation in this research which are demographic factor, attitude and perception, transparency and accountability and well– being. This study follows intercept method using survey method. A set of questionnaire were distribute around Kuala Pilah area. Frequency analysis, descriptive analysis, reliability analysis and correlation analysis have been chosen as the moethod to find the result. The finding indicated that well – being is the most factor that determining the philanthopic donation in Kuala Pilah area as compared to attitude and perception, transparency and accountability and demographic factor. As for future researcher, it recommended that this study can be conducted at different state in Malaysia to know more about the determinants of philanthropic donation.

Keywords: phialnthropy donation, demographic factor, attitude and perception, transparency and accountability and well-being.