



**UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

**A STUDY ON AWARENESS TOWARDS EDUCATION
INSURANCE AMONG MALAYS IN BATANG KALI**

NURUL HIDAYAH BINTI MOHD YUSOF

2008583203

**BACHELOR IN BUSINESS ADMINISTRATION (HONS) INSURANCE
FACULTY OF BUSINESS**

ADVISOR:

MISS NOOR JUNAINI ARWIN BINTI YAACOB

2nd EXAMINER:

MDM. ZALIHA HJ. HASHIM

DATE OF SUBMISSION:

27th October 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE FACULTY OF
BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, NURUL HIDAYAH BINTI MOHD YUSOF, (I/C Number: 870127-56-5156)

Hereby, declare that,

- This work has not previously been accepted in substances 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

25th October 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “Awareness Towards Education Insurance Among Malays” to fulfill as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours sincerely

NURUL HIDAYAH BINTI MOHD YUSOF
2008583203
Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Child education insurance is one of the funds or reserved made by the parents to their child for financing the child education in the tertiary level. It usually paid by the parents who become the policy holder (payor) by installment every month to insurance company. The child can be the participant starts from the age of 30 days to 18 years old (have some different in range of age for different insurance company) and will be covered with various coverage stated in the policy.

Since the living cost increasing year by year, this education insurance become important and safety that needs to be owed by all parents nowadays.

The main objective of this research is to identify the factors that influence awareness towards education insurance, rank the factors and recommend the most preferred factors. This research is focus only to the Malay community in Batang Kali area and 100 questionnaires had been distributed and returned completely. From the feedback gained, 33% of the respondents are male and 77% are female. The range of the respondent's age are between 21 to 50 years. 85% of them are aware about the existence of education insurance product and 15% are not.

For the research purpose, the data gained from the respondents were analyzed using Statistical Package for Social Science (SPSS) to show its reliability and validity.

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