



**UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN**

**KAMPUS KOTA BHARU**

**FACTOR INFLUENCE CUSTOMER ACCEPTANCE TO INVEST  
IN ISLAMIC GOLD DINAR IN KOTA BHARU, KELANTAN**

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**UNIVERSITI TEKNOLOGI MARA CAWANGAN KELANTAN**

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## LETTER OF SUBMISSION

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Dear Sir/Madam,

Attached is the project title “**FACTOR INFLUENCE CUSTOMER ACCEPTANCE TO INVEST IN ISLAMIC GOLD DINAR IN KOTA BHARU, KELANTAN**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

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## **ABSTRACT**

This research was conducted in objective to identify the factors that influence public acceptance towards Kelantan to invest in Islamic gold dinar. For this purpose, survey to 150 respondents) using purposive sampling method was conducted. Out of those, 120 questionnaires were received and usable. The data was then analyzed using SPSS 20.0 statistical tool via frequency analysis, reliability test, descriptive analysis, crosstab test, regression and coefficient of correlation. From factor analysis it was found that there were three factors namely level of knowledge, no interest bearing / shariah compliance and profit expectation that influenced the public acceptance towards Kelantan gold dinar. From this research, it is proven that there was a good level of willingness to invest in Islamic gold dinar currency among the respondents. Also, there is a fairly good amount of general knowledge of the public about the Islamic gold dinar currency investment. It can be concluded that two of the studied variables were acceptable as affecting the willingness to invest in Islamic gold dinar which are the profit expectation and no interest bearing / shariah compliance.

## TABLE OF CONTENT

|                                      |      |
|--------------------------------------|------|
| DECLARATION OF ORIGINAL WORK.....    | i    |
| LETTER OF SUBMISSION.....            | ii   |
| ACKNOWLEDGEMENT.....                 | iii  |
| ABSTRACT.....                        | iv   |
| TABLE OF CONTENT.....                | v    |
| LIST OF TABLES.....                  | viii |
| LIST OF FIGURES.....                 | ix   |
| <br>                                 |      |
| CHAPTER 1 INTRODUCTION               | 1    |
| 1.1 Introduction of Study            | 1    |
| 1.2 Problem Statement                | 3    |
| 1.3 Research Objective               | 5    |
| 1.4 Research Hypothesis              | 6    |
| 1.5 Scope of Study                   | 7    |
| 1.6 Limitation of Study              | 7    |
| 1.6.1 Respondent co-operation        | 7    |
| 1.6.2 Difficult to get accurate data | 7    |
| 1.7 Significance of Study            | 8    |
| 1.7.1 To the researcher              | 8    |
| 1.7.2 To the respondent              | 8    |
| 1.7.3 To the Gold dinar industry     | 8    |
| 1.7.4 To the student                 | 8    |