



اُونِيُوَرَسِيْتِي تِيكْنُولُوْجِي مَارَا

**UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU, KELANTAN**

**“FACTORS INFLUENCING INVESTING IN UNIT TRUST AMONG INVESTORS
– PUBLIC MUTUAL FUND”**

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JUNE 2013

ACKNOWLEDGEMENT

Thanks to all mighty Allah who gave me courage to complete this project paper. Peace and blessings of Allah be upon His Messenger Muhammad (S.A.W).

Apart from the efforts of me, the success of this research paper depends largely on the encouragement and guidelines of many others. I take this opportunity to express my gratitude to the people who have been instrumental in the successful completion of this research paper.

First of all, I would like to show my gratitude to my respectable advisor, Prof. Mohd Noor Shapiin and also my second examiner, Madam Halida who guided me throughout the proposal writing, first draft, and final draft and until the completion of the research paper. Without their assistance, this research paper would never be completed. Thank you for your precious guidance and assistance.

I would like to express my heartfelt thanks to all friends for their help and ideas for the successful completion of this research paper and special thank also goes to my supervisor, Ahmad Najdan Bin Mahfodz and also Senior Manager Financial Services, Puan Zaliah Bt Ismail during my internship for providing me some advice and knowledge which is very useful to me. Not forgotten to my family, they supported me and encouraged me to complete this research paper so that I will not procrastinate in doing it.

And, whomever that involved in this research, thank you very much.

ABSTRACT

This research will be conducted to study the Factors that Influencing Investing in Unit Trust among Investors – Public Mutual. The main objective of this research is to know the factors influencing investing in Unit Trust among investors – Public Mutual Fund and to know the relationship between factors influencing investing in Unit Trust among investors (independent variable) and dependent variables (Dividends, return on investment, risk and liquidity). This objective is established because the amount of the Unit Trust holders are increasing every year and want to identified the factors why people mostly preferred to invest in Public Mutual Fund since Public Mutual already established and become the one largest private Unit Trust company rather than others. This study investigating the relationship between Investors invest in Unit Trust and the factors contributed through four (4) main factors that were identified during literature review (LR). The factors are professional management, return on investment, risk and liquidity. The researcher distribute the questionnaire among 80 respondent in Menara Dayabumi, Kuala Lumpur and also the staffs of MISC Berhad . The methods used for this research are Frequencies, Descriptive Statistics, Pearson Coefficient, and Multiple Linear Regression (MLR). After the analysis part, this research resulted that all the Independent Variable (Professional Management, Return on Investment, Risk and Liquidity) are significantly to the Dependent Variable (Investors invest in Unit Trust).

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