

**A Study on Factors Influencing The Customers' Acceptance Towards  
Ar- Rahnū Scheme**

**Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management**

**Universiti Teknologi MARA KELANTAN**

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## ACKNOWLEDGEMENTS

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Praise to Allah s.w.t the Almighty for His blessing in giving me the strengths, ideas, determination and patience in completing this project paper in which to fulfill the graduation requirement of Bachelor of Business Administration (Hons.) Finance.

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Thank you.

## LETTER OF SUBMISSION

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**Bachelor Business Administration (Hons) Finance  
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**The Head of Program  
Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA  
KELANTAN.**

Dear Sir,

### **SUBMISSION OF FINANCE PROJECT PAPER**

I, Raja Syarifah bt Raja Yusoff, UiTM matrix No. 2009577541 hereby are submitting the project paper titled, **“A Study on Factors Influencing The Customers’ Acceptance Towards Ar-Rahnu Scheme”** as a requirement for subject FIN 667.

I hope that the project paper will meet your expectation and university’s requirement. All your cooperation is highly appreciated.

Thank you.

Yours sincerely,

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**(RAJA SYARIFAH BT RAJA YUSOFF)  
2009577541**

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## ABSTRACT

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The main idea behind Ar-Rahnu is that low income earners, who can provide collateral like gold can have access to some sort of Islamic financial services. The purpose of this study is to investigate the factors that influencing the customers' acceptance towards Ar-Rahnu Scheme. The factors measured in this study includes Shariah principles, level of income and pricing system. The target population of this study is the residents around Kota Bharu. Based on the regression results, all the independent variables which are Shariah principles, level of income and pricing system have positive significant effects on customers' acceptance towards Ar-Rahnu Scheme. As for the Pearson Correlation Matrix, the three variables; Shariah principles, level of income and pricing system that correlate to dependant variable which is customers' acceptance. Moreover, based on hypothesis testing, the all independent variables are significant positive relationship with the customers' acceptance towards Ar-Rahnu Scheme. Referring to these relationship, it can be presumed that Shariah principles, level of income and pricing system are the important factors that can influencing the customers' acceptance towards Ar-Rahnu Scheme.