



**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS INFLUENCING PUBLIC INTENTION  
TO USE ISLAMIC PERSONAL LOAN**

**SALWANI BT ISMAIL**

**2010983547**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONOURS) (FINANCE)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**DECEMBER 2012**

## LETTER OF TRANSMITTAL

Bachelor of Business Administration (Hons) Finance  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Kota Bharu  
15050, Kelantan

December 2012

Head of Faculty  
Faculty of Business Management  
Universiti Teknologi MARA  
Kampus Kota Bharu  
15050, Kelantan

Dear Sir/Madam,

### **SUBMISSION OF RESEARCH PROJECT PAPER**

Attached is the copy of Project Paper entitled “**THE FACTORS INFLUENCING THE PUBLIC INTENTION TO USE ISLAMIC PERSONAL LOAN**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

.....

SALWANI BT ISMAIL  
2010983547

## **ACKNOWLEDGEMENT**

In the name of Allah S.W.T, the Most Gracious and Most Merciful Alhamdulillah, grateful to the mighty God, Allah s.w.t for giving me the strength and opportunity to complete this report.

I also owe to many individuals for their significant ideas and assistance in helping me in preparing this report. Special thanks and full of love to my parents for their support especially in financial and encouragement during the production of this report.

I am indebted of gratitude to my advisor, Sir Md Khairu Amin Ismail (first advisor) and Madam Roseliza Hamid (second advisor) for the assistance, patience, advice and encouragement in preparing my report.

The success of this report also depends on those who are involved directly or indirectly. May Allah S.W.T bless you all.

Thank you.

## TABLE OF CONTENTS

	<b>Page</b>
TITLE OF PAGE	i
LETTER OF DECLARATION	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURE	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of Study	1
1.3 Problem Statement	3
1.4 Objectives of Study	4
1.5 Research Hypotheses	4
1.6 Conceptual Framework	6
1.7 Scope and Limitations of Study	7
1.8 Significance of Study	7

## **ABSTRACT**

For this study, the researcher aim to examine the factors that influence public intention to use the Islamic personal loan at the bank in Kelantan that offers Islamic personal loan. There are three factors being studied, which were: attitude, social influence and pricing. About 100 of questionnaires were distributed by hand to the government and private employees from Kelantan area. The research findings show that the most factors influenced the intention to use of Islamic personal loan was social influenced. The respondents were strongly agree that the influence from family members and friends affected consumer to choose Islamic personal loan. However, the findings show that another two variables were not significant with the intention to use Islamic personal loan. As a conclusion, the results of the findings that include the analysis of the demographic profile and the most factors influence the intention to use Islamic personal loan. For the recommendation of this study made based on several logical factors and impact of current situation to the intention of the public towards the Islamic personal loan.