

FACTOR INFLUENCE INSURANCE DEMAND IN STAFF OF JANNAHNOE EMPIRE SDN BHD

NOR FARHANA BINTI MUHAMAD ARSHAD 2014301603

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA PASIR GUDANG
JOHOR

OCTOBER 2020

ACKNOWLEDGEMENT

In the name of ALLAH, the Gracious and the Merciful Alhamdulillah, by the will of Allah, I am able to complete this thesis within the required time. I would foremost extend my sincere gratitude to all those efforts, which facilitated the completion of this research. Firstly, I express my sincerest gratitude to my supervisor, Puan Nurul Aien Binti Hj Abd Aziz who have supported me throughout my research with their time, patience, experience and knowledge. I attribute the level of my degree to their encouragement and effort. One simply could not wish for a better or friendlier supervisor. My family deserves special mention for their inseparable support and prayers. My parent, Tuan Muhamad Arshad Bin Zaini and Puan Peah Binti Abdul Hamid, they sincerely raised me with their caring and gentle love. Collective and individual acknowledgments are also owed to my friends at UiTM whose presence somehow perpetually refreshed, helpful, and memorable. To my respondents, my sincere appreciation for taking time and effort to participate in this research and without your participation, this research will never complete. Finally, I would like to thank everybody who was important to the successful realization of this research, as well as expressing my apology that I could not mention personally one by one. Last but not least to all my siblings for their patience, encouragement and continuous support which have made it possible for me to complete this research. I am blessed and thankful of what I conquered. To all those people, thank you so much.

TABLE OF CONTENTS

AUTHOR'S DECLARATION	1
LETTER OF TRANSMITTAL	1
ACKNOWLEDGEMENT	2
TABLE OF CONTENTS	1
CHAPTER ONE	3
INTRODUCTION	3
1.1 INTRODUCTION	
1.2 BACKGROUND OF STUDY	
1.3 PROBLEM STATEMENT	
1.4 RESEARCH OBJECTIVES	7
1.5 RESEARCH QUESTIONS	
1.5.1 MAIN RESEARCH QUESTION	7
1.6 SIGNIFICANCE OF THE STUDY RESEARCHER	
1.7 SCOPE OF THE STUDY	
1.8 LIMITATION OF THE STUDY	
1.9 DEFINITION OF KEY TERMS	
1.9.1 EDUCATION	
1.9.2 RISK ATTITUDE	
1.9.4 SOCIO DEMOGRAPHIC	
CHAPTER TWO	
LITERATURE REVIEW	
2.1 INTRODUCTION	
2.2 LITERATURE REVIEW	
2.3 INSURANCE	
2.4 INCOME	
2.5 EDUCATION	
2.6 RISK ATTITUDES	
2.7 SOSIO DEMOGRAPHIC	
2.8 THEORETICAL FRAMEWORK	
2.9 HYPOTHESIS STATEMENT	
2.9.1 MAIN HYPOTHESIS STATEMENT	
2.9.2 SPECIFIC HYPOTHESIS STATEMENT	19
CHAPTER THREE	21
RESEARCH METHODOLOGY	
3.1 INTRODUCTION	21
3.2 RESEARCH DESIGN	21
3.3 RESEARCH INSTRUMENTS	22
3.3.1 DESIGN OF INSTRUMENTS	
3.4 MEASUREMENT	
3.5 POPULATION	
3.6 SAMPLING AND SELECTION OF SAMPLE	
3.7 SAMPLING TECHNIQUES	
3.8 SAMPLE SIZE AND CALCULATION OF SAMPLE SIZE	
3.9 DATA COLLECTION METHOD	
3.10 DATA ANALYSIS AND PROCEDURE	
3.10.1 NORMALITY TEST	
3.10.2 RELIABILITY TEST	

3.10.3 THE DESCRIPTIVE ANALYSIS	
3.10.4 LINEAR REGRESSION	26
3.11 3. SUMMARY	27
CHAPTER FOUR	28
DATA ANALYSIS	
4.1 FOCUS OF RESEARCH	
4.2 RESPONSE RATE	
4.3 RELIABILITY AND VALIDITY	
4.3.1 RELIABILITY	30
4.3.2 CONTENT VALIDITY	31
4.4 DESCRIPTIVE ANALYSIS	
4.4.1 DESCRIPTIVE STATISTICS OF DATA COLLECTION	31
4.4.2 DESCRIPTIVE ANALYSIS BY ITEMS FOR EACH VARIABLES	
4.4.3 DESCRIPTIVE ANALYSIS FOR EACH VARIABLES	
4.5 CORRELATION ANALYSIS	36
4.6 SUMMARY	
CHAPTER FIVE	
DISCUSSION AND IMPLICATIONS	39
5.1 INTRODUCTION	39
5.2 MAJOR FINDINGS	39
5.3 DISCUSSION ON RESEARCH OBJECTIVES	
5.3.1 RESEARCH OBJECTIVE ONE (RO1)	40
5.3.2 RESEARCH OBJECTIVE TWO (RO2)	
5.4 CONCLUSION	
5.5 RECOMMENDATIONS	44
REFERENCES	45
APPENDIX	
APPENDIX A QUESTIONNAIRE	
APPENDIX A QUESTIONNAIRE	
APPENDIX C: CORRELATION ANALYSIS	
APPENDIX C: CORRELATION ANALYSISAPPENDIX D: RELIABILITY ANALYSIS PILOT TEST	
APPENDIX E: DESCRIPTIVE ANALYSIS	
APPENDIX F: MULTIPLE REGRESSION ANALYSIS	63

CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

Insurance is one of the most important economic tools to stimulate economic development (Debabrata and Ghosh, 2015). Insurance is a legal arrangement in which entities or companies are financially or paid for losses by insurance firms. Insurance schemes of all sorts exist, including insurance, insurance, home insurance and insurance cover. Insurance is the insurance program most sought after. Insurance policies protect the lifespan of a recipient if a lump sum is charged in case you die or whether you are significantly disabled (TPD).

The insurance industry has risen in economic significance in recent decades. Improving financial intermediary services for policyholders, particularly in the retirement sector (Ward and Zurbruegg, 2002). In the insurance sector, the relationship between economic stability and growth is strong. The role of the creation of the insurance industry in the economic growth of Outreville (1990) and Ward and Zurbruegg (2002).

1.2 BACKGROUND OF STUDY

In situations such as death of an individual, the insurer pays the value of the money decided by the insured individual or its recipients (Choon, 2014). In addition, hospital costs are changed when a person is receiving medical treatment. This insurance provides a range of vital financial services for people and the nation in general. This makes it easier to map income vulnerability for people, households and neighbourhoods. Insurance supports both a variety of private and private programming that fosters long-term savings and re-investment. Full premium revenues adjustments differ year-to-year according to Negara Malaysia Annual Insurance Figures.