

**UNIVERSITI TEKNOLOGI MARA**

**AWARENESS OF SHARIAH  
COMPLIANT GOLD INVESTMENT  
AS AN ALTERNATIVE ASSET  
AMONG YOUNG GENERATION IN  
TERENGGANU, MALAYSIA**

**AISYAH BINTI HARUN**

Academic writing submitted in partial fulfilment of  
the requirements for the degree of  
**Diploma in Muamalat**

**Academy of Contemporary Islamic Studies**

February 2022

## ABSTRACT

As we know, gold acts as a reliable store of value because it fulfils the characteristics and functions of money. In Malaysia, gold investing offers a profitable and safe asset class for investors by holding and storing physical gold or opening a gold investment account. In Malaysia, the awareness of the public or gold investors has grown over the past few years but not among the younger generation. Gold investment also refers to the portion of income that is not spent on consumption but to reap further benefits in the future. Nowadays, chronic financial crises are often experienced by the younger generation as a result of failure to save money and gold as assets and property for daily life. The objective of this study was to examine the level of awareness of Shariah - compliant gold investment as an alternative asset among the younger generation of Muslims in Terengganu, Malaysia; identify the factors that influence the awareness of the younger generation of Muslims towards Shariah compliant gold investments as an alternative asset; to propose solutions in raising awareness of Shariah compliant gold investments as an alternative asset among the younger generation of Muslims. The younger generation nowadays, there are many constraints and factors that prevent them from investing in gold. This study was conducted using a quantitative method that is the data collected was taken from a survey conducted by researchers through google form and distributed using social media applications such as WhatsApp and Telegram. In the findings of the study, there are several factors such as knowledge, family influence, personal interest in gold investment and religion studied by researchers in this study to meet the objectives of the study.

## ACKNOWLEDGEMENT

Assalamualaikum w.b.t. In the name of Allah, the Most Gracious and the Most Merciful.

Praise be to God and His blessings for completing this task. I am very grateful to Allah SWT for all the opportunities and strength given to me to perform it smoothly in every part of this final year project. I get a lots of experience throughout this process, not only from the aspect of knowledge but also from the aspect of my attitude and personality. However, the experience of completing this assignment is invaluable and makes me more patient and disciplined person to complete this assignment.

In preparation of this Academic Paper, I have to take the help and guidance from one of respected persons which is my lecturer who deserve my deepest gratitude. I would like to express my sincere thanks and gratitude to my supervisor, Dr. Wan Noor Hazlina binti Wan Jusoh, who supported and assisted me from beginning to the end in completing this Academic Paper. Without her, I will unable to complete my Academic Paper. Besides, a special thanks also for her guidance, understanding, patience and most importantly, she has provided positive encouragement and a warm spirit for me to complete my final year project in this semester.

Moreover, I would like to over helmed in all humbleness and gratefulness to acknowledge depth for our parents and family members who always support me through thick and thin. It would not be possible for me to complete my assignment without their motivation, prayers and their sincere help. May Allah shower the above cited personalities with success and honours in their life.

# TABLE OF CONTENT

	<b>Page</b>
<b>AUTHOR'S DECLARATION</b>	<b>ii</b>
<b>ABSTRAK</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENT</b>	<b>vi</b>
<b>LIST OF TABLE</b>	<b>viii</b>
<b>LIST OF FIGURES</b>	<b>ix</b>
<b>LIST OF SYMBOLS</b>	<b>x</b>
<b>LIST OF ABBREVIATIONS / NOMENCLATURE</b>	<b>xi</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>1</b>
1.1 Research Background	1
1.2 Problem Statement	2
1.3 Research Objectives	4
1.4 Research Questions	5
1.5 Scope of Study	5
1.6 Significant of Study	5
1.7 Conclusion	6
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>7</b>
2.1 Introduction	7
2.2 Gold Investment	7
2.3 The Concept of Shariah Compliant Gold Investment	9
2.4 The Awareness of Shariah Compliant Gold Investment as an Alternative Asset	10
2.4.1 Knowledge	12
2.4.2 Personal Interest Towards Gold Investment	13
2.4.3 Family Influence	14
2.4.4 Religiosity	15
2.5 Conclusion	16

<b>CHAPTER 3 RESEARCH METHODOLOGY</b>	<b>17</b>
3.1 Introduction	17
3.2 Research Instruments	17
3.3 Research Participants	18
3.4 Data Collection	18
3.5 Data Analysis	19
3.6 Conclusion	21
<b>CHAPTER 4 RESULTS AND DISCUSSIONS</b>	<b>22</b>
4.1 Introduction	22
4.2 Reliability Analysis	22
4.3 Frequency Analysis and Discussion	25
4.3.1 Demographic Profile	25
4.3.2 Level of Awareness of Shariah Compliant Gold Investment	29
4.3.3 Knowledge	32
4.3.4 Personal Interest towards Gold Investment	35
4.3.5 Family Influence	38
4.3.6 Religiosity	41
4.3.7 Mean Score	44
4.4 Conclusion	48
<b>CHAPTER FIVE</b>	<b>48</b>
5.1 Introduction	48
5.2 Summary of the Research	49
5.3 Recommendations	50
5.4 Limitations and Future Research	51
5.5 Conclusion	52
<b>REFERENCES</b>	<b>53</b>
<b>APPENDICES</b>	<b>58</b>