



**DEMAND ON LIFE INSURANCE AMONG PRIVATE WORKERS IN  
HOSPITAL SULTANAH BAHYAH 2**

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## **ABSTRACT**

This research is to identify demand of life insurance among private workers in Hospital Sultanah Bahiyah 2. This study had been gathered using 100 set of questionnaires as it had been distributed at Hospital Sultanah Bahiyah 2. The data had been interpreted using multiple regression analysis to explain the relationship on how financial literacy, saving motives and influence of religions. The most factors influence the demand of life insurance is financial literacy and following by saving and religions. Overall financial literacy and saving motives has significant relationship between dependant variable. Based on this study, it is good to understand demand especially people who are working in private sectors.