UNIVERSITI TEKNOLOGI MARA

FACTORS INFLUENCING SAVING BEHAVIOR AMONG HUMAN RESOURCE STUDENTS IN UiTM KAMPUS BANDARAYA MELAKA

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

This study examines the factors influencing saving behavior among students in Human Resource Management program and the factors involved are parental socialization, financial literacy, peer influence and student self-control. All of the factors are hypothesized have a positive relationship with saving behavior. Among 123 students from the Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka from the human resource management program participated in this study as respondents. The survey is completed in detail about gender, the semester, amount of allowance received by parents and engage with part-time job by distributing questionnaires using Google forms. From regression analysis, study model was statistically valid because our f-test was below the significance level (0.05) of 0.000. Researcher found that all four hypotheses, namely parent socialization, financial literacy, peer influence and self-control, were accepted for significance values above 0.05. However, peer influence factors showed the weakest relationship to saving behavior among human resource students (r = 0.199). Researcher think that students have just enough money to spend that month because average respondents say they receive between RM0 to RM200 as their monthly expenses. Therefore, they are less involved in money spending activities with friends.

Keywords: Saving Behavior, Parental Socialization, Financial Literacy, Peer Influence, Self-control.

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