



**PERCEPTION TOWARDS GOLD INVESTMENT A CASE IN  
NEGERI SEMBILAN**

**NUR AFIQAH BINTI MOHD YOUSOF  
2014427552**

**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) ISLAMIC BANKING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**JUNE 2016**

**PERCEPTION TOWARDS GOLD INVESTMENT A CASE IN  
NEGERI SEMBILAN**

**NUR AFIQAH BINTI MOHD YOUSOF  
2014427552**

**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration (Hons) Islamic Banking**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**JUNE 2016**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**DECLARATION OF ORIGINAL WORK**

**NUR AFIQAH BINTI MOHD YUSSOF**

**2014427552**

Hereby, declare that,

- ✓ This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- ✓ This project paper is the result of my independent work and investigation, except where otherwise stated.
- ✓ All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

30<sup>th</sup> June 2016

Sir Irwan Ismail  
Faculty of Business Management  
Universiti Teknologi MARA  
85009 SEGAMAT  
JOHOR DARUL TAKZIM

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “**PERCEPTION TOWARDS GOLD INVESTMENT  
A CASE IN NEGERI SEMBILAN**” to fulfill the requirement as needed by the Faculty of  
Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

.....

NUR AFIQAH BINTI MOHD YOUSOF  
Bachelor of Business Administration (Hons) Islamic Banking

2014427552

## ABSTRACT

Gold is often regarded as a good hedge against currency depreciation and other economic and political events (Leung & Ward, 2015). Besides, gold is a good value keeper where it can be kept for future use (Nik Muhammad, 2011). Nowadays, gold has been as an instrument for investment in Malaysia. The issue related to gold investment is the status of investment regarding to *shariah* compliant or not. The objective for this research is to identify public knowledgeability towards gold investment. The independent variables involve in this research are knowledge of public towards gold investment, gold investment is a stable and secure investment and as another option in diversifying investment risk. The sample for this research is public respondents by using simple random sampling. This research will be conducted by using primary data in order to get the information and achieved the objective. The data will be collected from distribution of questionnaires. The data will be run by using SPSS.