



A STUDY OF PUBLIC AWARENESS ON SPORT PERSONAL  
ACCIDENT INSURANCE IN KOMPLEKS SUKAN NEGARA, BUKIT  
JALIL, KUALA LUMPUR

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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) INSURANCE

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDAR MELAKA

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Submitted in Partial Fulfilment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Insurance

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2010



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**MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

**I, Akmal Afiq Bin Kamarolzaman, (I/C Number: 871221-14-6251)**

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 any investigation 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

April 2010

The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management,  
Universiti Teknologi Mara,  
Kampus Bandar Melaka  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir ,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled “A STUDY OF PUBLIC AWARENESS ON SPORT PERSONAL ACCIDENT INSURANCE IN KOMPLEKS SUKAN NEGARA, BUKIT JALIL, KUALA LUMPUR” to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank you.

Yours sincerely,

Akmal Afiq Bin Kamarolzaman

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Bachelor of Business Administration (Hons) Insurance

## **ABSTRACT**

This research is conducted to carry out “Public awareness on sport personal accident insurance in Kompleks Sukan Negara, Bukit Jalil, Kuala Lumpur”. The main objective is to measure and identify the most factors that contribute to the awareness of public towards sport personal accident insurance.

It consists of three factors that are barriers that influence public to buy / demographic trends which describe income and lifestyle of public toward this product / critical role of media towards this product.

At this research probability sampling technique and simple random sampling techniques were used to get data that are required. Population of the research was public users that use amenities at Kompleks Sukan Negara, Bukit Jalil, Kuala Lumpur.

About 50 respondents were selected from the research to help accomplish this research by answering questionnaires that were distributed to them. All data collected were analyzed systematically by Statistical Package for Social Science (SPSS)

The conclusion of this study was the outcome from the data and analysis which includes the answer to the research question and research objective. , The recommendation shows the way to overcome problems or develop new ways to strengthen the awareness among public.