



**THE IMPACT OF ELECTRONIC SYSTEM USAGE IN INSURANCE COMPANY**

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**JULY 2015**

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**Submitted in Partial Fulfillment of the  
Requirement for the  
Bachelor of Business Administration with Honors (Insurance)**

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“DECLARATION OF ORIGINAL WORK”**

I, ANIES ATHIRAH BINTI AWANG MOHAMAD ZAID.

(I/C Number : 930512-11-5188)

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

**JUNE 2015**

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

Universiti Teknologi MARA

Kampus Bandaraya Melaka

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**THE IMPACT OF ELECTRONIC SYSTEM USAGE IN INSURANCE COMPANY**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA, Melaka.

Thank You.

Yours sincerely,

ANIES ATHIRAH BINTI AWANG MOHAMAD ZAID

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## **ABSTRACT**

In this study, it will analyze the impact that affecting electronic system usage in insurance company at Lonpac Insurance Berhad, Jalan Sultan Sulaiman. The insurance sector in Malaysia has shown rapid growth in recent years. However, the annual report of Lonpac Insurance Berhad that showing the statistic number of policy issued in underwriting department stated that there have a decreasing amount on issuing policy insurance on previous 3 years, from 2012 until 2014.

This research is to identify the impact of electronic system usage in insurance company especially at Lonpac Insurance Berhad, Jalan Sultan Sulaiman. The study will be gather using 50 set of questionnaires as it will distributed at underwriting department at Lonpac Insurance Berhad, Jalan Sultan Sulaiman, Kuala Lumpur. The data will be interpreted using multiple regression analysis to explain impact included time management, employee behavior, and workforce diversity give affection towards electronic system usage. The most impact that influence the electronic system usage is time management and following by employee behavior and workforce diversity. Overall, there is significant relationship between dependent variable and independent variables. Based on this study, it is good to understanding the impact of electronic system usage at insurance company in Malaysia