



**PUBLIC OPINION TOWARDS GIVING DECISION :  
A CASE STUDY IN ALOR GAJAH MELAKA**

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**Submitted In Partial Fulfillment Of The  
Requirement For The  
Bachelor Of Business Administration With Honors (Finance)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**MELAKA**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (FINANCE)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA**

**“DECLARATION OF ORIGINAL WORK”**

I, ATIKA BINTI RAHMAD, (I/C Number : 900803-04-5602)

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**

7<sup>th</sup> January 2014

The Head of Program

Bachelor of Business Administration (Hons) Finance

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Universiti Teknologi MARA Bandaraya Melaka,

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Dear Sir,

**SUBMISSION OF PROJECT PAPER**

I am hereby attached a document that titled “**PUBLIC OPINION TOWARDS GIVING DECISION: A CASE STUDY IN ALOR GAJAH, MELAKA**” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours sincerely,

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## **Abstract**

Various research on philanthropy has been conducted by the American and European context, while, research in the context of Asian countries is limited. Therefore, the purpose of this study is to explore on the public opinion among individual Muslim in Masjid Tanah towards their giving decision. There are three (3) factors use in determining the public giving decision. The factors include the public perception on charity, giving and the needy, modalities of giving and socio demographic factors. This study implemented an intercept method as a survey method. A set of questionnaire were distributed around Alor Gajah. Frequency analysis, descriptive analysis, reliability analysis and correlation analysis have been chosen as the method to find the result. The finding indicated that socio demographic factors are the most significant factor that determining the philanthropic donation in the Alor Gajah area as compared to the perception and modalities factors. As for future research, it is suggested that the data gathered should be in a longer period of time because there is a rapid change such as in personal income as well as individual knowledge over time. Since this study is just for 5 months, the result may be questionable in term of their relevancy with the current situation.

Keywords: philanthropy, donation, demographic factor, perception, modalities, charity