



**FACTORS THAT CONTRIBUTE TO THE LEVEL OF
AWARENESS AMONG PUBLIC TOWARD PRIVATE CAR
INSURANCE COVERAGE**

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“DECLARATION OF ORIGINAL WORK”

I, Noor Hidayah Binti Ahmad,

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or oversea 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 acknowledge.

Signature:.....

Date:.....

LETTER OF SUBMISSION

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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “ The Factors that Contribute to the Level of Awareness Among Public Towards Private Car Insurance Coverage” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours faithfully,

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ABSTRACT

This study is designed to identify the factors that contribute to the level of awareness among public towards private car insurance. Under this research study, the independent variables such information, experience and education level. While, the dependent variable is factors that contribute to the level of awareness among public toward private car insurance coverage. The objective of this study are to identify the factors that contribute to the level of awareness among public toward private car insurance coverage and to identify the most dominant factor that contribute to the level of awareness among public toward private car insurance coverage. The data set in this research study are collected from the resident in Klang valley. The 60 respondents become the sample in this research study by answering the questionnaires. The findings has show that two out of three independent variable which are experience and edcation level resulted no significant relationship. While, only information gave significant relationship in this research study. There are also several recommendation that researcher suggest on the finding founds.

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