



**“THE AWARENESS OF THE POLICYHOLDERS TOWARDS UNDERSTANDING THE
FUNCTIONS OF INSURANCE POLICY THEY BOUGHT: CASE STUDY AT ALLIANZ
GENERAL INSURANCE COMPANY (MALAYSIA) BERHAD, KOTA BHARU BRANCH”**

NURUL FARHANA BINTI MOHAMAD NAWAWI

2009472676

BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE

FACULTY OF BUSINESS MANAGEMENT

UITM BANDARAYA MELAKA

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

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UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nurul Farhana Binti Mohamad Nawawi,

(I/C Number: 880318-03-5798)

Hereby, declared that,

- This work has not previously been accepted in substance of any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper as 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 acknowledged.

Signature:

Date:

LETTER OF SUBMISSION

APRIL 2011

Encik Rosmi Yuhasni Mohamed Yusuf
The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE AWARENESS OF THE POLICYHOLDERS TOWARDS UNDERSTANDING THE FUNCTIONS OF INSURANCE POLICY THEY BOUGHT: CASE STUDY AT ALLIANZ KOTA BHARU" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely

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NURUL FARHANA BINTI MOHAMAD NAWAWI

2009472676

Bachelor of Business Administration (Hons) Insurance

ABSTRACT

This research is about “The Awareness of the Policyholders towards Understanding the Functions of Insurance Policy They Bought: Case Study At Allianz General Insurance Company (Malaysia) Berhad, Kota Bharu Branch”. This research being done while doing practical training in industry for five months. To obtain the data, the researcher used primary and secondary data. There are 50 questionnaires being distributed randomly to the 50 respondents. The independent variables for this research are employment, education level and insurance policy and the researcher want to know whether or not these independent variables have significant and will influence the awareness of the policyholders towards understanding the functions of insurance policy they bought. Then, the researcher gets back the questionnaires from the respondents. To analyzed the data, the researcher using frequency analysis, Reliability test and Pearson Correlation. Frequency analysis used to know the frequency statistics of number of respondents answer each question in questionnaire. While, reliability test being done is to determine of the accuracy of data. Lastly is Pearson Correlation being done to know whether the research objectives have a significance or not with dependent variables. The results show that only one independent variable that is education level has significance with the dependent variable. While other two independent variables that are employment and insurance policy does not have significance with the dependent variable.