



**THE LEVEL OF PEOPLE PERCEPTION TOWARDS
THE FINANCIAL PERFORMANCE OF
ISLAMIC UNIT TRUST**

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NOVEMBER 2010

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

**FACULTY OF BUSINESS MANAGEMENT
UiTM, KAMPUS BANDARAYA MELAKA**

NOVEMBER 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA KAMPUS BANDARAYA MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nurul Huda Binti Zainal Arifin, 870212-08-6002

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: _____

SUBMISSION OF PROJECT PAPER

November 2010

Puan Nor Aizan Binti Mohamed
The Head of Program
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Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE LEVEL OF PEOPLE PERCEPTION TOWARDS THE FINANCIAL PERFORMANCE OF ISLAMIC UNIT TRUST" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

NURUL HUDA ZAINAL ARIFIN
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ABSTRACT

The research studies on the relationship of people perception level towards the Islamic unit trust financial performance. The scope of study focuses on the differences and characteristics, factors and people perception towards the Islamic unit trust performance. The objective of study is to determine the relationship between people perception with the trends movement performance of Islamic unit trust. There are two variables which are chosen in this study, are the dependent variable is the level of people perception and the independent variable is financial performance of Islamic unit trust. The data period cover from 2005 to June 2010 (5 years). The results of the study obtained the relationship with good financial performance will influencing the people perception or decision on Islamic unit trust. The final findings indicated that people perception is a huge influence factors towards the Islamic unit trust trends performance.