



**FACTORS INFLUENCE THE PUBLIC'S WILLINGNESS TO  
PURCHASE LIFE INSURANCE POLICY**

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

**FACULTY OF BUSINESS MANAGEMENT  
UiTM, MALACCA BRANCH**

**(2011)**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
(HONS) INSURANCE**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MALACCA BRANCH**

**“DECLARATION OF ORIGINAL WORK”**

I, SHAZANA BINTI SAMAD, (I/C Number: 870330-46-5046)

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**

The Head of Program  
Bachelor of Business Administration (Hons) Insurance  
Faculty of Business Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah,  
75300, MELAKA

Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "FACTORS INFLUENCE THE PUBLIC'S WILLINGNESS TO PURCHASE LIFE INSURANCE POLICY" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

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**SHAZANA BINTI SAMAD**

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**Bachelor of Business Administration (Hons) Insurance**

## **ABSTRACT**

This study is designed to identify the factors that influence public's willingness to purchase life insurance. Awareness, personal risk and income level are the independent variables. The dependent variable is willingness of public to purchase life insurance policy. The objective of the study are to determine the level of willingness of public to purchase life insurance, secondly to identify the significant relationship between the factors that influences the public's willingness to purchase life insurance and thirdly to identify the key factors that influence the public's willingness to purchase life insurance. The data set in this study are collected from the resident in Bandaraya Melaka through questionnaires. 100 respondents in that area had become the sample in this study by answering the questionnaires that randomly distributed.

Three hypotheses were developed and tested using Pearson Chi Square assisted by Statistical Package for Social Science (SPSS) Version 17.0. The findings indicate there is a high level of public's willingness to purchase life insurance. Besides, between the three variables, awareness has no significant relationship with the factors that influence the public's willingness to purchase life insurance policy, while personal risks and income level shows the significant relationship and income level become the most contributing factor that influence the public's willingness to purchase life insurance policy. There are also several recommendations that researcher suggest based on the findings found.