

**THE FACTORS INFLUENCING INVESTMENT  
DECISION AMONG YOUTH IN ASNB PUTRAJAYA**

**AQILAH NAWWAR BINTI MOHAMAD  
2014825696**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**DECEMBER 2016**



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR.**

**DECLARATION OF ORIGINAL WORK**

**AQILAH NAWWAR BINTI MOHAMAD**

**2014825695**

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: \_\_\_\_\_

8/1/2017

**LETTER OF SUBMISSION**

1<sup>st</sup> January 2017

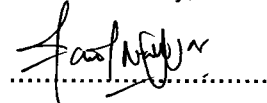
Dr Faridah Najuna binti Misman  
Faculty of Business Management  
UniversitiTeknologi MARA  
85009 SEGAMAT  
JOHOR DARUL TAKZIM

Dear Dr,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled "**THE FACTORS INFLUENCING INVESTMENT DECISION AMONG YOUTH IN ASNB PUTRAJAYA**" to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA.  
Thank you.

Yours sincerely,



AQILAH NAWWAR BINTI MOHAMAD

2014825696

Bachelor of Business Administration (Hons) Islamic Banking

## **ACKNOWLEDGEMENT**

In the name of Allah, the Most Gracious and the Most Merciful. All praise belongs to Allah whom we worship. I would like to extend my deepest gratitude and thanks to Allah the Almighty for giving me excellent health and energy to complete my thesis. This acknowledgement is dedicated to the following individuals who gave me valuable assistance, guidance and contributions for the completion of this dissertation directly and indirectly.

First and foremost, I would like to express my gratitude for my academic supervisors, Madam NurulAienbintiAbd Aziz for her valuable time, guidance, opinions, suggestions, and encouragement throughout preparation of this study. I treasure the fact that Madam Aien is always willing to keep in touch with me even she has other things to do.

My appreciation and sincere thanks to Madam MawaddahbintiMohamad for her guidance and advice. My thanks extend to all the lecturers and fellow friends whose valuable comments have enriched the development of the research.

Special thanks to my parents who believed in me even in moments when I was to close giving up and who gave me inspiration and guidance through the process to finish my study. Without the support from my family and God's desire, I do not think I would be able to complete this task.

Lastly, a big thank you to UniversitiTeknologi Mara (UiTM) Segamat Johor for the commitment and support in completing the thesis.

## ABSTRACT

This study is focus on individual investment and specific to the unit trust. The objective of this study is to study the factors influencing investment decision among youth in Amanah Saham Nasional Berhad at Putrajaya. It is specific to the youth because nowadays, youth are less interested in making the investment and they do not interest to plan their financial. But for the country they need the young generation to develop the economy in future. Therefore, next generation are very important to the economy growth. This issue has proved by Bursa Malaysia in which they revealed that the younger Malaysian generation is not active in the investment (Ganesan, 2012). Therefore this study has developed to see the factors influencing investment decision among youth. The definition of youth has been defined by the National Youth Development Policy of Malaysia as people aged between 15 to 40 years old. Therefore, for this study the focus is youth between ages 15 to 40 years old that has invest in ASNB Putrajaya. While the focus for this study is on several factors that influence the investment decision in previous research. The factors such as self-image/firm image coincidence, accounting information, advocate recommendation, personal financial needs, and neutral information. These factors are independent variable in this study while the dependent variable is investment decision. The aim of this study is to see either this independent variable has a relationship with investment decision among youth in ASNB Putrajaya. The area of study is at Putrajaya and be focus on the investment at ASNB. 100 questionnaires are distributed to the respondent and be analyse using quantitative method approach. The primary data collection is survey questionnaire and secondary sources such as journal and internet.