

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

I, NUR FARAH SYIFAA' BT CHE MAINUDIN I/C NUMBER: 920101-03-5854

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 specifically acknowledged.

Signature: _____

Date:

ACKNOWLEDGEMENT



Alhamdulillah, all praises be to Allah. I am so grateful for the blessing from Allah S.W.T. which I get the chance and strength to complete this project paper.

Here I would like to wish thank you to some people that has helped me a lot in completed this project paper. A special tribute goes to my advisor of this course, Miss Nooradzlina binti Mohd Pauzi for her fully guidelines and also encouragement during the preparation of this project paper and also a special thanks to her for the comments as well the opinion that she gave during the completion of this project paper.

And also I would like to express my appreciation and thank you to my second examiner, Tuan Mohd Rosli Tuan Hassan (HJ), who had contributed in giving ideas and opinions in directly or indirectly in completion of this study and for analysing the progress of my work.

Also special thank you to my family for always supporting me in everything I do. Thank you for all sacrifices and understandings that they gave to me.

Not forgot to all my friends that always willing to help me in completion of this project paper. Thank you for always shared information and ideas that related with the project to ensure that I was able to achieve the objectives of this project paper.

Last but not least is I want to say thank you for the respondents who are involved in this project papers, which the put their efforts in answering the questionnaire. Without them, the research is impossible to be complete. And also thank you to Bank Rakyat Pasir Mas for giving me the chance to do research regarding the company.

TABLE OF CONTENTS

CONTENT	PAGE
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLE	viii
LIST OF FIGURE	viii
ABSTRACT	ix
CHAPTER 1: INTRODUCTION	
1.0 Overview	1
1.1 Background of the Study	1
1.2 Company Background	2
1.3 Problem Statement	4
1.4 Objective of the Study	6
1.5 Research Questions	6
1.6 Theoretical Framework	7
1.7 Research Hypothesis	8
1.8 Significant of the Study	9
1.9 Definition of Terms	10
1.10 Limitation of Study	10

ABSTRACT

The aim of this study is to examine the factors that influence customer intention towards personal financing Aslah Tawarruq at Bank Rakyat Pasir Mas. There are three factors that have been studied. The factors consist of corporate image, pricing, and attitude. In collecting the data, a researcher was used primary data. The questionnaire had been used in order to get feedback from customer. 100 questionnaires had been distributed and had gotten back 100 respondent's feedback. The data collected was tested on its frequency analysis and further analyse by using reliability analysis, descriptive and regression analysis. Besides that, correlation was used to test the hypotheses in this study. The findings of this paper suggest that the corporate image, pricing, and attitude are significant factors in explaining customer intention towards personal financing Aslah Tawarruq. Based on the results obtained in this study, some suggested recommendations can help Bank Rakyat Pasir Mas to improve their image and also can attract more customers to apply personal financing Aslah Tawarruq.