



**FACTORS INFLUENCING CUSTOMER'S DECISION-MAKING TOWARDS UNIT TRUST
: A STUDY IN KOTA BHARU**

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Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (Finance)

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA KELANTAN
KAMPUS KOTA BHARU**

SUBMISSION DATE: JUNE 2013

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

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UNIVERSITI TEKNOLOGI MARA KELANTANG

KAMPUS KOTA BHARU

I, MOHD HAZIM BIN HAMZAH, (I/C NUMBER:)

Hereby declares 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 it is otherwise stated.
- All verbatim extract have been distinguish by quotation marks and source of my information have been specifically acknowledgement.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

Bachelor in Business Administration (Hons) Finance
Universiti Teknologi Mara (UiTM) Kampus Kota Bharu,
Kota Bharu,, Kelantan.

June 2013

Madam Nurazleena Bt Ismail
The Head of Programme,
Bachelor of Business Administration (Hons) Finance,
Faculty of Business Management
University Teknologi MARA UiTM; Kota Bharu, Kelantan

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled 'Factors Influencing Customer's Decision-Making towards Unit Trust: A Study in Kota Bharu' to fulfill the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA

Your kindness in accepting the unbounded thesis is very much appreciated.

Thank you.

Yours sincerely,

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MOHD HAZIM BIN HAMZAH

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE

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Alhamdulillah, with the submission of this project paper, I have fulfilled a partial fulfillment to the requirement for the Bachelor in Business Administration (Hons) Finance.

Special gratitude to my beloved family who has encourages and gives support to me from the beginning of this study.

Finally, I also give my deepest thanks to all my friends, who have always, be by my side for the support and help. Special thanks go to all who have directly or indirectly helping me in completing this thesis,

Thank you very much.

ABSTRACT

This study attempts to determine the factors that influencing customer's decision-making towards unit trust in Kota Bharu. This study uses primary and secondary data. 100 questionnaires was distributed to the public in Kota Bharu. The data collected was then tested on the multiple regression analysis and then were use to test the hypothesis in this study. The researcher also measure how knowledge can contribute to the customer's decision-making. Besides that, the fund performance also become independent variable in this study and it has a positive relationship with the customer's decision-making. From this research, it's revealed what is the most influence the customer's decision-making towards unit trust. Researcher also suggests some recommendation to the government, issuers companies and also public.