

FACTORS AFFECTING SAVING BEHAVIOUR AMONG STUDENTS: EVIDENCE FROM UITM SABAH'S STUDENTS

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DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (BUSINESS ECONOMICS) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA "DECLARATION OF ORIGINAL WORK"

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- 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.
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TABLE OF CONTENTS

			Page
TITLE PAGE			İ
DECLARATION OF ORIGINAL WORK			ii
LETTER OF SUBMISSION			iii
ACKNOWLEDGEMENT			iv
TABLE OF CONTENTS			V
LIST OF FIGURES			vi
LIST OF TABLE	S		vii
LIST OF ABBREVIATIONS			viii
ABSTRACT			ix
CHAPTER 1:	INTRODUCTION		
	1.0 Introduction		1
	1.1 Background of Study		1
	1.2 Problem Statement		2
	1.3 Research Objectives		4
	1.4 Research Questions		5
	1.5 Scope and Limitations	of Study	5
	1.6 Summary		5
CHAPTER 2:	LITERATURE REVIEW		
	2.0 Introduction		6
	2.1 Theory Associated of th	e Study	6
	2.1.1 Savings		6
	2.1.2 Savings and Ed	onomic Crisis	7
	2.1.3 Savings and Ur	niversity Students	8
	2.2 Literature Review		9
	2.2.1 Financial Literacy		9
	2.2.2 Social Influences		11
	2.2.3 Self-Control		13
	2.3 Conceptual Framework		15
	2.4 Hypothesis		16
	2.5 Summary		16

LIST OF TABLES

Table:		Page
Table 1	Total Bankruptcy Case by Type of Employment from the Year	3
	2014 December 2019	
Table 2	Rule of Thumb for Cronbach's Alpha Coefficient Value	22
Table 3	Summary of Descriptive Statistics under Financial Literacy	28
Table 4	Summary of Descriptive Statistics under Peer Influences	28
Table 5	Summary of Descriptive Statistics under Self-Control	29
Table 6	Summary of Reliability Statistics of Financial Literacy	30
Table 7	Summary of Reliability Statistics of Social Influences	30
Table 8	Summary of Reliability Statistics of Self-Control	30
Table 9	Summary of Pearson Analysis of Financial Literacy	31
Table 10	Summary of Pearson Analysis of Social Influences	31
Table 11	Summary of Pearson Analysis of Self-Control	32
Table 12	Paired Samples Statistics of Financial Literacy	33
Table 13	Paired Samples Test of Financial Literacy	33
Table 14	Paired Samples Statistics of Social Influences	34
Table 15	Paired Samples Test of Social Influences	34
Table 16	Paired Samples Statistics of Self-Control	35
Table 17	Paired Samples Test of Self-Control	35
Table 18	Summary of Major Results	36

ABSTRACT

Most economists agree that increased savings would blossom economic activity growth and further boost the particular nation's economy. Recent figures, however, revealed that student bankruptcy in Malaysia has increased steadily over the last three years. This research therefore explores factors that impact saving behaviors by analyzing the relationships between three variables, including financial literacy, social influences, and self-control. A survey approach on the students at UiTM Sabah is used to analyze the study model. Data was collected using structured questionnaire and analyzed using SPSS software system. The results indicate that students' self-control plays a major role in their savings behavior, followed by financial literacy and peer influence.