



اَوْنِبُورْسِيَّتِي تِيكْنُولُوجِي مَارَا

UNIVERSITI TEKNOLOGI MARA  
CAWANGAN KELANTAN

**FACTORS THAT CONTRIBUTE TO LIFE INSURANCE AS  
INVESTMENT OPPORTUNITIES DEMANDS: A CASE  
STUDY IN KUALA LUMPUR**

**NUR FADILAH BINTI HASSAN**

**2013713465**

**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (ISLAMIC BANKING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITI TEKNOLOGI MARA**

**KELANTAN**

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## LETTER OF SUBMISSION

December 2015

Head of Program  
Bachelor of Business Administration (Hons) Islamic Banking  
Faculty of Business Management  
Universiti Teknologi MARA  
Cawangan Kelantan  
15050 Kota Bharu  
Kelantan

Dear Sir,

### **SUBMISSION OF ISLAMIC BANKING PROJECT PAPER**

Attached is the project paper titled "**FACTORS THAT CONTRIBUTE TO LIFE INSURANCE AS INVESTMENT OPPORTUNITIES DEMANDS: A CASE STUDY IN KUALA LUMPUR.**" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM).

Thank you.

Yours sincerely,

.....

**NUR FADILAH BINTI HASSAN**

2013713465

Bachelor of Business Administration (Hons) Islamic Banking

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## **ABSTRACT**

This study is aim mainly to focus on the demand for life insurance as investment opportunities among public in the area of Kuala Lumpur. The purpose of this study is to investigate whether the social security, saving planning and financial returns is the factor to the respondents to buy and use life insurance as one of investment incentives. There are 200 questionnaires was distributed to the public in Kuala Lumpur whether they are life insurance holders or non-holders. The correlation of coefficient was used in order to analyse the data and to found out the relationship of demand for life insurance as investment opportunities with social security, saving planning and financial returns. Thus, the finding from this study shows that all variable has significant relationship with demand for life insurance as investment opportunities.

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