

FACTORS THAT INFLUENCE THE AWARENESS OF BANKERS TOWARDS BAY SALAM CONTRACT

DERMAZILA OTHMAN 2005649069

BACHELOR OF BUSINESS ADMINISTRATION (HONS) ISLAMIC BANKING FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA TERENGGANU

MAY 2007



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (ISLAMIC BANKING)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA "DECLARATION OF ORIGINAL WORK"

I, Dermazila Binti Othman (I/C Number: 840715-03-5672)

Hereby, declared 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:	Jalan	Date:	B/05 0	+
rgnature.		Date.		J

ABSTRACT

This project paper is to attempt the study on the factors that influence the awareness of bankers towards bay salam contact. The main objective on this study is to identify the most influence factor that influence the awareness of bankers towards bay salam contract. This study also want to investigate the relationship between awareness and factors that influences the awareness of bay salam contract. This study only focus on three factors that are knowledge, attitudes and benefit. Data was collected by using convenience sampling technique. Questionnaires was distributed to all population of this study, that are 81, but only 68 were used as a sample size. Based on the finding, the researcher had made the conclusion and recommendation for this study.

TABLE OF CONTENT

ITEM		PAGE
ACKNOWLEDGEMENT		i
LIST OF TABLES LIST OF ABBREVIATION		iv
		v
ABST	ГКАСТ	vi
СНА	PTER 1: INTRODUCTION	
1.0	INTRODUCTION	1
1.1	BACKGROUND OF STUDY	1
1.2	PROBLEM STATEMENT	5
1.3	OBJECTIVE OF STUDY	6
1.4	SIGNIFICANT OF STUDY	6
1.5	SCOPE OF STUDY	7
1.6	LIMITATION OF STUDY	7
1.7	DEFINITION OF KEY TERMS	9
CH	APTER 2: LITERATURE REVIEW	
2.0	INTRODUCTION	10
2.1	BAY AS SALAM	10
2.2	AWARENESS.	14
2.3	KNOWLEDGE	16
2.4	ATTITUDE	18
2.5	BENEFIT	20

CHAPTER 3: RESEARCH METHODOLOGY

APPENDICES

3.0	INTRODUCTION	21		
3.1	THEORETICAL FRAMEWORK	21		
3.2	HYPOTHESIS	22		
3.2	DATA COLLECTION METHOD	23		
3.3	SAMPLING TECHNIQUE	25		
3.4	DATA ANALYSIS	26		
CHA	APTER 4: FINDINGS AND INTERPRETATION OF DATA			
4.0 INTRODUCTION		30		
4.1 R	ELIABILITY	30		
4.2 FI	REQUENCY DISTRIBUTION ANALYSIS	34		
4.3 C	ROSS TABULATION ANALYSIS	38		
4.4 C	DRRELATION COEFFICIENT	41		
4.5 REGRESSION ANALYSIS				
~~~				
СНА	TER 5: CONCLUSION AND RECOMMENDATION			
5.0 IN	TRODUCTION	46		
5.1 C	ONCLUSION	46		
5.2 RECOMMENDATION				
DIDE:	OCD AWING			
RIRL	OGRAPHY			