



THE DEMAND OF PREMIUM INSURANCE IN MALAYSIA

**NUR NAZEHATUL NAJEEHAH BINTI MOHD KASBI
2013638754**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT, JOHOR.**

JUNE 2016

بِسْمِ اللّٰهِ الرَّحْمٰنِ الرَّحِیْمِ
السَّلَامُ عَلَیْكُمْ وَرَحْمَةُ اللّٰهِ وَبَرَكَاتُهُ

ACKNOWLEDGEMENT

I would like to express my deep sense of gratitude to my beloved lecturer Sir Syamsul that always teaching me and other student with full of patient and attention to make sure that all of us will get all the knowledge given .

I am very thankful to Sir Syamsul in helping me and others to finish this proposal on time .You are teaching us from A to Z and follow all the step given by Madam .I am really thankful in having you as my 2nd examiner .

I acknowledge with thanks of patronage ,loving inspiration and timely guidance which to Sir for your information given to us .Thank you so much because never sigh when teaching us and always have further explanation when we are not be able to understand .You are willing to sacrifices yourself to teach us .Always help us when we are loss in the middle of the dark .

Sincerely ;

NAJEEHAH KASBI

ABSTRACT

The objectives of this study is to examine and investigated relationship between two variables which is dependent variables and independent variables .From my study ,there are four independent variables which is Tax Considerations ,income ,Leverage and Growth opportunities .All these independent variable will affect the dependent variables .My dependent variables is demand of premium insurance .

This research is about the relationship between the demand of premium insurance and all the independent variables from 1983 to 2014 by using yearly data .The data was analyzed by using time series data and had been tested for several statistic .These findings has been proved by four independent variables .This study also comes out with several conclusion and recommendation for future research .

TABLE OF CONTENT

Acknowledgment

Abstract

Table of Content

List of Figures

1.1 INTRODUCTION.....	1
1.2 Overview Background of the Study.....	2
1.3 Problem Statement.....	3
1.4 Research Objective.....	4
1.5 Research Question.....	4
1.6 Significance of the Study.....	5
1.7 Scope of the Study.....	6
1.8 Limitation of study.....	6
1.9 Definition of term.....	7-9
2.1 LITERATURE REVIEW.....	10-15
3.0 RESEARCH METHODOLOGY.....	16
3.1 Introduction.....	16
3.2 Sample and Data.....	16-20
3.3 Theoretical Framework.....	21-24
3.4 Statistic / Economic Method.....	25-27
4.0 FINDINGS / DATA ANALYSIS.....	28-33
5.0 CONCLUSIONS AND RECOMMENDATION.....	34
5.1 Conclusion.....	34-35
5.2 Recommendation.....	35

REFERENCES.....	36-37
-----------------	-------

APPENDICES.....	38-44
-----------------	-------

LIST OF FIGURES

Figure 1: Theoretical Framework.....	21
---	-----------

Figure 2 : The Graph of Result Normality Test.....	29
---	-----------

Table 3 : Unit Root Test of Independent Variable.....	28
--	-----------

Table 5 : The Result of the Heteroskedasticity Test.....	30
---	-----------

Table 6 : The Result of the Autocorrelation.....	29
---	-----------

Table 8 : Regression Test.....	31
---------------------------------------	-----------

Table 9 : Ramsey test analysis.....	30
--	-----------