



**INVESTMENT BEHAVIOUR ON UNIT TRUST  
AMONG EMPLOYEES IN KLANG VALLEY**

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**JULY 2019**

## **ACKNOWLEDGEMENT**

Alhamdulillah, I am so grateful to Allah SWT for His blessing on me to complete this research proposal without any difficulties. At last, I manage to complete this research proposal on time as required for the final project.

First of all, I would like to express my sincere thanks to our dedicated and beloved advisor, Puan Nor Azmawati Husain for her sincere guidance and advise. She encouraged us to be independent in the way we conduct our research and gently nudge us to the right direction. I would like to extend my appreciation to Dr Nur Melissa Binti Mohammad Faisal Wee for being our second examiner and give us good criticism for our improvement. My appreciation also goes to my beloved family who have without fail gave me their full support, with them, this report have reach its full potential.

I would also like to thank the lecturer who have taught me and my classmates on the research subject. We learn valuable lessons from her on carrying out the research in action. Not to forget, a special thanks is owed to everybody that are involve directly or indirectly in finishing this project paper. It is my hope that everybody that contributes could be proud with the results of this research.

Thank you.

## **ABSTRACT**

This research is conducted to investigate the “Investment Behaviour on Unit Trust Among Employees in Klang Valley”. The main objective is to measure and identify the factors that are most influential in the investment behaviour on unit trust among employees. It consists of five factors which are benefits, accessibility, cost structure, knowledge, and criteria. There are several things to investigate where the investment behaviour among employees are increasing and this research is to study the factors that are most influential in the investment behaviour on unit trust among employees. Labour force in Klang Valley are estimated to be 840,900 employees, hence, surely there is a variety of investment behaviour among employees in different sectors and companies. The data analyzed Statistical Packages analyzed all data collected through the question systematically for Social Science (SPSS). The conclusion for this study was the outcome from the data analysis and findings. Through the research, it shows based on correlation and multiple regression analysis, a clear finding and result observed.

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