



**THE FACTORS THAT INFLUENCES THE EMPLOYEES' AWARENESS
TOWARDS IMPORTANT OF HAVING LIFE INSURANCE AMONG:
CASE STUDY OF SUPERMARKET LOCATED AT MALACCA
(JUSCO AEON, TESCO & MYDIN)**

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ABSTRACT

This study is to investigate the level of awareness towards important of having life insurance among Malaysian citizen. The objective of this research is to identify the factors that influence the level of awareness towards important of having life insurance among Malaysian citizen which are benefit, investment link and return. Second objective is to identify the most influence factor that affects the level of awareness towards important of having life insurance among Malaysian citizen. In this study, 100 questionnaires were distributed conveniently to respondent in supermarket around Malacca which is Jusco Aeon, Tesco and Mydin. This questionnaire will be distributed by researcher personally. The research is using stratified random sampling technique, as its name implies, involves a process of stratification or segregation, followed by random selection of subjects from each stratum. The relationship between the independent and dependent variable will be testing using Pearson Correlation. Then, researcher carried out analysis which contains of Pearson Correlation Coefficient, Reliability Analysis, Frequency Analysis, Descriptive Analysis and Multiple Regression. The analysis findings is benefits of life insurance, the most significant factor that affect and most positive with the level of awareness towards important of having life insurance among Malaysian citizen. The conclusion and recommendations revealed the results of the findings which include the analysis of the factors studied. The recommendations are based on the conclusion of the study.

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