



A STUDY ON CONSUMER'S ACCEPTANCE TOWARDS SYARIAH SCHEME IN UNIT
TRUST OF PUBLIC MUTUAL

**A STUDY ON CONSUMER'S ACCEPTANCE TOWARDS SYARIAH SCHEME IN UNIT
TRUST OF PUBLIC MUTUAL**

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ABSTRACT

This study is entitled **“A STUDY ON CONSUMER’S ACCEPTANCE TOWARDS SYARIAH SCHEME IN UNIT TRUST OF PUBLIC MUTUAL”**. The objectives of this study are to determine the customer’s acceptance towards Syariah Scheme in unit trust of Public Mutual, to identify the factors that make the customer attracted to invest in Syariah scheme unit trust in Public Mutual and to identify response, feedback and suggestion from respondents that attracted them to invest.

Public Mutual as a wholly-owned subsidiary of Public Bank subscribes readily to the Group's excellence-oriented corporate culture and high standards of financial integrity in the management of its unit trust funds. Public Mutual is also dedicated to building capable and professional personnel to ensure we achieve service excellence. With this in mind, Public Mutual constantly provides sound guidance and professional education to our unit trust consultants and staff to ensure that they become experts in providing excellent service and qualified financial consultation.

As part of that, a feedback from the respondents are taken and analyzed by the researcher. The significant of this study will give good impact firstly to Public Mutual, then to the respondents and lastly to the researcher as well. Two types of data collection method are used. There are primary data and secondary data. Where primary data in this research, questionnaires will be design in order to guide researcher to interview respondents and secondary data are information, which are already in existences, but are relevant to this study. Two types of secondary were used. There are internal and external secondary data. Internal sources are those data is gathered within the organization that the research had carried out. These include information that collected from magazines, newspaper, pamphlets and others. External sources are those data that is collected outside the organization. These include data that is gathered from