

**FACTORS THAT INFLUENCE SAVING HABITS AMONG GEN Y:
CASE STUDY ON STUDENTS OF POLITEKNIK SULTAN AZLAN SHAH**

By

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ABSTRAK

Tujuan kajian ini adalah untuk mengkaji hubungan di antara faktor-faktor yang mempengaruhi tabiat menyimpan di kalangan Gen Y (pelajar Politeknik Sultan Azlan Shah). Kajian ini melibatkan empat (4) jabatan yang berbeza di Politeknik Sultan Azlan Shah iaitu Jabatan Perdagangan, Jabatan Kejuruteraan Mekanikal, Jabatan Kejuruteraan Elektrik dan Jabatan Kejuruteraan Awam. Objektif kajian adalah untuk mengenalpasti tabiat menyimpan Gen Y (pelajar di Politeknik Sultan Azlan Shah) dan untuk mengenalpasti faktor-faktor yang paling berpengaruh sama ada di kalangan celik kewangan, hubungan sosial bersama ibu bapa, pengaruh rakan sebaya serta kawalan diri. Kajian ini menggunakan tabiat menyimpan sebagai pembolehubah bersandar manakala pembolehubah bebas yang digunakan adalah celik kewangan (fl), hubungan sosial bersama ibu bapa (ps), pengaruh rakan sebaya (pi) dan kawalan diri (sc). Ujian Pekali Korelasi telah digunakan untuk mengkaji hubungan signifikan antara pembolehubah bebas dengan pembolehubah bersandar. Keputusan menunjukkan bahawa hubungan sosial dengan ibu bapa memainkan peranan yang paling penting dalam mempengaruhi tabiat menyimpan di kalangan pengaruh Gen Y, dan yang paling lemah adalah kawalan diri.

kata kunci: Gen Y, tabiat penjimatan, celik kewangan, pengaruh rakan sebaya, hubungan sosial dengan ibu bapa, kawalan diri

ABSTRACT

The purpose of this study is investigating the significant relationship between factors that influence saving habits among Gen Y (students of the Politeknik Sultan Azlan Shah). This study was performed on four (4) different department in Politeknik Sultan Azlan Shah which are Commerce Department, Mechanical Engineering Department, Electrical Engineering Department and Civil Depart Department. The objective of this study is to investigate the saving habits of Gen Y (students at Politeknik Sultan Azlan Shah) and to identify which factors will be the most influential among financial literacy, parental socialization, peer influence and self control. The study used saving habits as a dependent variable and the independent variables used are financial literacy (fl), parental socialization (ps), peer influence (pi) and self control (sc). Person Correlation Coefficient analysis has been applied to examine the significant relationship between independent variables with dependent variables. The results show that Parental Socialization played the most important roles in influence saving habits among Gen Y, and the weakest is self control.

Keywords: Gen Y, saving habits, financial literacy, peer influence, parental socialization, self control

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LIST OF ABBREVIATIONS

PSAS	:	Politeknik Sultan Azlan Shah
SH	:	Saving Habits
FL	:	Financial Literature
PS	:	Parental Socialization
PI	:	Peer Influence
SC	:	Self-Control
AKPK	:	The Credit Counseling and Debt Management Agency

CHAPTER 1

INTRODUCTION

1.1 Introduction

Chapter one aims to explain the overview of the research topic. The background of the study is stated initially and problem statement has been clarified accordingly, followed by defining research objective, research questions, built up hypotheses and also discussed on the significance of this study. At the end, this chapter is concluded an outline of each chapter of this research.

1.2 Background of the Study

The financial industry is an essential and very important which act as the backbone in our economy. In order to ensure the readiness of Malaysia's financial market players, the authority body, such as Bank Negara Malaysia and Finance Ministry need to identify and develop the framework of banking and financing facilities in order ensure the capabilities of related financial institutions to achieve Wawasan 2020. According to Bank Negara Malaysia (2014), the financial market players consisted of 27 of local and foreign commercial banks, 16 of Islamic banks, 5 of International Islamic banks, 15 of investment banks and 2 of other financial institutions in Malaysia. With the big numbers

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