

Title of Thesis	A Study on Customers' Behavior on Medical Insurance in Miri
Name	Choo Li Shiuan
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
Date of Submission	May 2016
Student Thesis Code	2016/MAY/TIUCT/BBAIB/04

ABSTRACT

This research is focus on customer's behaviour on medical insurance in Miri. The background of the study is to find out the reason that Miri people will buy the medical insurance. The researcher prepared 50 survey forms to Miri people. The problem statement is to find out how much of Miri people have medical insurance and the reason they buy medical insurance.

The research objectives are to find out the percentage of people bought medical insurance in Miri, to identify a person preference which influence the customer to purchase medical insurance, to identify the reasons for them to buy medical insurance, to investigate the average budget that they willing to spend on Medical insurance. The aim of this chapter is to study how demographic variables, such as age, gender and education affect young adults invest in property. This chapter consist of research design, process of data collection, research instrument, and types of analyses. The researcher was using quantitative questionnaire which has total 5 sections and it include demographic such as gender, race, nationality, religion, marital status, educational level, occupations, income level, whereas section A, B, C, D, and E are all about to the four research questions. The questionnaires were distributed personally by the researcher to 50 respondents in Miri which involve in medical insurance. After get back the entire questionnaire from the respondents, the researcher will proceed to the data analysis. The questionnaire can be considered as the primary data whereas secondary data is getting from the journal papers, relevant books, and internet.

The research findings show that the majority of the respondents had medical insurance. 50% of them had prepared well in medical insurance when they get sick, friend & relatives have the power to affect people around them to buy their medical insurance, majority of respondents

buy medical insurance because of the medical cost fee, majority of respondents willing to spend RM400 or below per month on their own medical insurance.

The recommendations are customer should focus on the types of medical insurance that bring more benefit to customers such as the type of sickness to manage the cost of insurance. Besides, Insurance companies may conduct more educational seminar or product discussion with friend and relatives, to let them understand more detail about medical insurance. Attitude of a sales person is very important such as friendly, confident and etc. Sales person need to have a personality that amicable so that people are comfortable talking to them. They need to understand what their client need and help them solve the problem. Moreover, majority of respondents would spend the RM 400 or below and buy a reasonable coverage. Customer could buy more medical insurance that would provide better coverage of accident and common disease.

Future research can be done outside Miri, such as Kuching, Bintulu, Sabah, and others places to find out more results towards medical insurance. In addition, the researcher can do more research on age and different coverage of medical insurance for the future research. As we know the factors might have different preferences.