



**A STUDY ON AWARENESS AMONG FINAL YEAR STUDENTS OF UiTM  
MALACCA CITY CAMPUS TOWARDS TAKAFUL CAREER**

**FILZAH WAHIDAH BINTI ABDULLAH SANI**

**(2010699614)**

**SYARIFAH UMMU ATHIRAH BINTI SAYED YUSOFF**

**(2010416146)**

**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) INSURANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**MELAKA**

**JULY 2013**

**A STUDY ON AWARENESS AMONG FINAL YEAR STUDENTS OF UiTM  
MALACCA CITY CAMPUS TOWARDS TAKAFUL CAREER**

**FILZAH WAHIDAH BINTI ABDULLAH SANI**

**(2010699614)**

**SYARIFAH UMMU ATHIRAH BINTI SAYED YUSOFF**

**(2010416146)**

**Submitted in Partial Fulfillment**

**of The Requirement for The**

**Bachelor of Business Administration**

**(Hons) Administration**

**FACULTY OF BUSINESS ADMINISTRATION**

**UNIVERSITI TEKNOLOGI MARA**

**JULY 2013**

**“DECLARATION OF ORIGINAL WORK”**



**BACHELOR OF BUSINESS ADMINISTRATION**

**(HONS) INSURANCE**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TEKNOLOGI MARA**

**MELAKA**

**“DECLARATION OF ORIGINAL WORK”**

We, FILZAH WAHIDAH BINTI ABDULLAH SANI, (I/C Number : 900119085544) and SYARIFAH UMMU ATHIRAH BINTI SAYED YUSOFF (I/C Number : 2010416146)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being currently submitted to this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of information have been specifically acknowledged.

**Signature :** \_\_\_\_\_

**Date :** \_\_\_\_\_

## LETTER OF SUBMISSION

July 2013

The Head of Program

Bachelor of Business Administration (Hons) Insurance

Faculty of Business Management

Universiti Teknologi Mara

MELAKA.

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A STUDY ON AWARENESS AMONG FINAL YEAR STUDENTS OF UiTM MALACCA CITY CAMPUS TOWARDS TAKAFUL CAREER”** to fulfill the requirement as needed by the Faculty of Business Management, University Teknologi MARA.

Thank You,

Your sincerely

---

FILZAH WAHIDAH BINTI ABDULLAH SANI

2010699614

Bachelor of Business Administration (Hons) in

Insurance

---

SYARIFAH UMMU ATHIRAH

BINTI SAYED YUSOFF

2010416146

Bachelor of Business Administration

Insurance

## **ABSTRACT**

Takaful products are “sold and not bought”. Only a few participants voluntarily come to Takaful operators to participate into the Takaful schemes. Hence, Takaful operators have to depend on aggressive agents as one main human capital development in takaful Industry that willing to consult, explain and convince the potential participants about Takaful systems and schemes. The increasing number of agents from year to year show that agent’s service become important today. There is an issue explained that the Islamic Insurance agent has a strong point to manage insurance products that meet the Shariah criteria.

In this study, this study focuses on final year students of UiTM Malacca City Campus to know whether they are aware about Takaful career. Hence, Convenience sampling is being used. 100 Questionnaires have been answered by the targeted respondents. Using the descriptive statistics, Pearson’s Correlation and regression has been used to determine whether there are relationships between dependent variables and independent variables. There are findings that proves about there are positive relationships between awareness of Takaful career and knowledge, financial expectation and benefits. The most influence factor of awareness towards Takaful career is benefits.