



**“FACTORS INFLUENCING CONSUMERS’ PURCHASE
INTENTION TOWARDS TAKAFUL IKHLAS PRODUCTS IN
KUALA LUMPUR”**

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I, Mohd Mustaqim Bin Mustaffa (I/C: 880805-26-5283)

Hereby, declare that,

1. This work has not previously been accepted in substance for any degree locally @ overseas in is not concurrently submitted for this degree or any degrees.
2. This project paper is the result of my independent work and investigation except otherwise stated.
3. All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

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LETTER OF SUBMISSION

28 April 2011

The Head of Program

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper entitled "Factors influencing consumers' purchase intention towards Takaful Ikhlas products in Kuala Lumpur" to fulfill the requirement as needed by the Faculty of Business Administration, University Teknologi MARA.

Thank You.

Yours Sincerely,

Mohd Mustaqim Bin Mustaffa

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ABSTRACT

Consumers' purchase intention is very important to Takaful Ikhlas Company. The main objective of Takaful Ikhlas is to increase their profit, so by doing this study the researcher will determine what are the factors influencing consumers' purchase intention towards Takaful Ikhlas products.

These factors are very valuable for the company to know their consumers' and build new business development. In addition it is very important to plan new strategist to achieve business target. This research also important to future researcher to refer and learn about the consumers' purchase intention.

Lastly, the data that being used by the researcher is primary and secondary data. The data being analyze and the researcher make conclusion and recommendation.

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