



**A STUDY ON THE PURCHASE INTENTION OF NON BUMIPUTERA
IN FAMILY TAKAFUL PRODUCTS IN SIK KEDAH**

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JUNE 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INSURANCE) FACULTY
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“DECLARATION OF ORIGINAL WORK”

I, NASRINA BINTI ISMAIL, (I.C Number: 920910-02-6114)

Hereby declare that:

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

Signature: _____ Date: _____

LETTER OF SUBMISSION

25 June 2015

The Head Of Program

Bachelor Of Business Administration With Honors (Insurance)

Faculty Of Business Management,

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75300 Melaka

Dear Miss/ Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research paper titled “**A STUDY ON THE PURCHASE INTENTION OF NON BUMIPUTERA IN FAMILY TAKAFUL PRODUCTS**” to fulfill the requirement as needed by the Faculty of Business Management, UniversitiTeknologi MARA kampus Bandar melaka

Thank you.

Yours sincerely,

Nasrina Binti Ismail

2012627332

Bachelor of Business Administration with (Honours) Insurance

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ABSTRACT

This project paper is prepared as a fulfillment of the Bachelor of Business Administration (Hons) Insurance. The topic for this study is "A Study on the Purchase Intention of Non Muslims in Family Takaful Products". The main objective of this study is to examine the perceptions and level of awareness of the Non Muslims towards Takaful. The problem statement of this study would be to identify what are the factors influencing the purchase intention of Non Muslims towards Takaful products. The target population of this study is Universiti Teknologi Mara (UiTM) Lecturers in malacca Campus. Total of 100 respondents will be approached and used as the sampling in this research. In this research it was found that the awareness of the benefits of the medical and health insurance were influence by three which are income, age and education.