



**THE INFLUENCE OF CUSTOMER'S PURCHASE DECISION
TOWARD FAMILY TAKAFUL PRODUCT AT ETIQA TAKAFUL
BERHAD**

**NURUL HAFIZAH BINTI ZAINI
2008278966**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)
INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

APRIL 2010

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Insurance**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

APRIL 2010

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NURUL HAFIZAH BINTI ZAINI (I.C NUMBER: 871125-01-5454)

Hereby, declare that:

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

Signature: _____

Date: _____

LETTER OF SUBMISSION

04 MAY 2010

**The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi Mara
Malacca**

Dear Miss, Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE INFLUENCE OF CUSTOMER’S PURCHASE DECISION TOWARD FAMILY TAKAFUL PRODUCT AT ETIQA TAKAFUL BERHAD”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,
NURUL HAFIZAH BINTI ZAINI
2008278966
Bachelor of Business Administration (Hons) Insurance

ABSTRACT

This research was conducted focusing on the influence of customer's purchase decision toward Family Takaful Product at Etiqa Takaful Berhad, Batu Pahat. From this research, the customer's purchase decisions were consumer attitude, demographic characteristics and purchase perception. The researcher, will do some survey about this topic. To conduct this research, researcher use 50 potential customers or respondent to answering the question. The question is very important for researcher to get the data needed. The result will be come out through Statistical Package for Social Science (SPSS).

Then, the main objective of this research is to identify the level of customer's purchase decision toward the purchase of Family Takaful product. From this research we can see the level of customer's purchase decision about the purchase of Family Takaful product. Then, the second objective of this study is to rank which of the customers purchase decisions is more effective to increase the sales or the purchase of Family Takaful product. We can see the result from the finding that come out from using of computer based Statistical Package for Social Science (SPSS) Program version 14.0. The last objective from this study is to provide some recommendation on how to increase the sales of Family Takaful product toward customer's purchase decision about family Takaful product.