



**“AGENTS’ FACTORS THAT PREDICT CUSTOMER-ORIENTATION
BEHAVIOUR AT IKHLAS CONSULTANT AND SERVICES (ICS), BUKIT
KATIL, MELAKA”**

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

**FACULTY OF BUSINESS MANAGEMENT
UITM, BANDARAYA MELAKA**

(2011)



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE
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UNIVERSITY TECHNOLOGY MARA
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“DECLARATION OF ORIGINAL WORK”

I, NURUL NAIM BINTI MOHD YUSOF (871017-11-5298)

Hereby, declare that,

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

Signature: _____

Date: _____

LETTER OF SUBMISSION

DATE OF SUBMISSION

The Head of Program
Bachelor of Business Administration (Hons) Insurance
Faculty of Business Management
Universiti Teknologi MARA
Melaka City Campus
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75300 Melaka

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**AGENTS’ FACTORS THAT PREDICT CUSTOMER-ORIENTATION BEHAVIOUR AT IKHLAS CONSULTANT & SERVICES (ICS), BUKIT KATIL, MELAKA**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely,

NURUL NAIM BINTI MOHD YUSOF

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Bachelor of Business Administration (Hons) Insurance

ABSTRACT

Agents are employees who act as a representative of the company. However, none of us know the behaviour of agents when they come to approach us or run the product toward the customers. For them, to approach customers is a challenging to them as they need to have high self confident level and the physical and mental support from various factors. Most important factors is self motivation inside themselves while another support is from the commitment of employers or company towards them.

This research was conducted for the purposed to know the behaviour of agents' prediction on customer-orientation at Ikhlas Consultant and Services (ICS), Bukit Katil Melaka. The main objective of this research was to identify the individual factors of agents' behaviour towards customers by study the factors of organizational commitment, self-monitoring and intrinsic motivation of agents. The respondent of this study was the agents whose work at the Ikhlas Consultant & Services (ICS). From the questionnaires distributed and the feedback gathered from 50 takaful agents were used to test the hypothesized relationship as well as the frequency of the commitment to the organization. From the findings, the academic and managerial implication of this study is discussed and has been provided with conclusion and recommendation.