



**A STUDY ON THE NUMBER OF DEMAND AMONG NON MUSLIM  
PEOPLE TOWARDS FAMILY TAKAFUL PRODUCT**

**MODE B**

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BANDAR MELAKA**

**APRIL 2011**

# **A STUDY ON THE NUMBER OF DEMAND AMONG NON MUSLIM PEOPLE TOWARDS FAMILY TAKAFUL PRODUCT**

**NURULERNA BINTI SUHANI**

Submitted in Partial Fulfillment of the Requirement

For the Bachelor of Business Administration

(Hons) Insurance

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

**APRIL 2011**

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) INSURANCE  
FACULTY OF BUSINESS MANAGEMENT  
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DECLARATION OF WORK

I, NURULERNA BINTI SUHANI, I/C NUMBER: 880403-43-5104

Hereby Declared that,

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

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

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

## LETTER OF SUBMISSION

Date of Submission: April 2011

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

Dear Sir,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“A Study on The Number of Demand among Non Muslim People towards Family Takaful Product”** to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi Mara

Thank You,

Your Sincerely,

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## **ABSTRACT**

Recently, demands on Family Takaful among non Muslim are increasing year by year in Malaysia. Due to that, this research was conduct to carry out the number of demand among non muslim people towards family takaful product. After conduct this research, the independent variable that influence the dependent variable which demand on family takaful product were income level, education level and population size. The objectives of this study were to identify the factors and the most factors that contribute to the number of demand among non muslim people towards family takaful product. The data set in this research study was collected from the Klang area which is 50 respondents become the sample in this research study by answer the questionnaire. The researcher use convenience sampling to obtain the data from the respondents. Other than that, the researcher also use SPSS to analyze the data obtain to get the results findings. The findings has show that three independent variable have significant relationship with demand among non muslim people towards family takaful product.