



**ISLAMIC INSURANCE (TAKAFUL): DETERMINANT
ACCEPTANCE OF PEOPLE IN MELAKA**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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- 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 result of my independent work and investigation, except where otherwise stated
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Signature: _____

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ACKNOWLEDGEMENT

BISMILLAHIRRAHMANIRRAHIM...

In the name of Allah, the Most Gracious, the Most Merciful, I am very grateful and praise due to Allah for giving me strength and inspiration in order to complete this research as to fulfill the requirement for Bachelor of Business Administration (Hons) Finance.

I am also heartily thankful to my supervisor, Mrs. Nor Azmawati binti Husin, whose encouragement, guidance and support me from the initial to the final level of the study. Not to forget, my second advisor, En. Amirudin bin Mohd Nor for contributed in evaluating my research.

Special thanks also to my beloved family, all my friends, especially my classmate, BBAF 6D and practical friends for understanding and sharing an idea with me until this research being completed. Lastly, deepest appreciation and blessing to all of those who supported me in any respect during the completion of this project.

Thank you very much

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ABSTRACT

This study is obtaining to determine the acceptance of Islamic insurance (takaful) in Melaka. Feedback from public on their acceptance of Islamic insurance (takaful) will be use as a result for the study. The growth of Islamic insurance (takaful) companies has become a threat for the conventional insurance companies. The impressive growth world wide and potential expansion into new western markets has a strong implication to takaful operators to gear themselves with innovative takaful products and to match the service quality of the traditional insurance market to close to a billion Muslim markets scattered in many parts of the world (Zuriah, 2009). Ikhlas Consultant & Services Sdn Bhd Company will be other reference for this study to determine the customers' acceptance.

TABLE OF CONTENTS

ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	ix
ABSTRACT	x
CHAPTERS	
1. INTRODUCTION	1
1.1 BACKGROUND OF STUDY	3
1.2 PROBLEM STATEMENT	5
1.3 RESEARCH OBJECTIVE	6
1.4 RESEARCH QUESTIONS	6
1.5 SIGNIFICANT OF STUDY	
1.5.1 ISLAMIC INSURANCE (TAKAFUL) INDUSTRY	7
1.5.2 PUBLIC (MUSLIM PEOPLE)	7
1.5.3 RESEARCHER	8
1.6 SCOPE AND LIMITATIONS OF STUDY	8
1.7 DEFINITION OF TERMS	9
2. LITERATURE REVIEW	
2.1 DEFINITION OF TITLE	13