



**FACTORS CONTRIBUTING TOWARDS THE ACCEPTANCE OF MOTOR TAKAFUL
PRODUCT AMONGST KELANTANESE**

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APRIL 2011

DECLARATION OF ORIGINAL WORK



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I, MAISARAH BINTI MAT SEMAN, (I/C Number: 870408-29-5180)

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- 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 nay other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

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LETTER OF SUBMISSION

APRIL 2011

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

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "Factors Contributing Towards the Acceptance of Motor Takaful Products amongst Kelantanese" to fulfill the requirements needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your sincere,

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ABSTRACT

This research conducted focusing on the “factors contributing towards the acceptance of motor takaful amongst Kelantanese”. As motor takaful and conventional insurance are quite similar, motor takaful company was identify certain factors that can contribute to the acceptance of motor takaful amongst Kelantanese.

This study emphasizes on three factors related which knowledge, promotion and confidence of the product. The purpose of this study is to identify the factors contributing to the acceptance of motor takaful and to measures how strong the relationship between independent variables (knowledge, promotion and confidence) and the dependent variable (acceptance of motor takaful).

This study has two objectives which is to identify the factors contributing towards the acceptance of the motor takaful product amongst the Kelantanese at Kota Bharu and to determine the most important factor that contributes towards the acceptance of the motor takaful product amongst the Kelantanese at Kota Bharu

The respondents of this study consist of Kelantanese at Kota Bharu and 100 questionnaires had been distributed among them. The process of analysis and interpreting the data has been presented with tables by using reliability test, frequency and descriptive analysis. From the finding, the respondent show good acceptance of motor takaful with the most factor contributes is confidence factor.

The researcher also has come out with few recommendations that can be taken into consideration. Hence, by several recommendation that has been recommended in the Chapter 5 can improve the performance of motor takaful.

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