



THE SATISFACTION OF TAKAFUL CUSTOMER TOWARDS  
THE SERVICES PROVIDED BY THE TAKAFUL OPERATORS

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**BACHELOR OF BUSINESS ADMINISTRATION  
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Hereby, declare that,

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

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

## LETTER OF SUBMISSION

11<sup>th</sup> May 2011

**The Head of Program**

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Dear Sir,

**SUBMISSION OF PROJECT PAPER**

Attached is the project paper entitled “The Satisfaction of Takaful Customer towards the Service provided by the Takaful Operators” to fulfil the requirement as needed by the Faculty of Business Administration, University Teknologi MARA.

Thank You.

Yours Sincerely,

---

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## **Abstract**

The research of the “Customer Satisfaction Towards the Service provided by Takaful Operators” was conducted. Organization cannot exist without customer. As such the customer must be the central focus of the organization. This research will determine whether the customer are satisfied with the service provided by Takaful operators. This is because nowadays there are a rapid growth of Takaful operators. In this study the researcher collects the information from primary and secondary data by interview from the Takaful staff in Takaful operators company. Resecher also makes observation from website and questionnaire from customer. Researcher used journal, article and text book as secondary data. This study will help the Takaful operators to identify their wekness in order to archive the high level of saisfaction towards the service provided by them. This study utilized questinnaier as the instrument for collecting data. Questionnaires have been distributed to 100 respondent and our respondent are from public that have Takaful policies. In conclusion the most important service provided by Takaful operators can be identifying. This is importnat because it will improve the productivity, service quality and maximiazed profit. From the analysis, resecher have identify the most factor that infkuece the customer satisfaction and the respondent profile.

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