



**THE ROLES OF ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL  
CONTROL TOWARDS FAMILY TAKAFUL INSURANCE PURCHASE INTENTION : A CASE  
STUDY AT JALAN TUANKU ABDUL RAHMAN, KUALA LUMPUR**

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**JUNE 2016**

## DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION ( HONS )  
INSURANCE FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
“DECLARATION OF ORIGINAL WORK”**

We, PUTERI ALIAH FARHANA BINTI ANUAR and JULIANA BINTI JAMAL  
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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 result of our 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:

Date:

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## LETTER OF SUBMISSION

JUNE 2016

The Head of Program  
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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title “ **THE ROLES OF ATTITUDE, SUBJECTIVE NORMS AND PERCEIVED BEHAVIORAL CONTROL TOWARDS FAMILY TAKAFUL INSURANCE PURCHASE INTENTION : A CASE STUDY AT JALAN TUANKU ABDUL RAHMAN, KUALA LUMPUR** ” to fulfill the requirements as needed by the Faculty of Business Management, Universiti Teknologi Mara.

Thank you.

Yours sincerely,

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## **ABSTRACT**

The aim of this research was to analyze which factors that affect purchase intention of consumer toward Family Takaful insurance. In this study, it analyze which factors that can affect purchase intention of consumer toward Family Takaful insurance based on the roles of attitude, subjective norms and perceived behavioral control especially at Jalan Tuanku Abdul Rahman area.

The insurance sector in Malaysia had shown rapid growth in recent years. However, the rapid growth in insurance sector can only been seen in conventional insurance rather than takaful insurance. So, it is crucial to know which factors that affect the consumer's purchase intention towards Takaful insurance scheme.

The data were gathered using 150 set of questionnaires as it were distributed at Jalan Tuanku Abdul Rahman, Kuala Lumpur, Malaysia. The data were interpreted using multiple regression analysis to explain the relationship between attitude, subjective norms and perceived behavioral control with consumer's intention towards purchasing Family Takaful Insurance.

The most factors that influence the consumer's intention towards purchasing Family Takaful Insurance was subjective norms and followed by attitude and perceived behavioral control. As overall, there was significant relationship between dependent variable and independent variables.