



**THE FACTORS INFLUENCING THE DEMAND OF FAMILY TAKAFUL  
PRODUCT IN RAWANG, SELANGOR**

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**UNIVERSITY TEKNOLOGI MARA**

**MALACCA CITY CAMPUS**

**MARCH 2015**

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## DECLARATION OF ORIGINAL WORK



### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (INSURANCE) FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA**

#### **“DECLARATION OF ORIGINAL WORK”**

**I, SYAFIQAH BINTI NORDIN, (I.C Number: 930907106024)**

Hereby declare that:

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

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

## LETTER OF SUBMISSION

The Head Of Program  
Bachelor Of Business Administration With Honors (Insurance)  
Faculty Of Business Management,  
Universiti Teknologi Mara,  
110 Off Jalan Hang Tuah  
75300 Melaka

Dear Sir / Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the research paper titled "***THE FACTORS INFLUENCING THE DEMAND OF FAMILY TAKAFUL PRODUCT IN RAWANG, SELANGOR***" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA Kampus Bandar melaka

Thank you.

Yours sincerely,

Syafiqah Nordin

2012473248

Bachelor of Business Administration with Honours (Insurance)

## **ABSTRACT**

This research is about the factors that influence the demand of Family Takaful product in Rawang. The objective of these research are to identify the level of the demand of Family Takaful product amongst people in Rawang, to identify the factors that influence the demand of the Family Takaful product amongst people in Rawang, and to determine the most significant factors that influence the demand of the Family Takaful product amongst people in Rawang. The independent variable for these research such as the level of the income, the knowledge and the marketing and advertsing. It is will be identify in order to make an investigated whether the independent variables have significant and influenced to the public employees amongst governance and private sector in Rawang. This study was conducted in resident area which in located in Rawang. The questionnaire will be distributed randomly to 70 respondent. To obtain the data, the researcher was used two methods that are primary and secondary data. Data will be analyzed by using the reliability test, Pearson correlation analysis and Multiple Regression Analysis.