



THE ACCEPTANCE OF INSURANCE TAKAFUL

NURNABILAH BINTI ZAIMI

2011471744

**BBA (HONS) ISLAMIC BANKING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
DUNGUN**

JANUARY 2014



UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

1. NURNABILAH BINTI ZAIMI

(I/C NO: 900413-03-5580)

Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being submitted for this degree or any 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 quoting marks and sources of my information have been specifically acknowledgement.

Signature: 

Date: 05th January 2014

ABSTRACT

Takaful insurance products and services are gaining popularity among people across the globe due to its wider product coverage and ability to traverse the global economic. However, to what extent this statement is true in Malaysian context. Hence, this research aims to examine the acceptance of insurance takaful. The analysis of this research involved 252 respondents, all of whom are based in Kelantan. The foundation of the study is basically to evaluate the relationship between the factors that influence the acceptance of insurance takaful. Moreover this study tries to provide some suggestions and recommendations upon the problem occur in the insurance industry in order for the insurance institution can improve their weaknesses and tries to give a better services to the public accordance to their needs. more efforts need to be energized to enhance the level of understanding for customers insurance takaful. Similarly, a more comprehensive research is required to be undertaken to uncover various reasons of Insurance takaful. For the degree of acceptance, the link between awareness, motivation mix and marketing mix could be established with the acceptance of insurance takaful and will improve the overall insurance takaful product and services since most of the respondents were unsure of Insurance takaful products and services are gaining popularity among people. Thus, an appropriate means of investigating the topic from this perspective was done through data collection of questionnaires to understand the meanings they have for their response and expectations. Results have clearly shown that there is a significant result between the acceptance of insurance takaful, awareness, motivation mix and marketing mix. Recommendations are being suggested to propose the best ways for public to increase and upgrade their understanding in the future.

TABLE OF CONTENTS

Declaration of work	ii
Letter of transmittal	iii
Acknowledgement	iv
List of Table	ix
List of figure	x
Abstract	xi
TITLE PAGE	NO
CHAPTER 1: INTRODUCTION	
1.0 Preamble	1
1.1 Overview of study	1
1.2 Problem statement	3
1.3 Research Objective	5
1.4 Research Question	5
1.5 Significance of study	6
1.6 Scope of study	7
1.7 Limitation of study	7
1.8 Definition of Term	8

CHAPTER 2: LITERATURE REVIEWS

2.0 Preamble	11
2.1 Literature review	12
2.1.1 Awareness	14
2.1.2 Motivation mix	16
2.1.3 Marketing mix	19

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Preamble	24
3.1 Research Design	24
3.2 Data Collection method	25
3.2.1 Primary data	25
3.2.2 Secondary sources	27
3.3 Variables	29
3.3.1 Dependent variable	29
3.3.2 independent variable	30
3.4 Theoretical Framework	30
3.5 Hypothesis formulation	31
3.6 Sampling Design	31
3.6.1 Target population	32
3.6.2 Sampling design	33
3.7 Procedure on data analysis	33
3.7.1 Frequency distribution	34
3.7.2 Reliability test	34
3.7.3 Hypothesis testing	34