



DETERMINANTS OF FAMILY TAKAFUL (ISLAMIC
LIFE INSURANCE) LOW DEMAND: COMMUNITY IN
TELOK PANGLIMA GARANG SELANGOR

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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

People nowadays are exposed to the various of risk that they recognised and unexpected. It is because risk is the situation that involving people and exposed to the danger. Every people are always exposed to it whether they take a good care of themselves or just ignored about any risk that are comes. The person who take care of himself will find a way to protect and keep away from the danger. Although they are aware and takes any plan which is conventional insurance or Takaful products. However, most of them are concentrated only on their properties like house and vehicles. Takaful is an Islamic insurance that prevent the prohibited items that included in conventional insurance which are riba, gharar (uncertainty) and maisir (gambling). Takaful system is using the principle of Ta'awun which means mutual cooperation and Tabarru' that bring the meaning of donation or voluntary contribution. This study is to retest the relationship of product and services, knowledge and economy with the participant towards a Family Takaful (Islamic Life Insurance) low demand among community in Telok Panglima Garang Selangor. The study is used primary data by questionnaires and secondary data also. The sample are consisted of 200 people among the Telok Panglima Garang's community that are included the people on age from 18 years old until 60 years old. All the result will be complied using SSPS software system. In addition, this study is to educates the customers about Family Takaful by doing more marketing and also to close the huge gap among Family Takaful (Islamic Life Insurance) and conventional insurance.

Keywords: Takaful, Family Takaful, Riba, Knowledge.

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