



A STUDY ON CUSTOMER PERCEPTION AND  
ACCEPTANCE TOWARDS ISLAMIC INSURANCE  
IN TEMERLOH

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## **EXECUTIVE SUMMARY**

This research was conducted with the objective to study on customers' perception and acceptance towards Islamic Insurance in Temerloh. It studies the relationship of the selected variables, which are, the relationship between service quality, benefit, and promotion in relation to the Islamic Insurance.

For this purpose, a research survey by using a relatively structural questionnaire was conducted to gather information required, which could provide the answer to the subject matter. The information gathered, consists of demographic characteristics, respondents behavior, perception and acceptance towards service quality, benefit and promotion. The questionnaire was constructed in Malay and English medium.

A total of 150 respondents, using a convenience sampling technique were selected to participate in this study. The SPSS (Statistical Package for Social Science) package (version 10.0) was used to analyze the data. The methods, such as frequency analysis, cross tabulation, and hypothesis testing were chosen for analyzing the data and findings.

The study concluded that, most of the respondents have positive and high perception on the service quality, benefit, and promotion. The findings showed that, most of them really appreciate Islamic Insurance.

Since the study concentrated on customers perception and acceptance, the researcher recommend the other interested parties to conduct further research, in order to discover factors that could stimulate customer's willingness to buy.

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