



UNIVERSITY TEKNOLOGI MARA
CUSTOMERS' PURCHASE INTENTION ON TAKAFUL IN
JOHOR BAHRU

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BACHELOR OF BUSINESS ADMINISTRATION (HONS) OF
MARKETING

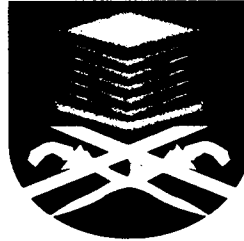
FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

SEGAMAT, JOHOR

DECEMBER 2018

DECLARATION OF ORIGINAL WORK




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

"DECLARATION OF ORIGINAL WORK"

I, Nur Alwani Binti Mohd Zainon, (I/C Number: 950905-01-7368)

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 my 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: 26 DECEMBER 2018

LETTER OF TRANSMITTAL

28 June 2018

Mardziyana Mohamad Malom
Ketua Pusat Pengajian (Ijazah)
Fakulti Pengurusan Pemiagaan
Universiti Teknologi MARA,
85009 Segamat
JOHOR DARUL TAKZIM

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the research report title "Customers' Purchase Intention on Takaful in Malaysia" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely



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Abstract

Purpose of this research is to determine the factors that affect the purchasing intention of Takaful by people who are living in Johor Bahru. There are several factors that can affect the customers' purchase intention on Takaful which were in terms of buying, which were price, quality, convenience and brand image. These elements were significant in order to increase customers' purchase intention. This research is also to identify the perspective of the respondents in Johor Bahru about which are the most influence factors that can affect customers' purchase decision. The researcher collected primary data by preparing questionnaires to 103 respondents. Then the data being analyzed by using SPSS method.

Keyword: Takaful, Price, Quality, Convenience, Brand image



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