

UNIVERSITI TEKNOLOGI MARA

**DETERMINANTS OF CUSTOMER
SATISFACTION IN TAKAFUL
SERVICES: A CASE STUDY OF
SECTION 7 SHAH ALAM SELANGOR**

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AUTHOR'S DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing 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 Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Takaful or Islamic insurance is part of well-growth Islamic finance industry today. The objective of this study is to determine the factors that influence customer satisfaction in Takaful services in section 7, Shah Alam, Selangor. This research also discussed about the Takaful history, its basic concepts, and the differences with conventional insurance. To achieve the goal, Pearson's correlation analysis has been conducted to test the relationship between variable dependent and service quality, perceived value, corporate image, complaint behavior and agency role (independent variables). To analysis the collected data, author used descriptive analysis, percentage, frequencies, mean, standard deviation, and khi square. The result show that service quality is the most important factor affecting customer satisfaction in insurance Takaful services in Malaysia. The results show that corporate images and agent roles are unimportant variables that cannot explain the level of customer satisfaction in Takaful services across Malaysia. The suggestion can be improve by the future for Takaful service are the insurance companies can apply the award system, for example, give a certain percentage of salary as bonus to the employee who achieved the required performance which set by the managements and also can show their concern towards customers such as giving away a celebration card to every customer during the festive seasons and perhaps giving a small surprise birthday present to the customers during their birthday can make the customers feel warm when they are purchasing the insurance products from the particular insurance companies.

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