



CUSTOMER SATISFACTION TOWARDS THE
EFFECTIVENESS OF INSURANCE AGENT: THE CASE OF
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CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Insurance is one of most important thing in the world. Most of countries in the world, there have two types of insurance policies. The first type is insurance for assets and another type is for individual insurance. It is because the insurance policy will cover all the damages that people suffered. Besides that the insurance policy is not only cover for the damages but when someone suffered from the critical illness. That is one of the beneficial of the insurance policy to people in the world. In Malaysia, the insurance that legally operated to provide the services are: TAKAFUL INSURANCE, ETIQA INSURANCE, MCIS ZURICH INSURANCE, THE GREAT EASTERN and many more from most of insurance company in this country. The statistic in Malaysia shows that the insurance holders still in growing stages because most of Malaysian facing the difficulties to find the best insurance for themselves. It is because not the entire insurance agent explains to their customer about the insurance policies briefly. That is the most difficult way to find more prospects to become the client of insurance.

In this research, it shows that the scenario of insurance business in Malaysia. It is one of the potential businesses for marketer to try and it can return a lot of benefits through the best efforts by the agents to find their clients. An insurance policy can cover all the damages and the illness that suffered by an insurance policy holders.

Malaysia is one of developed country in the world. Most of developed country has prepared the insurance to make sure the protection for life and the right. It is important to protect their life and the assets has insured by owner. Most of countries in the world have a lot insurance agencies that provided the guaranties for their client life and the properties compensations. It