



UNIVERSITI TEKNOLOGI MARA

**CUSTOMER LOYALTY OF TAKAFUL INDUSTRY:
A CASE IN KUALA SELANGOR**

**SYAHIR AFIQ BIN SHAH BUDIN
2016645528**

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ABSTRACT

The Malaysian Takaful industry is considered a growing industry with significant progress and continues to play an important socioeconomics role within the economy. In the new global economy, service providers are competing to develop and retain customers through increased satisfaction and loyalty. Regarding this, customer knowledge has increase in recognize the customer relationship. It is important to identify the factors influencing customer loyalty among Malaysian Takaful customers. Malaysia is the only country with a specific Takaful Law and the demand for Takaful products, both life and non-life has been huge (Patel, 2008). Because of that, there are various types of takaful products and service in Malaysia such as AIA Public Takaful Berhad, Prudential Takaful, Takaful Ikhlas, Zurich Takaful and more. A clear understanding of customers' needs is important to help the Takaful industry to be proactive in providing customers with reliable products and services. News from TheStar on Tuesday, 24 April 2018, it shows that Takaful Malaysia posts 23% higher earnings in Q1. Therefore, this study will investigate other factors that may influence customer loyalty.

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