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BACHELOR OF BUSINESS ADMINISTRATION

(HONS) ISLAMIC BANKING

FACULTY BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

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CONSUMER'S PERCEPTION IN FAMILY

TAKAFUL PRODUCT

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ABSTRACT

This study examines the consumer perception in Family Takaful product. The product based on syariah rules for family provided by Insurance Company in Malaysia (Wan Asri, Azman, &Engku Ahmad Mustafa, 2011). This paper aims to examine the basic about consumer perception in family Takaful product. This study also emphasizes on six factors, which product knowledge, awareness, advertising, benefit, investment and saving.

The purpose of the study is to measure the level of perception of family Takaful product and to identify whether there is relationship between independent variable (six factors) and dependent variable (perception). The respondents are the consumers who are using Family Takaful Product.

This research is carried out through the finding of multiple regression and Pearson correlation analysis where the relationship between knowledge, awareness, advertising, benefit, investment and saving. From the finding, the respondent show very good perception in Family Takaful

Product. The findings showed consumer perception levels are very positive Family Takaful Product.