



**“A STUDY ON CONSUMER PERCEPTION AND ACCEPTANCE  
TOWARDS FAMILY TAKAFUL”**

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## **CHAPTER 1 INTRODUCTION**

### **1.1 BACKGROUND OF COMPANY**

Etiqa Takaful Bhd provides Islamic insurance in Malaysia for halal products in Islamic financial management way. There are two types of Etiqa Takaful business which are Family Takaful and General Takaful. This study however, aims at looking to the consumer perception and acceptance towards Family Takaful scheme. To fulfill this research, Etiqa Takaful Bhd and Putra Agency as an agent is acquired as the center of attention.

Formerly, the company was known as MNI Takaful Sdn.Bhd. In the year of 1998, the name was changed into Takaful Nasional Sdn.Bhd. Then, by the end of the year 2007, the name was changed again into Etiqa Takaful Bhd. Before the name of the company was changed into Etiqa Takaful Bhd, it is acquired by Maybank Group through its subcompany. From that time onwards which is on 15<sup>th</sup> December 2005, the company which is now known as Etiqa Takaful Bhd is acquired by Maybank Fortis Holdings Bhd.

Today, with the new identity and logo, Etqa Takaful is changing both internally and externally. The name is unique, personified by core brand idea of "Humanizing Insurance". The logo is dynamic, daring and distinctive. Yet, it holds strong to basic family values with the face reflected and the "TQ" representing company appreciation to all customers. Company believes that this new brand name and logo symbolizes change. Not just physically, but internally as well. With this changing, hopefully it may satisfy the customer needs.

Meanwhile, Putra Agency is the agent for Etiqa Takaful Bhd (Kota Kinabalu branch). Putra Agency was opened by En Pangiran Putra bin Pangiran Hj Omar in the year of 1999. At that time, Putra Agency was situated at Asia City Kota Kinabalu. Then, in 2006, Putra Agency has moved into Api-api Centre Building near to Etiqa Takaful Bhd in order to make the operation of the office run efficiently.