



**THE DETERMINANTS OF MUSLIM EMPLOYEE LOYALTY IN
TAKAFUL COMPANY: A CASE STUDY OF SUN LIFE
MALAYSIA TAKAFUL BERHAD**

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ABSTRACT

Employee loyalty is whatever the employee and employer agrees that it is. Employee loyalty can be classified as loyal towards the organization when the employees serve for at least two year and above. The aim of this research is to identify the main determinant that affecting employee loyalty in Takaful industry especially in Sun Life Malaysia Takaful Berhad. The problem identify in this research is the job turnover among employees in Takaful industry which reported in Sunday Star on 19 February 2012 is 12.12 percent. There are four independent variables to be used in the research are career development, compensation and rewards, workplace environment and Islamic value while the dependent variable is employee loyalty. In this research, researcher will conduct this research by using the questionnaire. Researcher will be distributing the questionnaire to the employees who worked in the Sun Life Malaysia Takaful Berhad. The collected data from the questionnaire will be analyze by using Statistical Package for Social Sciences (SPSS) version 21.0 & Amos software. In this research involved Pearson correlation coefficient and Multiple Linear Regression which used for testing all hypotheses and analyze the relationship between the dependent variable and independent variables respectively.

LIST OF TABLES

| | Pages |
|--|-------|
| Table 1.1 : The percentage of employed persons by citizenship and ethnic group for year 2014 | 6 |
| Table 1.2 : Average Yearly Turnover Rate of Employees on July 2010-June 2011 by industry | 7 |
| Table 3.1 : Questionnaire design for the determinants of Muslim employee loyalty in Sun Life Malaysia Takaful Berhad | 30 |
| Table 3.2 : Likert scale are using in rating question on section A,B,C,D,E and F for the determinants of Muslim employee loyalty in Sun Life Malaysia Takaful Berhad | 33 |
| Table 3.3 : Rules of Thumb for Reliability Analysis | 35 |
| Table 3.4 : Cronbach's Alpha Reliability Scores for Research Instruments on Pre-test | 36 |
| Table 4.2.1 : Frequency Distribution of Gender | 40 |
| Table 4.2.2 : Frequency Distribution of Age | 41 |
| Table 4.2.3 : Frequency Distribution of Education Level | 42 |
| Table 4.2.4 : Frequency Distribution of Service | 42 |
| Table 4.3.1.1 : Reliability Statistics for Employee Loyalty | 44 |
| Table 4.3.1.2 : Reliability Statistics for Career Development | 44 |
| Table 4.3.1.3 : Reliability Statistics for Compensation and Reward | 45 |
| Table 4.3.1.4 : Reliability Statistics for Workplace Environment | 45 |
| Table 4.3.1.5 : Reliability Statistics for Islamic Value | 46 |
| Table 4.3.1.6 : Reliability Statistics for all Independent Variables | 46 |
| Table 4.4.1 : Descriptive Analysis for Employee Loyalty | 47 |
| Table 4.4.2 : Descriptive Analysis for Career Development | 48 |
| Table 4.4.3 : Descriptive Analysis for Compensation and Reward | 50 |
| Table 4.4.4 : Descriptive Analysis for Workplace Environment | 51 |
| Table 4.4.5 : Descriptive Analysis for Islamic Value | 52 |
| Table 4.5.1 : Pearson Correlation Matrix | 54 |

CHAPTER 1: INTRODUCTION

This study is to examine for the determinants of Muslim employee loyalty in Sun Life Malaysia Takaful Berhad. In this chapter we will discuss on background of study, problem statement, research objective, research question, scope of study, significance of study, limitation of study, definition of terms and summary of this chapter.

1.1 Introduction

Sun Life is a parents company to Sun Life Malaysia Berhad. Sun Life also combines their strength with Commerce International Merchant Bankers (CIMB) and Government Linked Companies (GLC) which is Khazanah Nasional Berhad. Sun Life and Khazanah Nasional Berhad have 49 percent of shares respectively in the company whereas another 10 percent of shares hold by Commerce International Merchant Bankers (CIMB). Sun Life Malaysia divided into two groups which are Sun Life Malaysia Assurance Berhad (SLMA) and Sun Life Malaysia Takaful Berhad (SLMT). Sun Life Malaysia Takaful Berhad celebrating 10 years anniversary in this year which Sun Life Malaysia Takaful Berhad start their business on year 2006 which Sun Life Malaysia Takaful Berhad named before was Commerce Takaful. Their specialist was on general Takaful and family Takaful products and services. On year 2008, the management has been changed from Commerce Takaful to CIMB Aviva. The management has been change once again on the year 2012 and the name of the company has been fixed to Sun Life Malaysia Berhad until today.

1.2 Background of Study

This research focuses on what are the determinants of Muslim employee loyalty in Sun Life Malaysia Takaful Berhad. Loyal employees towards company are the valuable assets to the company because the company can generate maximum profit when employees contribute to the company. According to (Aityan & Gupta, 2012), employee loyalty is whatever the employee and employer agrees that it is. Employee can be clarified as loyal toward the company when the