



**THE INFLUENCES OF ISLAMIC MARKETING STRATEGY
TOWARDS POTENTIAL MOTOR TAKAFUL CUSTOMER**

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ABSTRACT

Motor takaful is a type of Islamic banking product that pools the fund from the depositors based on Tabarruq contract to protect a vehicles of the customers. In conventional system, also has this types of services called motor insurance. The demands of this two products have their own main and specific factors that influence their customer preferences. In Malaysia, majority the owner of vehicle using motor insurance compare to motor takaful. In order to increase the customer or subscriber of the motor takaful, the good plan of Islamic marketing strategy is really important and crucial to be focus on. Thus, this paper will show what the factors of Islamic marketing strategy that influence the potential motor takaful customer. This will help to strengthen the takaful company in Malaysia that promote Islamic banking products which based on Shariah principle. Objective: The main objective of this study is to identify the main factor of the Islamic marketing strategy that influences the potential motor takaful customer. Specific objectives for this study are as follows. Firstly, to identify the relationship between Islamic branding and the potential motor takaful customer. Secondly, to identify the relationship between Islamic pricing and the potential motor takaful customer. Thirdly, to identify the relationship between Islamic networking and the potential motor takaful customer. Dependent variable is the potential motor takaful customer. Independent variables is Islamic Branding, Islamic Pricing and Islamic Networking. Sample description is in data description, the survey that will be used in this research is a causal-type of the survey, whereby 100 questionnaires are going to be distributed to the potential motor takaful customer in Kuala Lumpur, Selangor and Johor area. Questions that arise are based on the variables that will form the result of this research. Econometric method/statistical method in this study is by using SPSS statistical software by using Pearson Correlation on order to investigate the relationship between dependent variable and independent variables. Besides that, using multiple regression to achieve the objectives.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter will introduce my project paper that include the background of study, problem statement, research objective, research question, scope of study, significance of study, limitation of study and definition of terms. Background of the study is explain and support the content of the study in a general statement and its last paragraph contents either aims and problems that the study would want to achieve or solve. Next, problem statement is describes the problem to be investigated which contains a general problem written in the form of statement. Then, research objective to determine the relationship between the dependant variable and independent variables while the research question is the rephrase from the research objective to a question form statement. In the other hand, scope of study is describes the extent of the study which includes actual place study conducted, duration of study, number of respondents and others related while limitation of study is are those things over which the research has no control. Besides that, significance of study is the reasons conducting the research that give advantages to the main beneficiary and others for references. Last but not least, the definition of terms which indicates the key terms or phrases that used in study which is must brief but clear definition.

1.2 BACKGROUND OF STUDY

This research paper seeks to determine the influence of Islamic marketing strategy towards potential motor takaful customer. The “Islamic” marketing strategy accent carries with the conceptual and guidelines that difference from others marketing strategy norms.