



**DETERMINANT THE PURCHASE INTENTION  
CONSUMMATE ON INSURANCE PRODUCT AND  
SERVICE: A SERVICE OF GREAT EASTERN  
TAKAFUL BERHAD**

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## ABSTRACT

Performance is an essential criterion for organizational results and achievement. The organization's success depends on employees' performance. Making a well-rounded approach to managing and coaching the employees requires the expertise of a human resources leader and the help of the organization's executive leadership. The research aims to determine the purchase intention of insurance products and services of Great Eastern Takaful Berhad and determine the factors that influence the replacement of certificates represented by (perceived price), (perceived value), and (demographic) in the case of Great Eastern Takaful Berhad. Total sampling which is 30 respondents are among the customers who purchase the certificate/policy of Great Eastern Takaful Berhad. The questionnaires were distributed by using convenience method and some internal interviews among the customer, agent and internal officer.

## CHAPTER 1: INTRODUCTION

### 1.0 Introduction

According to the article from <http://tradechakra.com>, the origin of the insurance industry in Malaysia dates back to the colonial era between 18<sup>th</sup> century and 19<sup>th</sup> century. At that time, British agency houses acted as agents to insurance companies, incorporated in the United Kingdom.

The insurance industry in Malaysia is on the line of the industry in Britain. Even till 1955, foreign insurer's dominated the local insurance market. But after Independence in 1957, the Government took efforts to introduce the domestic insurance companies. By the early 1960s, the country witnessed the establishment of a few life insurance companies. The government intervened by the enactment of Insurance Act 1963, to regulate the insurance industry. There is so many insurance company were established in Malaysia.

- a. Great Eastern Life Assurance
- b. Prudential Assurance Malaysia Berhad
- c. Mayban Life Assurance
- d. Manulife
- e. AIA (American International Assurance)
- f. Allianz Life Insurance Malaysia Berhad
- g. Tokio Marine Life Insurance
- h. Zurich Insurance Malaysia
- i. Hong Leong Assurance