

**A STUDY ON THE PUBLIC AWARENESS
TOWARDS LIFE INSURANCE SERVICES
PROVIDED BY TAKAFUL NASIONAL KOTA
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ABSTRACT

The main purpose of this study is to assess how far public aware about Life Insurance services provided by Takaful Nasional. (**According to Webster Encyclopedia, unabridged Dictionary of English language 1989**) awareness or conscious means fully aware of or sensitive to something. In context of this study, awareness is the awareness of public about insurance services provided by TNKK. Since there are many insurance company in our country which offered same coverage and benefit to public by using different approach to served the public need and wants, Takaful Nasional as one of insurance company want to know whether the public aware or not about their products or services. This study also examines the performance of Takaful Nasional as an insurance company which provides insurance services to the public for future protection. Besides, researcher also was identifying the appropriate method or strategies that can be used by Takaful Nasional in order to expose their product or services to the public.

The finding of the this study revealed that, out of 130 respondents in Kota Kinabalu district who answer the questionnaire, 79 of them know about life insurance provided by TN. Once they know about TN's products or services indirectly they also aware about it. To be more successful Takaful Nasional may implement all the suggestion gave by the respondent.