



UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT SATISFY THE TAKAFUL
PRODUCT CUSTOMERS AMONG MELAKA
RESIDENCE**

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ABSTRACT

Currently, Takaful industry is increasing a little bit compared to the previous years. Takaful company are always deal with customer and need to maintain their management in order to fulfil customer satisfaction in Takaful. The purpose of this study is to measure the customer satisfaction of Takaful products and services. The dependent variable is customer satisfaction. While the independent variables are religiosity, services quality, product innovation, distributive fairness and price contribution. This study surveyed 200 customer who have any plan of Takaful products and services in Malaysia and specific in are Melaka town. In this study we used primary data which the questionnaire will distribute in the form of Google Doc through Whatsapp or Facebook or share in the group. We also distribute by hand among the any Takaful customers. In the research methodology, the descriptive analysis, reliability and validity test and regression analysis will be conducted using SPSS 22 package. From the result, we found that religiosity, service quality and fairness distribution are significant.

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CHAPTER ONE

INTRODUCTION

1.1 Introduction

Takaful is an Islamic insurance. It is an alternative to conventional insurance and also called Islamic insurance. Basically, the word Takaful is derived from the Arabic word “kafal” which means responsibility or guarantee (Billah, 2003). Basically, the Takaful comprises three main principles. First, cooperation with each other. Second, mutual responsibility. Third, protecting one another from any kind of difficulties. It is a system whereby the fee or price contribution (premium) is based on the concept of tabarru’ (donation).

1.2 Research Background

Nowadays, Takaful or insurance is very important for every people. As we know, the enhancement in high-quality of life, changes in society’s psychographic needs, the want to have adequate protection in the future, as nicely as the rapid increase of organizations in Malaysia Takaful industry is anticipated to provide modifications in sustaining private and household stability to meet the unpredictable modifications of the world.

The main reason for the significant growth of Takaful industry is due to the ability to provide an Islamic and Shari’ah compliant transaction for its customers, unlike the existing conventional insurance. The idea of having a Shari’ah based insurance system was inspired by the requests of Muslims to conduct their day-to-day affairs in accordance to the Islamic teachings and within the Islamic law framework (Isa, Abd Rahim, Naim, & Haji Wahab, 2017). Thus, the Takaful industry has come out with a concept where people help other members during perilous and difficult times.