



**FACTORS THAT INFLUENCE THE CHOICE OF TAKAFUL
MABRUR AMONG MUSLIM CUSTOMERS: A CASE
STUDY IN NEGERI SEMBILAN, MALAYSIA.**

**MUHAMMAD NAZRI BIN NORDIN
2013396637**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SARAWAK**

JUNE 2016

UNIVERSITI TEKNOLOGI MARA ORIGINAL

LITERATURE WORK DECLARATION

Name of Student: Muhammad Nazri Bin Nordin

Registration Matric No: 2013396637

Name of Degree: Bachelor in Business Administration (Hons.) Marketing

Title of Research Project: Factors that influence the choice of Takaful Mabruur among Muslim customers: A case in Negeri Sembilan, Malaysia.

Field of Study: Marketing

I do solemnly and sincerely declare:

1. I am the sole author/writer of this work;
2. This work is original;
3. Any use of any work in copyright exists was done by way of fair dealing and for permitted purposes and any excerpt or extract from, or reference to or reproduction of any copyright work has been disclosed expressly and sufficiently and the title of the work and its authorship have been acknowledged in this work;
4. I am fully aware that if in the course of making this work I have infringed any copyright whether intentionally or otherwise, I may be subject to legal action or any other action as may be determined by UiTM.



Student's Signature

Date: 30/06/16

Solemnly declared before,

Advisor's Signature

Name:

Designation:

Date: _____

ABSTRACT

Takaful Mabruur has been introduced due to the fast growth of the Islamic financial and Takaful development in Malaysia. Development of Takaful Mabruur faces hypothetical and down to earth challenges that should resolve keeping in mind the end goal to have quick development. One of the greatest difficulties is to make customer mindfulness, narrowing the customer perception, understanding and scholarly crevice amongst Islamic and routine showcasing. Therefore, the major purpose of the study is to determine the major factors that influence the choice of Takaful Mabruur in Negeri Sembilan. The data was collected by the quantitative method which is through questionnaire. Basically, the scope of study is focusing on the awareness, perception and religiosity aspect that influence the choice of Takaful Mabruur. The researcher will give questionnaires to respondents randomly. The respondent for this study consists of Muslim customers and policy holders of Takaful Mabruur in Negeri Sembilan. The questionnaire was distributed to respondents during the marketing campaign by the Takaful operators in Negeri Sembilan and at the office front desk.

Keywords: Takaful, Takaful Mabruur, Policy Holder, Awareness, Perception, Religiosity

ACKNOWLEDGEMENT

In the name of Allah most Gracious Ever Merciful

We praise Him and invoke His blessings on His noble Prophet

I thank God the Almighty for the knowledge, strength and good health throughout my studies, till able to complete my research proposal for my academic life despite all the many trial that I have gone through in life.

First and foremost, I would like to thank my advisor, Dr. Hjh. Oriah Binti Hj. Akir, for inspiring efforts in guiding me through the course of producing this research proposal. I wish to acknowledge her interest and encouragement in helping me with this research proposal. I also acknowledge the limitless efforts of my parents for providing foundations in my academic endeavours.

I would like to thank several persons who have been of great help in the writing and preparing this proposal either to those people who are involved directly or indirectly in assisting me to complete my research proposal. Besides that, I also want to thank the agency director of Etiqa Takaful Al-Muqhni, Seremban for being so kind and helpful and also for providing a lot of useful information. Lastly, I wish to thank all of my friends for they have been there for me in all circumstances.

TABLE OF CONTENTS

- i. Declaration of Works
- ii. Abstract
- iii. Acknowledgement
- iv. Table of Contents
- v. List of Figure
- vi. List of Table

Chapter 1: Introduction

1.1	Introduction	1
1.2	Background of Etiqa Takaful Berhad	2
1.3	Takaful Mabruur	4
1.4	Problem Statement	7
1.5	Research Question	8
1.6	Research Objectives	8
1.7	Significant of Study	8
1.8	Scope of Study	10
1.9	Limitation of Study	11
1.10	Definition of Term	12

Chapter 2: Literature Review

2.1	Introduction	13
2.2	Factors that influence the choice of Takaful Mabruur	13
	2.3.1 Awareness	14
	2.3.2 Perception	14
	2.3.3 Religiosity	16
2.3	Theoretical Framework & Hypothesis	17

Chapter 3: Research Methodology

3.1	Introduction	20
3.2	Research Design	20
3.3	Source of Information	21
3.4	Sampling Design	22
3.5	Operational Definition Table (ODT)	24
3.6	Sampling Technique	25
3.7	Data Collection Procedure	25