

UNIVERSITI TEKNOLOGI MARA

**ENHANCING TRUST IN TAKAFUL: A STUDY ON
STAFF AWARENESS AT MAYBANK BUKIT UBI**

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ABSTRACT

This study investigates methods to enhance trust in Takaful through staff at Maybank Bukit Ubi, emphasizing the critical role of trust in promoting the growth and sustainability of Takaful as a Shariah-compliant financial service. The research aims to understand how staff perceptions, awareness, and knowledge influence their trust and advocacy for Takaful products and services. A quantitative research approach, including structured surveys, was employed to gather insights from Maybank Bukit Ubi staff. The surveys were designed to capture measurable data on staff perceptions, levels of awareness, and the impact of their knowledge on trust and advocacy for Takaful. The findings highlight several key factors affecting trust, such as the level of consumer awareness, the importance of ethical and transparent practices, and the effectiveness of communication strategies. The study reveals that staff members play a vital role in shaping customer trust by serving as advocates and sources of reliable information. Additionally, the research identifies gaps in knowledge and areas where further training or resources are required to empower staff to confidently promote Takaful. Practical recommendations include enhancing educational initiatives, improving customer communication tools, and fostering a deeper understanding of Takaful principles among employees. By addressing these areas, the study seeks to build stronger trust in Takaful, not only within the institution but also among its customers.

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CHAPTER ONE

INTRODUCTION

1.1 Research Background

Nowadays, Takaful is currently a widely used term in the global insurance sector. It is already well-known as a substitute for traditional insurance, and both Muslims and non-Muslims are welcome to subscribe. Islamic insurance, Halal insurance, ethical insurance, Islamic mutual insurance, co-operative insurance, and community insurance are some of the other names for it in addition to being the name of takaful. Based on the Islamic concepts of shared accountability and mutual assistance (ta'awun), takaful allows people to combine their resources to help one another out when things get tough. Unlike conventional insurance, Takaful prohibits interest (riba), excessive uncertainty (gharar), and gambling (maysir), ensuring compliance with Shariah law (Salman & Syed Ahmed, 2014).

However, despite these ethical and religious advantages, the Takaful industry faces significant hurdles, primarily stemming from low staff awareness. Many staffs, especially in markets where conventional insurance dominates, are unfamiliar with the Takaful model, its benefits, and how it differs from traditional insurance products. This lack of understanding often leads to misconceptions, scepticism, and reluctance to engage with Takaful products. Staffs may perceive Takaful as complex or believe it offers less financial protection than conventional insurance (Salman & Syed Ahmed, 2014).

Staff awareness plays a vital role in bridging this gap. By educating potential policyholders about how Takaful operates, its ethical framework, and the distinct advantages it offers over conventional insurance, companies can foster a deeper sense of trust. Increased awareness not only demystifies Takaful's mechanisms but also aligns with the values and beliefs of Muslim staffs, enhancing confidence in the system. This title suggests that an informed public is key to expanding Takaful's reach, ultimately leading to stronger staff trust and industry development (Salman & Syed Ahmed, 2014).