

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER TAKAFUL MANAGEMENT PROCESS
AS A FINANCE INSTRUMENT BY AIA PUBLIC
TAKAFUL AGENTS**

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ABSTRACT

This study investigates the customer Takaful management process as a financial instrument by AIA Public Takaful, addressing the challenges faced by Takaful agents and the factors influencing client choices. The research aims to understand the management process employed by Takaful agents, analyze their roles, and identify the challenges they encounter in the Takaful landscape. Utilizing a mixed-methods approach, the study incorporates qualitative interviews with Takaful agents. Key findings reveal that effective communication and trust-building are crucial for Takaful agents in managing customer relationships. Additionally, the study identifies significant challenges such as regulatory compliance, market competition, and customer awareness of Takaful products. The implications of this research highlight the need for enhanced training and support for Takaful agents to improve service delivery and customer satisfaction. Furthermore, the findings contribute to the broader understanding of Takaful as a viable financial planning tool, emphasizing its importance in promoting financial security among clients. This research not only enriches the existing literature on Takaful management but also serves as a valuable resource for stakeholders, including Takaful companies, policymakers, and potential clients, in fostering a more informed and effective Takaful environment.

Key words: Takaful, Takaful agents, Takaful management and Financial.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This study focuses on understanding the Takaful management process as a financial instrument, particularly from the perspective of AIA Public Takaful agents. It operates in compliance with Shariah principles, ensuring risk-sharing among participants rather than risk transfer, as seen in conventional insurance. In Takaful, participants contribute to a shared pool, which is utilized to compensate for losses incurred by any member, fostering a sense of solidarity and collective well-being. Unlike conventional insurance, Takaful avoids elements of **gharar** (excessive uncertainty), **maysir** (gambling), and **riba** (interest), making it an ethically sound financial tool for individuals seeking to protect their wealth while adhering to Islamic values.

The study emphasizes the role of Takaful agents in facilitating customer engagement and highlights the challenges they face. By examining factors influencing clients' choices and analyzing agents' contributions to Takaful management, this research aims to provide valuable insights into optimizing Takaful processes to better serve the needs of customers.

1.2 BACKGROUND OF THE STUDY

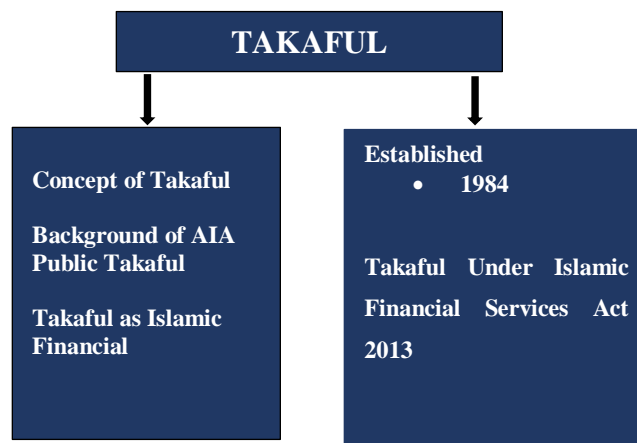


Figure 1.2