



MARKETING MIX AND SATISFACTION AMONG POLICYHOLDERS
OF TAKAFUL MALAYSIA MALACCA BRANCH

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1.3 PROBLEM STATEMENT

This research is designed to ascertain the relationship between marketing mix and satisfaction among policyholders of Takaful Malaysia . It will also clarify the extent to which the Takaful Malaysia marketing mix is able to fulfill and satisfy the need of its policyholders. The research also would be able to determine whether marketing mix factors employed by Takaful Malaysia is able to meet the needs of their policyholders. It will provide insights on their level of effectiveness of their marketing mix strategies. Specifically, the research aims to establish if Takaful Malaysia's current marketing mix strategies are relevant. This will enable existing strategies to be re-evaluated and in so doing to create the best marketing mix strategy for customers. One of the problems faced by Takaful Malaysia is with regard to customer satisfaction. Some customers claim that they are not fully satisfied with the marketing mix strategies employed by Takaful Malaysia.

TABLE OF CONTENTS

ACKNOLEGEMENT

TABLE OF CONTENTS

LIST OF TABLE

LIST OF FIGURE

CHAPTERS

1	INTRODUCTION	PAGE
1.1	Background of Company	1-6
1.2	Background of Study	7-8
1.3	Problem Statement	9
1.4	Research Question	10
1.5	Objectives of the Study	11
1.6	Hypothesis	12-13
1.7	Significance of Study	14
1.8	Definition of Terms	15
1.9	Limitations of the Study	16
2	LITERATURE REVIEW	
2.1	Overview on Insurance	17-18
2.2	Overview on Takaful (Islamic Insurance)	18-21
2.3	Overview on Syarikat Takaful Malaysia Berhad	21-22
2.4	Developing Marketing Mix	22-25
2.5	Overview on Customer Needs fulfillment	25-26
2.6	Overview on Customer Satisfaction	26-28

3 THEORETICAL FRAMEWORK

3.1	Buyer black box models	29
3.2	Assumption of the model	30

4 METHODOLOGY

4.1	Brief description of organization chosen	31
4.2	Data collection	
4.2.1	Sources of data	31
4.2.2.1	Primary sources	32
4.2.2.1	Secondary sources	32
4.2.2	Population of study	33
4.3	Procedure of sampling selection	
4.3.1	Sampling frame	33
4.3.2	Sampling size	34
4.3.3	Sampling Technique	34
4.4	Questionnaire design	
4.4.1	Development of the questionnaire	35-36
4.4.2	Pre-testing of the questionnaire	36
4.5	Instrumentation	
4.5.1	Procedures for data collection	37
4.5.2	Analytical procedures and technique	37
4.5.2 (a)	Frequency distribution	37
4.5.2(b)	Cross Tabulation	38
4.5.2(c)	Chi- Square Analysis	38