



UNDERSTANDING CHINESE PEOPLE TOWARDS TAKAFUL
PRODUCT IN JOHOR BAHRU BRANCH

MODE B

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UNDERSTANDING CHINESE PEOPLE TOWARDS TAKAFUL PRODUCT

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**Submitted in Partial Fullfillment of the Requirement
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(Hons) Insurances**

**FACULTY OF BUSINESS MANAGEMENT
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DECLARATION OF ORIGINAL WORK



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DECLARATION OF ORIGINAL WORK

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Hereby, declared that;

- **This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees**
- **This project paper is the result of my independent work and investigation, except where otherwise stated**
- **All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.**

Signature: _____

Date: _____

LETTER OF SUBMISSION

Date of Submission : November 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurances
Faculty of Business Management
Universiti Teknologi Mara

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "**UNDERSTANDING CHINESE PEOPLE TOWARDS TAKAFUL PRODUCT**" to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi Mara.

Thank You,

Your sincerely,

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ABSTRACT

This research is about a study of the understanding Chinese people towards Takaful product. For indicate agent role's, service quality and product itself used to identify the understanding Chinese people towards Takaful product is. The agent roles consist of knowledge, experiences and tactic to attract. Next, service quality consist of conducive environment, trust & confidence and expertise. Furthermore product it 'self consist of cost& benefit, high returns and saving.

The survey is conducted in Off Jalan Tun Abdul Razak. The sample size for this study is 150 respondents. This study tries to investigate this issue by conducting a preliminary study on the level of knowledge and understanding Chinese people in Malaysia towards the Takaful product. There were 150 questionnaires being distributed and 150 were return and complete. Data obtained using three methods that are secondary data, survey and observational and other data. Respondents are required to answer the questionnaires that contain element that needed for the research. Data are analyzed using Reliability Test, Pearson Correlation Analysis, Frequency Analysis, and Descriptive Statistics through SPSS system. The result shows that what actually the most factors influences in understanding Chinese people towards Takaful product.