



**FACTORS CONTRIBUTING TO THE ACCEPTANCE OF MOTOR
TAKAFUL PRODUCTS AMONGST TM EMPLOYEES**

**NURNADIAH BT MOHD DAL
2008278968**

**BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA**

APR 2010

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION
(HONS) INSURANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDAR MELAKA

“DECLARATION OF ORIGINAL WORK”

I, Nurnadiah binti Mohd Dal, (I/C Number: 870313-04-5090)

Hereby, declare 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

30 April 2010

The Head of Program
Bachelor of Business Administration (Hons) Insurance Management
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
73500MELAKA

Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project titled "**FACTORS CONTRIBUTING TO THE ACCEPTANCE OF MOTOR TAKAFUL PRODUCTS AMONGST TM EMPLOYEES**" to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely

NURNADIAH BINTI MOHD DAL

2008278968

Bachelor of Business Administration (Hons) Insurance Management

ABSTRACT

This research is a study of the factors contributing to the acceptance of motor takaful products amongst TM employees. The objectives for this study are to identify the level of acceptance towards motor takaful products, to determine the dominant factor that contributes to the acceptance of motor takaful products amongst TM employees and to recommend on acceptance towards Motor Takaful products.

In collecting the data, the researcher use method of primary and secondary data. For the primary data, researcher has distributed randomly, 100 questionnaires to TM employees. Secondary data came from the internet sources, books, journals and articles. The researcher used Statistical Package for Social Science (SPSS) Version 14.0 to analyze the data from the questionnaires to analyzing by used reliability analysis, correlation and regression linear. The findings from correlation and regression analysis indicate that all independent variable have strong significant relationship with acceptance of Motor Takaful product. Price has the greatest influence in quality acceptance of Motor Takaful product in TM.

TABLE OF CONTENTS

	PAGE
ACKNOWLEDGEMENT	i
TABLE OF CONTENT	iii
LIST OF FIGURE	v
LIST OF TABLES	v
ABSTRACT	vii
1.0 INTRODUCTION	1
1.1 Background of the Study	3
1.2 Background of the Company	4
1.2.1 Vision and Mission Statement	4
1.3 Problem Statement	5
1.4 Research Questions	7
1.5 Research Objectives	8
1.6 Theoretical Framework	8
1.7 Hypotheses	9
1.8 Limitations	10
1.8.1 Resources	10
1.8.2 Time Constraint	10
1.9 Significance of the Study	10
1.9.1 Company / TM Management	10
1.9.2 Researcher / Other Researchers	11
1.10 Scope of the Study	11
1.11 Definition of Terms	11
2.0 LITERITURE REVIEW	13
2.1 Introduction	13
2.2 Punch Card System	15
2.3 Behavior	18
2.4 Time Management	21
2.5 Conclusion	23
3.0 RESEARCH METHODOLOGY	24
3.1 Introduction	24
3.2 Research Design	24
3.3 Population	26
3.4 Sampling Design	26
3.5 Data Collection Method	27
3.5.1 Primary Data	27
3.5.2 Secondary Data	30
3.6 Data Analysis	31
3.7 Conclusion	32