

UNIVERSITI TEKNOLOGI MARA

**FACTORS THAT SATISFY THE TAKAFUL
PRODUCT CUSTOMERS AMONG MELAKA
RESIDENCE**

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Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
**Bachelor of Business Administration
(Islamic Banking)**

Faculty of Business and Management

July 2019

AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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ABSTRACT

Currently, Takaful industry is increasing a little bit compared to the previous years. Takaful company are always deal with customer and need to maintain their management in order to fulfil customer satisfaction in Takaful. The purpose of this study is to measure the customer satisfaction of Takaful products and services. The dependent variable is customer satisfaction. While the independent variables are religiosity, services quality, product innovation, distributive fairness and price contribution. This study surveyed 200 customer who have any plan of Takaful products and services in Malaysia and specific in are Melaka town. In this study we used primary data which the questionnaire will distribute in the form of Google Doc through Whatsapp or Facebook or share in the group. We also distribute by hand among the any Takaful customers. In the research methodology, the descriptive analysis, reliability and validity test and regression analysis will be conducted using SPSS 22 package. From the result, we found that religiosity, service quality and fairness distribution are significant.

ACKNOWLEDGEMENT

Firstly, I want say Alhamdulillah and praise to Allah because giving me an opportunity and good life during this semester in order to complete this final year project paper. Without this opportunity, I cannot settle and complete this project paper by myself properly. For this research, the title that I choose is “Factors that satisfy the Takaful product customers among Melaka residence”

Besides that, I would like to say thank you to my beloved advisor which is Madam Yuslizawati binti Mohd Yusoff because give full support and guidance to me in order to settle and complete this final project. She is the best advisor because she usually teaches me a new knowledge and information in order to settle this research. Without hers, this research cannot be complete and produce in a good way. After that, I also would to say thank you to my coordinator Madam Aflah binti Isa because give we guideline and information about any important date that related to the Final Year Report (FYP).

Thank you also to people in Melaka area who work either in government or private sector because spent their time in order to become my respondent and answer my questionnaire. Without them, my 200 set of questionnaire not been answered on time and at the same time I also cannot get the data from the respondent to complete this research. Lastly, I also would like to say thank you to the people likes lecturers, family and friends who are directly and indirectly involve during completing this research. Without their support, I cannot do this research by myself completely.

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