



اَبُو سَيِّدِي تَيَكُونُ لُو كِنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

A Study on the Factors Influence Public Preference towards Takaful

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MELAKA**

JANUARY 2015

FACTORS INFLUENCE PUBLIC PREFERENCE TOWARDS TAKAFUL

**YUSNIZA BINTI ABDULAH
(2012382397)**

**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Finance)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

JANUARY 2015

DECLARATION OF ORIGINAL WORK



اَوْنِيُوْ سِيْتِي تِي كُونُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA**

“DECLARATION OF ORIGINAL WORK”

I'm Yusniza binti Abdulah, (910629-10-5276)

Hereby declared that,

- This work has not previously been accepted in substance for my 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

2nd January 2015

The Head of Program
Bachelor of Business Administration (Hons) Finance
Faculty of Business Management
University Teknologi MARA
Kampus Bandaraya Melaka
78300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A Study on the Factors Influence Public Preference towards Takaful**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You,

Your Sincerely,

YUSNIZA BINTI ABDULAH
2012382397
Bachelor of Business Administration (Hons) Finance

ABSTRACT

This research is conducted in purpose to determine the most influence factors that affect the public preferences towards Takaful. There are three variables that have been determined as the influenced factors based on the studies that have been done before. The three independent variables are products and services of Takaful, public religious adherence and also Takaful advertisements whereby the dependents variables is public preference towards Takaful. The research on Takaful have been chosen because of the highly demand of the Islamic products and services recently. The researcher targeted 100 respondents from the area of Selangor, Kuala Lumpur and Melaka. Approximately of 100 questionnaires have been distributed and collected back by hand and the result and data have been recorded. The result and data of the findings have been analyzed by using the SPSS software. From the result, it can be conclude that there are significant relationships between the independents variables with the dependent variables. Besides that, the independent variables also give influence to the dependent variables. As for the conclusions, the researcher has suggested some recommendations for this study.