

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER SATISFACTION IN
MALAYSIAN TAKAFUL INDUSTRY**

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Academy Writing submitted in partial fulfilment of the
requirement for the

Diploma in Muamalat

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the result of my own work unless otherwise indicated or acknowledge 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 Postgraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Customer pride is essential as studies exhibit that a comfortable client will share their ride with other people, they unfold a good ‘word-of-mouth’ and this mind-set additionally will assist to lower the value of attracting a new clients and for the upset customer, they will act the other way and has the contrary effect. The goal of this paper is to examine a range of determinants of client satisfaction based on current literature. At the equal time, the history of the development of the Takaful Insurance Industry has been revealed in the context of Malaysia because the study of purchaser satisfaction, in particular in the Takaful Industry in Malaysia, is nonetheless limited; therefore, the researcher tries to convey the total definition of client satisfaction based totally on the findings of the preceding lookup.

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