



**THE CUSTOMERS ACCEPTANCE TOWARDS SYARIKAT *TAKAFUL* MALAYSIA; A
FOCUS ON CENTRAL REGION OF MALAYSIA**

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DECLARATION OF ORIGINAL WORK



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"DECLARATION OF ORIGINAL WORK"

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Hereby, declare that:

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ABSTRACT

This study aims to examine the Customers Acceptance towards Syarikat *Takaful* Malaysia; A Focus on Central Region of Malaysia. This study has been done to know the relationship between four independent variables which are concept, service quality, locality and management with the dependent variables which is customer acceptance towards Syarikat *Takaful* Malaysia. The study based on 198 respondents' in Kuala Lumpur and Klang Valley area which are the potential customers' of Syarikat *Takaful* Malaysia. The finding shows that only one independent variable is significantly and positively related to the acceptance towards Syarikat *Takaful* Malaysia. Meanwhile, three independent variables are not significantly related to the acceptance towards Syarikat *Takaful* Malaysia.

Keywords: Knowledge, *Riba*, *Takaful*, *Shariah* and Acceptance

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