

**THE SATISFACTION ON TAKAFUL SERVICE QUALITY  
AMONG PUBLIC IN CHUKAI, KEMAMAN**

**FAARAH ASMAISA BINTI**

**2009683156**

**Submitted in Partial Fulfillment  
Of The Requirement For The  
Bachelor of Business Administration (HONS)  
ISLAMIC BANKING**

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

**JUNE 2012**

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (ISLAMIC BANKING)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
'DECLARATION OF ORIGINAL WORK'**

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Hereby, declare that:

- This work has not previously been accepted in substance for any degree, any locality or overseas, is not being concurrently submitted for this degree or any other degree.
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## **ABSTRACT**

The introduction of this paper aims to identify the satisfaction on Takaful service quality among public in Chukai, Kemaman. By using primary data which is questionnaire method, the researcher obtained data directly from the respondents. The other data and sources are from the internet, journalist, and from the past research that is related to the study either directly or indirectly.

The researcher used responsiveness, empathy and reliability as the independent variable and the dependent variable is the customer's satisfaction on Takaful services. The findings to the research are, all variables used are significant to the study and the most influencing factor on the customer's satisfaction on Takaful services is reliability.

*Keyword: Customer's satisfaction, Responsiveness, Empathy, Reliability.*

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