



**CUSTOMERS' PURCHASE INTENTION ON TAKAFUL IN  
MALAYSIA**

**INDUSTRIAL TRAINING**

**MKT 672**

**NUR ALWANI BINTI MOHD ZAINON**

**2018110383**

**ADVISOR: SIR IRWAN BIN ISMAIL**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS)  
MARKETING  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
SEGAMAT, JOHOR**

**AUGUST 2018**

✓  
ON

## TABLE OF CONTENT

TOPIC	PAGE
ABSTRACT	1
ACKNKOWLEDGEMENT	2
TABLE OF CONTENT	
LIST OF TABLE	
LIST OF FIGURE	
CHAPTER ONE: INTRODUCTION	
1.1 Background of The Study	3
1.2 Problem Statement	3-4
1.3 Research Objective	4
1.4 Research Question	4-5
1.5 Significance of The Study	5
1.6 Scope and Limitation	5
1.6.1 Scope of study	5
1.6.2 Limitation of Study	5
1.7 Terms and Definition of the Study	
1.7.1 Takaful	6
1.7.2 Price	6
1.7.3 Quality	6
1.7.4 Convenience	6

### **Abstract**

Purpose of this research is to determine the factors that affect the purchasing intention of Takaful by people who are living in Malaysia. There are several factors that can affect the customers' purchase intention on Takaful which are in terms of buying, which are price, quality, convenience and brand image. These elements are significant in order to increase customers' purchase intention. This research is also to identify the perspective of our respondents in Malaysia about which are the most influence factors that can affect customers' purchase decision. The researcher collected primary data by preparing questionnaires to 100 respondents. Then the data being analyzed by using SPSS method.

*Keyword: Takaful, Price, Quality, Convenience*

Islamic Muamalat (Islamic transactions) products. Malaysia's total net contributions of family Takaful reached RM4.5 billion (US\$1.4 billion) with steady growth from regular contribution products.

There is an urgency for Malaysia to realize this aspiration by growing strong domestic players to become regional champions and winning opportunities in Asia's diverse and dynamic markets with Malaysia's high potential to take the lead in the internationalization of Takaful. Industry regulatory initiatives led by Bank Negara Malaysia to encourage the industry's adoption of best practices and initiatives by the Malaysian Takaful Association are steps in the right directions towards accelerating the internationalization of Malaysia's Takaful industry. Takaful operators are also reviewing Bank Negara Malaysia's concept paper on the Life Insurance and Family Takaful Framework (LIFE) which recommends a wide range of enhancements from operating flexibility, product disclosure and delivery channels to market practices.

The research is necessary to test the relationship between price, quality, convenience and brand image with the customers' intention on purchasing Takaful. To conduct this research, researcher using the method of questionnaire which will be distributed to 100 respondents who takes the Takaful plan.

### **1.3 RESEARCH OBJECTIVE**

RO1: To study the factors influencing customers' purchase intention of Takaful in Malaysia.

RO2: To study the relationship between price, quality and brand image on the purchase intention of Takaful in Malaysia.

RO3: To identify the most influenced factors that influencing the customers' purchase intention of Takaful.

### **1.4 RESEARCH QUESTIONNAIRE**

RQ1: What is the factors influencing customers' purchase intention of Takaful in Malaysia

RQ2: What is the relationship between price, quality, convenience and brand image on the purchase intention of Takaful in Malaysia.

RQ3: What is the most influenced factors that influencing the customers' purchase intention of Takaful.

## **1.5 SIGNIFICANCE OF THE STUDY**

The significance of the study is to unmask the relationship between price, quality, convenience and brand image on the customers' purchase intention of Takaful product in Malaysia. Moreover, this study also resulted on which among the factors are the most influenced that commonly customers apply in purchasing Takaful product in Malaysia. The study is also useful in providing reliable information on factors affecting purchase intention of Takaful whereby firms and marketers could have better understanding on the influencing factors that can help them to compete better in Malaysian marketplace.

## **1.6 SCOPE AND LIMITATION OF STUDY**

### **1.6.1 SCOPE OF STUDY**

The researcher decided to do a research on customers' purchase intention on Takaful in Malaysia. The suitable respondents are prospects of Takaful product themselves. Therefore, the researcher gave out questionnaires to 100 respondents for both gender and among the age of 20-50 years old.

### **1.6.2 LIMITATION OF STUDY**

The researcher found out that the research has few limitations. Firstly, the questionnaires are given to limited number which is 100 respondents that is relatively small to analysed the overall purchase intention of consumers in Malaysia. Secondly, the researcher applied the convenience sampling technique that may limit the representativeness of the intended population. Thus, the study may not be generalizable. Future studies might employ probability sampling technique to evaluate the consumers' purchase intention of Takaful products. Also, future studies should also consider other variables which are not covered in the current research in order to be better in explaining the customers' purchase intention of Takaful in Malaysia.