

**GOVERNMENT SERVANT'S PERCEPTION TOWARD MOTOR ISLAMIC
INSURANCE: A CASE STUDY AT DUNGUN**



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ABSTRACT

This study examines the level of government servant's perception toward Motor Islamic Insurance. The product based on syariah principles for general insurance provided by Insurance Company in Malaysia. In order to examine the government servant's perception, this study emphasizes on four factors, which product knowledge, awareness, advertising and benefit of the product. The purpose of this study is to identify whether there is a relationship between the independent variables (four factors) with the dependent variable (perception). The respondents are the government servants who using Motor Islamic insurance. This research is done through the finding and multiple regression and Pearson correlation analysis where we can see the strong relationship between knowledge, awareness, advertising and benefit of the product toward perception of Motor Islamic Insurance among government servants in Dungun, Terengganu.

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