

UNIVERSITI TEKNOLOGI MARA

**SATISFACTORY SERVICE BEHAVIOUR
BASED ON CLIENTS AND TAKAFUL
AGENCIES PERSPECTIVE: CASE
STUDY AT ACADEMY ETIQA
TAKAFUL BERHAD IN KUALA
LUMPUR**

**SITI FATIMAH HUSAIN BINTI MUHAMAD
HUSAIN**

Academic writing submitted in partial fulfillment of
requirement for the degree of
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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 results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing 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 Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

Name of Student:	Siti Fatimah Binti Muhamad Husain
Student I.D. No.:	2014334405
Programme:	Bachelor in Muamalat – IC210
Faculty:	Academy of Contemporary Islamic Studies
Thesis Title:	Satisfactory Service Behavior based on Clients and Takaful Agencies Perspective: Case Study at Academy Etiqa Takaful Berhad in Kuala Lumpur
Signature of Student:	
Date:	July 2018

ABSTRACT

Satisfactory service behavior based on clients and takaful agencies perspective: a case study in Academy Etika Takaful Berhad. The objectives of this study are to identify the factors that effected unsatisfactory service behavior among takaful agents. Subsequently the second objective was to research how the issues were handled by Etika Family Takaful Berhad and lastly to identify the way of Etika Family Takaful Berhad to ensure that the issues was prevented from continuing to happen. This study will use questionnaire and interview methods such as quantitative and qualitative methods as information collection methods. The researcher selected the study location at the Academy Etiqa Takaful Berhad in Kuala Lumpur as the location of the study. Ultimately, these objectives had been reached at the end of the study and the result will provides as contribution to the company and public society in further management of satisfactory service behavior.

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