



CUSTOMER INTENTION TOWARD LIFE INSURANCE  
PRODUCT

MOHD RAHIM BIN AB MOLOK  
2012242308

BACHELOR OF BUSINESS ADMINISTRATION WITH  
HONOURS (MARKETING)  
FACULTY OF BUSINESS ADMINISTRATION  
UNIVERSITI TEKNOLOGI MARA  
SABAH

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## ABSTRACT

**Purpose** – This research is conducted to identify what are the factors and the most important factor influencing customer purchase intention towards life insurance influencing. The research also identifies the best marketing strategies to influencing customer purchase intention towards life insurance.

**Design/ Methodology/ Approach** – The researcher distributed the questionnaire with sampling size 150 of the respondents randomly to take part in this survey. The completion of data helps the researcher to key in the data and analyses the data through Statistical Package for the Social Science (SPSS) version 20.0 to find out the finding on this study.

**Findings** – By using the multiple regressions, all of the variables are provide a significant which is the entire independents variable such as brand image, pricing, and service quality that have a significant relationship with the dependent variable with the significant value is less than 0.01. The hypothesis of this study also have been accepted which is H1, H2, and H3.