

**UNIVERSITI TEKNOLOGI MARA**

**THE AWARENESS OF TAKAFUL  
AMONG YOUNG GENERATIONS IN  
MALAYSIA**

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Academic writing submitted in partial fulfilment of the  
requirements for the degree of  
**Diploma in Muamalat**

**Academy of Contemporary Islamic Studies**

January 2022

## **ABSTRACT**

Humans have an inherent need to secure and protect themselves against future tragedies. Insurance is no more a luxury, but rather a necessity in today's world. Conventional insurance is incompatible with Islamic beliefs and a socio-ethical worldview. The goal of Shari'ah is to build and maintain a harmonious social environment by guiding our behaviour in all parts of our rituals and daily lives. Because of the constant needs from multiracial and multi-ethnic players from varied backgrounds, the Takaful industry has remained relevant even after three decades of its inception. The Takaful industry, which includes Takaful operators, Shari'ah advisors, and participants or clients, recognises the contributions of their stakeholders. However, one problem impeding the Takaful industry's further development is a lack of understanding of its existence and purpose among Malaysia's younger generations. As a result, this research was created to investigate the understanding and awareness of Takaful among Malaysian customers, using primary data collected through survey questionnaires.

## **ACKNOWLEDGEMENT**

Firstly, I wish to thank God for giving me the opportunity to embark on my final year project. My gratitude and thanks go to my supervisor Dr Che Khadijah Hamid for the continued support of my Diploma Study and related research, for her patience, motivation and immense knowledge. Plus, I really want to thank all of lecturer that involve with my thesis either directly or indirectly, your comments and encouragement also the hard question asked enhance me to widen my research form various perspectives.

My appreciation goes to my friends for assisting me with this project, despite the fact that we had to stay at home to finish it because of Pandemic Covid-19.

Finally, this thesis is dedicated to both my beloved father and mother for the vision and determination to educate me. This piece of victory is dedicated to both of you. Alhamdulillah.

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