

'A STUDY ON CUSTOMER SATISFACTION
TOWARDS FAMILY TAKAFUL PLAN OFFERING IN
TAKAFUL MALAYSIA BERHAD'



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**A STUDY ON CUSTOMER SATISFACTION
TOWARDS FAMILY TAKAFUL PLAN OFFERING IN
TAKAFUL MALAYSIA BERHAD**

Submitted in fulfillment for
the Bachelor of Business Administration (Hons)
Marketing

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OCTOBER 2008 TIDAK DIBENARKAN

| | | |
|-----|------------------|---------|
| 3.2 | Data Collection | 39 - 40 |
| 3.3 | Analysis of Data | 41 |
| 3.4 | Sampling | 41 |

CONTENT

| | | PAGE |
|------------------------------|-----------------------------------|------------|
| Acknowledgement | | iv |
| Content | | v – vi |
| List of Tables | | vii - viii |
| List of Figures | | ix - x |
| List of Abbreviations | | xi |
| List of Definitions of Terms | | xii |
| Abstract | | xiii - xiv |
| | | |
| CHAPTER 5 | CONCLUSIONS AND RECOMMENDATION | |
| | 5.1 Conclusions | 73 |
| CHAPTER 1 | INTRODUCTION | 74 - 76 |
| | 1.0 Background of the Company | 1 - 4 |
| | 1.1 Organizational Structure | 5 - 7 |
| | 1.2 Objective Of Takaful Malaysia | 8 |
| | 1.3 Types of Services | 8 - 9 |
| | 1.4 Background of the Study | 10 - 11 |
| | 1.5 Scope of Study | 12 |
| | 1.6 Problem Statement | 13 |
| | 1.7 Research Questions | 14 |
| | 1.8 Hypotheses | 14 |
| | 1.9 Objectives | 15 |
| | 1.10 Theoretical Framework | 16 - 18 |
| | 1.11 Limitations of Study | 19 |
| | 1.12 Significance of Study | 20 |
| | 1.13 List of Abbreviations | 21 |
| | 1.14 List of Definitions of Terms | 22 – 26 |
| | 1.15 Chapters Organization | 26 |
| | | |
| CHAPTER 2 | LITERATURE REVIEW | |
| | 2.1 Introduction | 27 |
| | 2.2 Customer Satisfaction | 27 - 30 |
| | 2.3 Quality of Service | 31 - 37 |
| | 2.4 Conclusions | 38 |
| | | |
| CHAPTER 3 | RESEARCH METHODOLOGY | |
| | 3.0 Introduction | 39 |
| | 3.1 Research Design | 39 |

| | | |
|-----|------------------|---------|
| 3.2 | Data Collection | 39 - 40 |
| 3.3 | Analysis of Data | 41 |
| 3.4 | Sampling Design | 41 |

TABLE NO.

4.1 RESPONDENTS PROFILE

| | | |
|-----------|-------------------------------------|---------|
| CHAPTER 4 | RESEARCH FINDINGS | |
| 4.1.1 | Respondent's Age | 42 |
| 4.1.2 | Respondent's Gender | 42 - 51 |
| 4.1.3 | Respondent's Education | 52 - 72 |
| 4.1.4 | Respondent's Occupation | |
| 4.1.5 | Respondent's Monthly Income | |
| 4.1.6 | Respondent's Religion | |
| CHAPTER 5 | CONCLUSIONS AND RECOMMENDATION | |
| 5.1 | Conclusions | 73 |
| 5.2 | Recommendations for Future Research | 74 - 75 |

BIBLIOGRAPHY

APPENDICES

| | | |
|--------|--|--|
| 4.2.1 | Takaful Plan Effectiveness in Completing Transaction | |
| 4.2.2 | Family Takaful Plan Consultation Provided | |
| 4.2.3 | Family Takaful Plan Advertisement | |
| 4.2.4 | Family Takaful Plan Internet Transaction | |
| 4.2.5 | Family Takaful Plan Insurance via Phone | |
| 4.2.6 | Selection Criteria Family Takaful Plan Advice from Relatives | |
| 4.2.7 | Selection Criteria Family Takaful Plan Advice from Friends | |
| 4.2.8 | Selection Criteria Family Takaful Plan Advice from Business Partners | |
| 4.2.9 | Selection Criteria Family Takaful Plan Confidence in Takaful Management | |
| 4.2.10 | Selection Criteria Family Takaful Plan Confidence in Takaful Board of Directors | |
| 4.2.11 | Selection Criteria Family Takaful Plan Confidence in Takaful Syariah Supervisory Committee | |
| 4.2.12 | Information about Family Takaful Plan Offered in Takaful | |
| 4.2.13 | Family Takaful Plan Rate of Return | |
| 4.2.14 | Family Takaful Plan Charge For Any Late Payment | |
| 4.2.15 | Selection Criteria Family Takaful Plan Because of Religious Belief | |
| 4.2.16 | Selection Criteria Family Takaful Plan Because of Moral and Cultural Values | |
| 4.2.17 | Family Takaful Plan No Interest / Riba | |
| 4.2.18 | Family Takaful Plan is Halal Transaction | |
| 4.2.19 | High Quality of Family Takaful Plan | |
| 4.2.20 | Profitable of Family Takaful Plan | |
| 4.2.21 | Family Takaful Plan Based On Syariah | |

CHAPTER 1

ABSTRACT

This study entitled A Study on Customer Satisfaction toward Family Takaful Plan Offering in Takaful Malaysia Berhad. This research study determines the customer satisfaction toward Family Takaful Plan. This study should be able to obtain the factors which determine differences customer satisfaction in Family Takaful Plan offering in Takaful Malaysia berhad. This study contains information on the brief history of the company about its products and services offered. This research is based on a survey using a set of questionnaire of 35 questions.

The simple Random Sampling technique was used in this research whereby a total of 200 respondents are selected from both potential customer and this research only focused mainly in Tawau area. Secondary data was used in this research whereby most of the information obtained from the book, magazines, journal, internet and information from Takaful Malaysia Berhad. Primary data was used in this research and collected through questionnaire. The data collected was analyzed and measured using the Statistical Package for Social Sciences (SPSS).

The study found four the important results. This study was designed to identify the determinants of customer satisfaction in Takaful Islamic Insurance scheme. Furthermore, the selection criteria used by the Takaful companies' customers were also examined. The general conclusions, which can be derived from this study. The results show that there are ten factors determining the customer satisfaction in Islamic Insurance Scheme. The factors are financing facilities, extra services, advertisement, takaful company's facilities, extra services, efficient advice and other services. The results also identify a positive relationship between all the factors. Challenges and opportunities of the takaful business are carefully outlined and finally this research also highlight.

ACKNOWLEDGEMENT

CONTENT

| | PAGE |
|------------------------------|------------|
| Acknowledgement | iv |
| Content | vii - viii |
| List of Tables | ix - x |
| List of Figures | xi |
| List of Abbreviations | xii |
| List of Definitions of Terms | xiii |
| Abstract | xiii - xv |

A very special thank is dedicated to all parties who had directly or indirectly involved in completing this research.

Among them;

| CHAPTER 1 | INTRODUCTION | |
|-----------|----------------------------------|---------|
| 1.0 | Prof Madya Dr Worran Hj Kabul | 1 - 4 |
| 1.1 | Pengarah Kampus UiTM Sabah | 5 - 7 |
| 1.2 | | 8 |
| 1.3 | Types of Services | 8 - 9 |
| 1.4 | Pn Habibun Nisa Md Ajmal | 10 - 11 |
| 1.5 | Koordinator | 12 |
| 1.6 | Pusat Pendidikan Jarak Jauh | 13 |
| 1.7 | Kampus Kota Kinabalu | 14 |
| 1.8 | | 14 |
| 1.9 | Mr Sibley Hj Dading | 15 |
| 1.10 | Supervisor MKT 660 | 18 - 18 |
| 1.11 | | 19 |
| 1.12 | Significance of Study | 20 |
| 1.13 | Takaful National Malaysia Berhad | 21 |
| 1.14 | Tawau Branch | 22 - 26 |
| 1.15 | | 26 |

And

All Takaful National Malaysia Berhad Companies and all respondents who had gave full cooperation in completing this research

| | | |
|-----|-----------------------|---------|
| 2.1 | | 27 |
| 2.2 | Customer Satisfaction | 27 - 30 |
| 2.3 | Quality of Service | 31 - 37 |
| 2.4 | Conclusions | 38 |

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| CHAPTER 3 | RESEARCH METHODOLOGY | |
|-----------|----------------------|----|
| 3.0 | Introduction | 39 |
| 3.1 | Research Design | 39 |