Determinants of Acceptance Takaful Insurance in Malaysia

Nur BaitiShafee, Shadia Suhaimi, Haniza Hashim, Siti Nurul Huda
Mohamad, Zuraina Sal Salbila Mohamed and Lau Yon Wei

Abstract--- Malaysian Takaful industry has shown a continuous upward achievement trend in 2018 in promoting the Takaful protection value. It shows Malaysians are familiar with the Takaful concept that lead to rising of Takaful industry performance reflects a greater acceptance among Malaysians towards Takaful protection plan. The advancement and consideration given to this industry and the rising chance of the business have pulled in the conventional bank and conventional insurance to incorporate Takaful principle product in their business. This research is done to analyse the factors contribute to the acceptance of Takaful in Malaysia. The researcher distributed questionnaire to 200 respondents from various location to get the required information. To test the relationship between the factors, "Statistical Package of Social Science (SPSS") is performed by the researcher. The findings result of this research show the key determinant that influence customer acceptance towards Takaful has been proven are subjective norm, amount of information and service qualities has significant effect the customer acceptance toward Takaful. Based on the finding from this research it is expected to contribute to the current literature in order to gain better understanding on the determinant factors that lead to Takaful acceptance of Malaysian users.

Keywords--- Takaful, Insurance, Islamic Product.

I. INTRODUCTION

Islamic insurance is perceived to be established in the beginning of 2nd century of Islamic era. The concept of mutual insurance originated among the Muslim traders transacting across Mecca and Medina. Later, it spreads across the world when the Muslim businessmen started trading in distant lands of various countries in Asia. While undertaking an extensive journey across high seas, the Muslim traders often faced disasters, misfortunes and robberies. Therefore, they agreed to contribute towards a mutually beneficial insurance fund based on Islamic principles so as to minimise their risk and cover their loss. This insurance system complying with Sharia or Islamic law was termed as Takaful which differed from the conventional insurance on multiple aspects. Unlike the conventional insurance, Takaful prohibits Gharar (element that contain uncertainty), Riba (abusive interest rates) and Maysir (gambling) using the insurance fund. Traditionally, Malaysia remains an attractive market for Takaful products. A number of service providers exist in Malaysia, all competing for a sizeable market share. Therefore, gaining new customer and retaining existing customers is absolutely important. In this aspect, display of loyalty and gaining customer satisfaction is crucial for earning major profit. The Takaful service providers can achieve this

Nur Baiti Shafee, Faculty of Business, Multimedia University.
Shadia Suhaimi*, Faculty of Business, Multimedia University. E-mail: shadia.suhaimi@mmu.edu.my
Haniza Hashim, Faculty of Business, Multimedia University.
Siti Nurul Huda Mohamad, Faculty of Business, Multimedia University.
Zuraina Sal Salbila Mohamed, Faculty of Business, Multimedia University.
Lau Yon Wei, Faculty of Business, Multimedia University.

through analysing customer behaviour, identifying their eds and fulfil their expectations [1]. [2] also supported this fact. As a country that applies and uses the Takaful law, Malaysia can be considered has a market opportunity for Takaful products including life and non-life products [3]. In spite of such competition and demand in the market, opportunity for growth is still there since a large part of the Islamic community is yet to subscribe to Takaful services due to lack of awareness and knowledge [4]. Insignificant research has been conducted on management of customer relationship among Takaful industry and the outcome of relationship management in such an industry has never been assessed from marketing perspective. Due to insufficient customer relationship management, a propensity exists among the Islamic customers to switch from Takaful to conventional insurance services. Malaysian regulatory authorities are confident about the growth of the Islamic Takaful market. Therefore, they have introduced new legislations which allow the conventional banks to offer Takaful services in Malaysia. However, in spite of its beneficial role in the community, Malaysian often do not rely on Takaful for financial planning [5]. Therefore, for a better future, the Takaful service providers need to find innovative products to attract the Malay customers, including income protection and educational support [6]. Customer acceptance of Takaful products in comparison to conventional insurance is low due to lack of customer awareness [6]. A deep knowledge of customer requirements will help the Takaful service providers in gaining customer satisfaction and trust and this research proposes to undertake such research. This study objectives is to examine factors influencing customer acceptance of Malaysian Takaful industry and focuses on exploring the relationship between customer satisfaction, management of customer relationship and gaining customer's loyalty.

1.1 Significance of study

Researcher in Islamic Insurance can use the result from this study as their reference and expand this research to another Islamic product to produce more comparable and interesting finding. Private companies may use this study to enhance the knowledge of customer towards the Takaful product by promoting and creating an awareness about the benefit and the process of Takaful work. By doing that, it would help current and potential customer of Takaful product to get to know in detail which will help Takaful companies to attract customers.

II. LITERATURE REVIEW

2.1 The Malaysia Takaful Industry

The financial stability report published by Bank Negara Malaysia in 2011 stated that their Takaful insurance policy for families experienced an increment of 20% in revenue from approximately RM3.3 million in 2009 to approximately RM4 million in 2010 contributing towards positive impact on Takaful policy. However, due to weak economic condition in Malaysia and a weak exchange value of Ringgit, Takaful suffered minor losses. This has caught a lot of attention and opened up discussions on stability of Takaful policy. This confusion was rebutted when Takaful industry stated a rise in the investment income. Bank Negara Malaysia also recorded a quicker growth of Takaful industry between 2005 and 2010. In spite of immense potential of Takaful industry, it is still suffering from low consumer acceptance and it remains to be seen whether the industry can utilize new policies to gain new heights.

2.2 Customer Acceptance

Selection of a dependable Takaful service provider is of utmost importance for the customer who seeks to forge a longterm relationship with the company. Partnership with a company with poor customer relationship management may have a serious impact on the customer's business. Payment should be made on time and cash flow needs to be maintained in order to gain customer's trust [7]. On the other hand, acceptance of a business partner may often be achieved following a due-diligence [8]. The credit report of a company is an effective way to start the due-diligence and as a main item that could influence the decision making process.

2.3 Subjective Norm

Subjective norm is a unique concept originating from Theory of Reasoned Action (TRA) describing effect of social pressure on individuals and their behaviour. According to the TRA and Theory of Planned Behaviour (TPB), an individual's behaviour is affected by subjective norms. The subjective norm theory can be discussed in further details under the purview of various reference groups of peer influence and superior influence circle of friends, family members and colleagues, external, partner, spouse and neighbours [9]. [10] emphasized effect of peer and superior influence on subjective norms and described how this relationship show an important role in relative with customer acceptance. In this study, mostly the family Takaful products are being targeted and the mass media and word of mouth plays an important role in this aspect. While peer groups of friends, family and colleagues may have a certain view, the spouse may have a different view making the scenario complex [11]. Subjective norms may lead to a portrayal of hostility and disagreement [9]. Understanding of subjective norm is pivotal for Takaful industry to apprehend the way influences the decision making process regarding Takaful products. Although subjective norm is difficult to define, it should be acknowledged in strategizing customer outreach by the Takaful industry. [12] conducted a study to determine the customers' motivation and inspiration for buying goods and services offered by Takaful. This research conducted a survey based for a sample size of 420 based on the people who are Takaful policy holders. The results of the survey confirmed the fact that users prefer Takaful not because of good profit return but mainly because of religious factor. Religion is the main motivational factor for the users to prefer the Takaful Islamic insurance. This research also suggests that users of the Takaful services must get complete information before buying the company's services and making their contribution in Takaful fund. Another study conducted by [13] discovered the influencing factors such as perception, awareness, trust, and confidence in the brand name that motivate users of Nigeria to prefer Takaful goods and services over any other company.

H1: Subjective norm will influence the customer acceptance of Takaful Insurance.

2.4 Relevant of information

Customer behaviour and elicitation of his or her trust on a service or product largely depends on the amount of information available about it. That is the sole reason for advertising and spreading the word around among the customer base about the product or service. The customer needs to know about the advantages of using particular service or product over those offered by another company. Therefore, while doing marketing plan, getting out more and more information about the offering needs to be kept in mind. This is applicable for Takaful industry. In the current marketplace, the businesses are being conducted in real and virtual world. The customers are browsing for

products and shopping through internet from the comfort of their home through tablets, mobile phones and internet. An extremely important strategy to appeal to such varied online and off line customer base is to offer a steady and robust shopping experience. Such steady shopping experience can be delivered only if a large volume of relevant information about a product can be made available to the customer's fingertips. However, this does not mean that the customer will be inundated with irrelevant information which may lead to confusion and loss of transaction. The ideal situation should be to offer sufficient relevant information to the customer so that he or she can make a quick decision with confidence and go ahead with the purchase of the Takaful product and services. The information is not one-way traffic. The service providers need to collect the user information and feedback on their products and services to improve their offers and products to make them more user friendly and robust. They can use information to cross-sell or up-sell a product according to the willingness of the customer. In current Malaysian market, the acceptance of Takaful industry is still in its infancy [14]. According to research, majority of the people don't have much information about the products and services of Takaful. The research also suggests that company must focus on marketing and promotion of its products to enhance awareness among its potential consumers and can attract more and more potential buyers. Effective marketing and promotional activities by Takaful will assist in enhancing product knowledge among current as well as potential customers [15]. Researchers such as [16] found out two important factors that specifically influence buyer's decision to prefer Islamic insurance and those factors are compatibility and awareness. Similarly, [17] also claimed that lack of information and awareness is the main reason behind low insurance uptake in Ghana. More accessible and relevant information can be provided to the customer so that he or she can make a favourable decision.

H2: Amount of relevant information can be correlated with the customer acceptance of Takaful.

2.5 Attitude

Attitude of a customer is of extreme importance when a service or product is being designed or offered for the customer. Theory of Reasoned Action defines attitude as an act or personal trait of a person which is not directly visible to the public [18]. A customer decides on procuring a service or product depending on his or her attitude and outlook of life. He or she may value one aspect of a product more than other aspects depending on attitude. If the service can elicit a positive attitude from the customer, then the business prospect increases. This is true for the Takaful products as well. Takaful industry should work towards building a positive image for themselves so that they can influence the customer to have a positive attitude towards their services and products. The first line of image of a company is its agent and sellers. The insurance agent representing a Takaful company will be functional in making up the first image of the company and will be responsible for inducing a positive and welcoming attitude from the customer. If the sellers can elicit a positive attitude among the customer, then they can gain a higher level of trust and therefore can sell their products with more ease. Customer acceptance of Takaful company therefore depends upon the ability of these Takaful service providers in stimulating a positive attitude from the customers.

H3: Attitude can be correlated with customer acceptance of Takaful.

2.6 Service Quality

The offering of service and its quality depends on perception of an individual. It is mostly intangible and cannot be measured, quantified or guaranteed [19]. It may be difficult for a company to comprehend how customers evaluate the service quality. Services require high labour involvement and increased interaction among people for gaining acceptance [20]. Services are subjective and therefore, it requires detailed research to evaluate its quality and comprehend how it works towards customer's satisfaction. Quality of service can be characterized according to customer's interaction experience with the seller [21]. In the current marketplace, service quality is playing a gradually increasing role for greater acceptance of a specific company in a heavily competitive industry [20]. Researchers such as [22] discovered that service quality plays a role to achieve customer's satisfaction. Customers expected the companies to provide the quality service that is promised by the company with complete honesty and to fulfil their expectations. Companies that are reliable and trustworthy are the ones that have happy and satisfied customers. Customers are satisfied only when they get what they perceive. Customer retention is influence by customer's satisfaction if the customers receive an excellence service quality. Customer retention is the ultimate goal of every organization and it enhances company's reputation as well as purchase repetition hence strengthening buyer-seller relationship [23]. According to some scholars such [24], service quality is the biggest contributor in achieving competitive edge because it leads to customer satisfaction and retention and enhances brand's image and reputation. The companies have great confidence in Takaful products and Takaful products are the main source of profitability and serve as financial security for them. Malaysian customers found Takaful products as most reliable over other companies. Malaysian policy holders consider reliability as part of service quality which means customers get what they expected in terms of quality. Similarly, timely service which means within lesser possible time and handling customer issues with much care and on urgent basis are other major contributors to achieve service quality for the company. Therefore, it can be said that for Malaysian policy holders of Takaful consider reliability as the main reason for achieving customer loyalty and satisfaction. Some of the researchers also claim that responsiveness is also another major contributor to achieve customer satisfaction as responsiveness is an important ingredient of service quality [25].

H4: Customer acceptance of Takaful can be correlated with service quality.

III. METHODOLOGY

3.1 Research Design

The study undertaken in this research is exploratory in nature. It tries to establish priorities and develop operational parameters for defining customer acceptance of Takaful industry and come up with a theoretical framework. In the course of this research, 200 respondents from varying locations were sent a set of questionnaires that can be completed by them without the intervention of researcher. A cohort of 200 randomly selected respondents provided a solid database to provide a high level of confidence. The researcher collected the filled-up questionnaire afterwards. The questionnaire was prepared through the theoretical framework to prevent questions being repeated and inclusion of irrelevant questions. Convenience sampling was utilized in this research. Five point Likert scale was used to collect data. The five elements included in the Likert scale are: (i) strongly agree, (ii) agree,

(iii) neutral, (iv) disagree, and (v) strongly disagree. The Likert scale is appropriate for inspecting the positive and negative responses provided by the sample population. The targeted population for this research consisted of adult (18 years and above) citizens residing in Malaysia because they are deemed eligible in making decision about procuring an insurance policy. The targeted respondents were given a brief explanation about Takaful Insurance before commencing the questionnaire study. In analysing the collected data, this research uses "Statistical Package of Social Science (SPSS)", in order to ensure effective analysis of the survey data. SPSS will also be used to generate descriptive statistics, According to [26], descriptive analysis is performed to make raw data into a systematic arrangement that is easily understand, interpretable and ordering data to provide descriptive information. For the testing of the hypothesis the authors use multiple regression analysis to test the factors that influence the customer to choose the Takaful insurance.

IV. RESULTS AND FINDINGS

4.1 Descriptive Analysis

From the total of 200 respondents, the Demographic Profile is presented.

Table 1: Frequency Table

'Demographic Profile'	'Frequency'	Percentage (%)
Gender		
Male	97	48.5
Female	103	51.5
Age		
< 20	12	6.0
20-29	137	68.5
30-39	38	19.0
40-49	11	5.5
50-59	1	0.5
60 >	1	0.5
Marital Status		
Single	145	72.5
Married	54	27
Divorced	1	0.5
Others	0	0.0
Ethnic		
Malay	53	26.5
Chinese	107	53.3
Indian	40	20.0
Others	0	0.0
Education		
Secondary and below	18	9.0
Diploma	54	27.0
Bachelor's Degree	115	57.5
Master's / PhD's Degree	13	6.5
Others	0	0
Occupation		
Student	117	58.5
Businessman	22	11.0
Engineers	6	3.0
Accountant	21	10.5
Information Technology	13	6.5
Others	21	10.5
Monthly Income		
< RM2000	116	58.0
RM2000 – RM3000	39	19.5
RM3000 – RM4000	37	18.5
RM4000	8	4.0

In Table 1 the result shows that 97 of the respondents are male which is 48.5% and 103 of the respondents are female which is 51.5% hence there is a total of 200 respondents in this research. The numbers of male and female respondent are very close and equal. It means that the questionnaires are answered by both male and female. There are 12 respondents (6%) below 20 years old. Furthermore, 137 of the respondents (68.5%) are age among 20-29 years old which are the greatest percentage among the age group. The age between 30-39 years old consist of 38 respondents (19%) which are second highest among the age group. There are also 11 respondents (5.5%) age between 40-49 years old. In contrast, there is only 1 respondent (0.5%) between 50-59 years old and more than 60 years old which is the lowest percentage age group.

145 of the respondents are single with 72.5%, followed by the married status with 54 respondents and 27% with marital status. Lastly, divorced with only 1 respondent that is 0.5%, lowest percentage among all. The result of ethic group among the respondents with 53 of the respondents are Malay which is 26.5%. Besides, 107 of the respondents are Chinese which is 53.5%. Lastly, 40 of the respondents are Indian which is 20%. The highest percentage of respondents are 115 respondents and 57.5 % with bachelor's degree. Second followed by the Diploma with 54 respondents and 27%. There are also 18 respondents which is 9% from secondary and below level. The lowest percentage of the respondents are with Master's / PhD's Degree with 13 respondents and only 6.5%. Last, 0 respondent and 0% for others education level. 117 of the respondents are student and it is the highest frequency of the respondents that is 58.5%. There are 22 respondents which is 11% are Businessman. Accountant and Other areas are both 21 respondents which is 10.5% for each. 13 respondents from Information Technology area that is 6.5% and 6 respondents from Engineers with 3.0%. Lastly, retiree area remaining 0 respondent. There are 116 respondents earn below than RM2000 per month, the majority of the respondent earn below RM2000 which is 58%. From the above result, it also found that 39 of the respondents that is 19.5% earn between RM2000 – RM3000 a month. For earning between RM3000 – RM4000 a month there are 37 respondents that is 18.5%. The lowest percentage in the monthly income group is more than RM4000 t with 8 respondents that 4% only.

4.2 Multiple Linear Regression Analysis

Test of multiple regression analysis may find out with the association between independent variable and dependent variable. The independent variables are Subjective Norms, Attitude, Amount of Information and Service Qualities whereas dependent variable is Customer Acceptance. The result will interpret by the researcher whether or not to accept the developed hypotheses.

Table 2: Model Summary

Model	'R'	R-Square	Adjusted R Square	Std. Error of the Estimate
1	0.910	0.829	0.825	0.25249

Based on the Table 2, the result of R is 0.910, value of R Square is 0.829 and the Adjusted R square is 0.825. It means that four independent variable can be predicted that 82.9% of the variable of customer's acceptance towards Takaful. On the other hand, the four independent variables can be explained that 82.9% of the variable that determine the customer's acceptance towards Takaful in Malaysia.

Table 3: ANOVA

ANOVA						
Model	**Sum of Squares**	**df**		**Mean Square**	**F**	**Sig.**
1	Regression	60.207	4	15.052	236.097	0.000
	Residual	12.432	195	0.064		
	Total	72.638	199			

From Table 3, the F-value is 236.097 and Sig is equal to p-value which the value of P-Value is 0.000. The result shows that it is significant because of p-value is lowers than the significant level 0.05 ($p < 0.05$) and F value with 236.097.

Table 4: Regression Analysis

	Standardized Coefficients				
Model	**Std. Error**	**Coeficient**		**t**	**Sig.**
(Constant)	0.138			1.533	0.127
Subjective Norm	0.071	0.484		6.937	0.000
Information	0.069	0.154		2.181	0.030
Attitude	0.059	0.061		1.126	0.262
Service Quality	0.070	0.257		3.708	0.000

Based on the Table 4, the equation as per below:

"Acceptance level = 0.211 + 0.495 (Subjective Norms) + 0.150 (Amount of information) + 0.066 (Attitude) + 0.258 (Service Qualities)"

For Subjective norms, "P-Value = 0.000 (less than 0.05 significant level)" and Beta = 0.495 which mean subjective norms has significant and positive relationship with acceptance level. Besides, every unit increases in subjective norms, the acceptance level will increase by 0495 units. Therefore, there are significant relation between "subjective norm" variable towards customer acceptance on Takaful Insurance in Malaysia. This is because when the consumers decide to invest in insurance, they may ask about the opinion of friend or family before they invest. For example, once the consumers doing it without any problem they may introduce to their friend and family members. Besides that, some of the consumers may think to buy insurance for their family members. From the result it shows that to subscribe and participate in Islamic Insurance by the consumers in Malaysia mostly is due from an influence of others about the product details [27]. For Amount of Information, "P-Value = 0.030 (less than 0.05 significant level)" and Beta = 0.150 which mean amount of information has significant and positive relationship with acceptance level. Besides, every one unit increases in amount of information, the acceptance level will increase 0.150 units. Therefore, there are significant relations between amounts of information and customer acceptance toward Takaful in Malaysia as the consumers get enough information of insurance, they may understand what the Takaful is. For example, consumer received enough information about Takaful they may know the features of

Takaful and benefit of Takaful. Besides that, once customers understand what is Takaful they may also understand the concept of Islamic insurance. This result is contradicting with the finding from [28] where they found that the amount of information is an important factor in Islamic accounting course selection by the students. But consistent with [29], his result shows that the number of information provided on Islamic insurance is related with the participation of consumers towards the Islamic Insurance.

For Service Qualities, "P-Value = 0.000 (less than 0.05 significant level)" and Beta = 0.258 which mean service qualities has significant and positive relationship with acceptance level. Besides, everyone unit increases in service qualities, the acceptance level will increase with 0.258 units. Therefore, there are significant association between service qualities with customer acceptance toward Takaful insurance in Malaysia. The result is in line with [24]. The result explains if a company provides good service qualities it may attract more customers and it important to the respondent as their necessity. For example, a Takaful company makes the consumers feel convenience when doing a business transaction by providing an enough facility such as parking lots and interior comfort. Besides that, good behaviour such as willing to offer a help from the staff of Takaful company when dealing with the consumers is a factor that could lead to higher service qualities measure. Lastly, For Attitude, "P-Value = 0.262 (more than 0.05 significant level)" and Beta = 0.066 which mean attitude has no significant and positive relationship with acceptance level. Therefore, there are no significant relations between attitude variable with customer acceptance toward Takaful insurance in Malaysia.

In this study there is few limitations to this research. Firstly, the size of the sample might be limiting in factor to this research. 200 set surveys are not enough to represent the opinion or view of Malaysian. This may also lead to the researcher is not able to collect an accurate data for this research because of the randomly choose respondents. Besides that, this research used the self-administered questionnaire data collection method. It is another factor for this research, self -administered questionnaire need to done by physically survey and face to face interaction. This may cause the researcher wasting more time and more cost in this research. Furthermore, this research lack of independent variable. In this research, there are only 4 variables to determine the relationships. One of the independent variables been rejected in this research so only 3 variables can be explained in this study. It should distribute more of the variable to determine the relationship.

Firstly, it recommended that the researcher should increase the size of the sample which is more than 200 set of questionnaires in order to collect more accurate and reliable data. Besides that, this research should be using web survey in order to collect data in an efficiently and effective way. It will save the time of the researcher, lead the researcher more convenient and more focus on doing this research. Furthermore, it will also cost saving for the researcher. Moreover, it is suggested to include additional possible independent variable that might have impact in testing with the dependent variable. In other words, the more variable should be added and tested in order to improve the level of acceptance among the customer toward Islamic insurance services in Malaysia

REFERENCES

[1] Peppers, D., & Rogers, M. (2004). Managing customer relationships: A strategic framework. *John Wiley & Sons.*

[2] Bojei, J., &Alwie, A. (2010). The influence of relationship quality on loyalty in service sector. *International journal of economics and management,* 4(1), 81-100.

[3] Maysami, R. C., & Kwon, W. J. (1999). An Analysis of Islamic Takaful Insurance. *Journal of Insurance Regulation,* 18(1).

[4] MohdRazif Abd Kadir. (2011). Promoting the Takaful industry in Malaysia. *Speech presented at the Launch of ING Public Takaful Ehsan, Kuala Lumpur*

[5] Aris, Y. B. (2009). A Relook into Awareness, Perceptions, Barriers and Future Insurance needs: A Case Study of Takaful and the Malays. *Conference of the International Journal of Arts and Sciences.*

[6] Kadir, M. R. (2011). Promoting the takaful industry in Malaysia. Deputy Governor of the Central Bank of Malaysia, at the Launch of ING Public Takaful Ehsan, Kuala Lumpur.

[7] Drucker, P. F., & Smith., J. M. (2004). The effective executive. *Harvard Business Review.*

[8] Spekman, R. E., & Davis, E. W. (2004). Risky business: expanding the discussion on risk and the extended enterprise. *International Journal of Physical Distribution & Logistics Management,* 34(5), 414-433.

[9] Khan, B. A. (2015). The role of Imarate Sharia in development of muslim personal law in India. *Department of Library and Information Science.*

[10] Taylor, S., & Todd, P. A. (1995). Understanding Information Technology Usage: A Test of Competing Models. School of Business, Queen's University, Kingston, Ontario, Canada.

[11] Antara, P. M., Musa, R., & Hassan, F. (2016). Bridging Islamic Financial Literacy and Halal Literacy: The Way Forward in Halal Ecosystem. *Procedia Economics and Finance.*

[12] AlNemer, H.A. (2015). Participants' preferences & motivations about Takaful products & services: an empirical study on Saudi Arabia. *Kuala Lumpur International Business, Economics and Law Conference* 6, Vol. 1

[13] Maiyaki, A. A., &Ayuba, H. (2015). Consumers' Attitude toward Islamic Insurance Services (Takaful) Patronage in Kano Metropolis, Nigeria. *International Journal of Marketing Studies,* 7(2), 27

[14] Amin, H. (2008). "Choice criteria for Islamic home financing: Empirical investigation among Malaysian bank customers. *International Journal of Housing Markets and Analysis.*

[15] Ali, A. Y. S., & Jama, A. K. A. (2016). Determinants of Islamic insurance acceptance: Empirical evidence from Somalia. *European Journal of Business and Management,* 8(15), 102-108.

[16] Ayinde, L.O. &Echchabi, A.(2012). Perception and Adoption of Islamic Insurance in Malaysia: An Empirical Study. *World Applied Sciences Journal* 20 (3)

[17] Ackah, C., & Owusu, A. (2012, March). Assessing the knowledge of and attitude towards insurance in Ghana. *In Research Conference on Micro-Insurance.*

[18] Fishbein, M., &Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. *Psychological Bulletin.*

[19] Schneider, B., & White, S. S. (2004). Service quality. *Research perspectives.*

[20] Rust, R., & Oliver RL, e. (1993). ervice quality: New directions in theory and practice. *Sage Publications.*

[21] Cronin Jr, J. J., & Taylor, S. A. (1992). Measuring service quality: a re-examination and extension. *The journal of marketing.*

[22] Lai, M.H., Koh, K.S.Y., Choi, C.K., Chua, C.X. & Tan, W.P. 2014. Determinants of customer satisfaction in conventional insurance services: The case of Malaysia. *Doctoral dissertation, UTAR.*

[23] Hamid, F.S. 2011. Measuring service quality in the takaful industry. *SEGi Review* 4(1): 118-124

[24] Razak, M. I. M., Idris, R., Yusof, M. M., Jaapar, W. E., & Ali, M. N. (2013). Acceptance determinants towards takaful products in Malaysia. *International Journal of Humanities and Social Science,* 3(17), 243-252.

[25] Juhari, A. S., Bhatti, M. A., &Piaralal, S. K. (2016). Service Quality and Customer Loyalty in Malaysian Islamic Insurance Sector Exploring the mediating effects of Customer Satisfaction. *International Journal of Academic Research in Business and Social Sciences,* 6(3), 17-36.

[26] Zikmund, W. G. (2003). Business research methods (7th ed.). *Ohio: Thompson South Western*

[27] Ramayah, T., & Ling, K. P. (2002, October). An exploratory study of internet banking in Malaysia. *In Proceedings of the 3rd International Conference on Management of Innovation and Technology* (pp. 25-27).

[28] Amin, H. (2008). "Choice criteria for Islamic home financing: Empirical investigation among Malaysian bank customers. *International Journal of Housing Markets and Analysis.*

[29] Amin, H. (2012). An analysis on Islamic insurance participation. *Jurnal Pengurusan (UKM Journal of Management),* 34.