

**FACTORS INFLUENCING FAMILY TAKAFUL
OWNERSHIP AMONG B40 SEGMENT IN KELANTAN**

FYP EKP

NUR FATIHAH BINTI AZMAN
A18A0570

NURUL FARAH AIN BINTI MOHAMAD
A18A0707

SITI NOR FARISYA BINTI AHMAD FODZI
A18A0861

UNIVERSITI

MALAYSIA

BACHELOR OF BUSINESS ADMINISTRATION (ISLAMIC BANKING
AND FINANCE) WITH HONOURS

KELANTAN



UNIVERSITI
MALAYSIA
KELANTAN

Factors Influencing Family Takaful Ownership Among B40 Segment in Kelantan

by

Nur Fatihah Binti Azman
A18A0570

Nurul Farah Ain Binti Mohamad
A18A0707

Siti Nor Farisya Binti Ahmad Fodzi
A18A0861

A thesis submitted in fulfilment of the requirements for the Bachelor of Business Administration (Islamic Banking and Finance) With Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2021

THESIS DECLARATION

I hereby certify that the work embodied in this thesis is the result of the original research and has not been submitted for a higher degree to any other University or Institution.

- OPEN ACCESS** I agree that my thesis is to be made immediately available as hardcopy or on-line open access (full text).
- EMBARGOES** I agree that my thesis is to be made available as hardcopy or on-line (full text) for a period approved by the Post Graduate Committee.
- Dated from _____ until _____.
- CONFIDENTIAL** (Contain confidential information under the Official Secret Act 1972)*
- RESTRICTED** (Contains restricted information as specified by the organization where research was done)*

I acknowledge that Universiti Malaysia Kelantan reserves the right as follows:

1. The thesis is the property of Universiti Malaysia Kelantan.
2. The library of Universiti Malaysia Kelantan has the right to make copies for the purpose of research only.
3. The library has the right to make copies of the thesis for academic exchange.



SIGNATURE

NAME: NUR FATIHAH BINTI AZMAN

SIGNATURE OF SUPERVISOR

NAME: MRS. FARAH HANAN
BINTI MUHAMAD

Date:



SIGNATURE

NAME: NURUL FARAH AIN BINTI
MOHAMAD



SIGNATURE

NAME: SITI NOR FARISYA BINTI AHMAD
FODZI

Date: 20th JANUARY 2022

ACKNOWLEDGEMENT

Alhamdulillah, and all praise to Allah, the Proposal of Final Year Research Project can be completed carefully. Thank you for giving ample time and opportunities to complete this proposal on Factors Influencing Family Takaful Ownership Among B40 Segment in Kelantan, and gradually our Research Project Islamic Banking and Finance has done. It is also in partial to fulfilment of Bachelor of Business Administration (Islamic Banking and Finance). No work can be carried out without the help and guidance from various kinds of person. We are happy to take this opportunity to express our gratitude to those who have been helpful to us in completing this research.

We would like to give appreciation to our supervisor, Mrs. Farah Hanan Binti Muhamad for her guidance to complete this research. We would like to thank you for spending your time to check and provide ideas to help us complete this research. Lastly, we would also like to thank our parents, friends, and well-wisher who encouraged us to do this research work and those involved directly in completing this research.

UNIVERSITI
MALAYSIA
KELANTAN

TABLE OF CONTENT

THESIS DECLARATION	i
ACKNOWLEDGMENT	ii
TABLE OF CONTENT	iii
LIST OF TABLES	v
LIST OF FIGURES	v
ABTRAK	vi
ABSTRACT	vi
CHAPTER 1: INTRODUCTION	
1.1 Background of the study	1
1.2 Problem Statement	2
1.3 Research Question	5
1.4 Research Objectives	5
1.5 Significance Study	5
1.6 Scope of Study	7
1.7 Definition of Term	7
1.8 Organization of The Proposal	11
CHAPTER 2: LITERATURE REVIEW	
2.1 Introduction	12
2.2 Underpinning Theory	12
2.3 Previous Studies	14
2.4 Conceptual Framework	20
2.5 Summary	21
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Introduction	22
3.2 Research Design	22
3.3 Data Collection Method	23
3.4 Study Population	24
3.5 Sampling Size	24
3.6 Sampling Techniques	25
3.7 Research Instrument Development	26
3.8 Measurement of The Variables	26
3.9 Procedure for Data Analysis	30
3.10 Summary	33
CHAPTER 4: DATA ANALYSIS AND FINDINGS	
4.1 Introduction	34
4.2 Preliminary Analysis	34
4.3 Demographic Profile of Respondent	36
4.4 Descriptive Analysis	43
4.5 Validity and Reliability Test	49

4.6	Hypothesis Testing	52
4.7	Summary	55
CHAPTER 5: DISCUSSION AND CONCLUSION		
5.1	Introduction	56
5.2	Key Findings	56
5.3	Discussion	58
5.4	Implication of The Study	62
5.5	Limitation of The Study	63
5.6	Recommendation for Future Research	64
5.7	Overall Conclusion of The Study	65
REFERENCES		67
APPENDIX A – Draft of Questionnaire		72
APPENDIX B – Gantt Chart		78

LIST OF TABLES

NO.	LIST OF TABLES	PAGES
1.1	Classification of B40 Household	9
3.1	Krijcie and Morgan Table	25
3.2	Variables and Sources	27
3.3	Demographic Profile (Section A)	28
3.4	Section B and C	29
3.5	Cronbach's Alpha Coefficient Size	31
4.1	The Results for Variable Reliability Statistic	35
4.2	Age Group of Respondents	36
4.3	Gander of Respondents	38
4.4	Race Group of Respondents	39
4.5	Academic Qualification of Respondents	40
4.6	Occupation of Respondents	41
4.7	Total Income Household of Respondents	42
4.8	Mean and Standard Deviation of Awareness	44
4.9	Mean and Standard Deviation of Social Influence	45
4.10	Mean and Standard Deviation of Financial Capability	47
4.11	Cronbach's Alpha Coefficient Size	49
4.12	Cronbach's Alpha of Family Takaful Ownership Among B40 Segment	50
4.13	Cronbach's Alpha of Awareness	50
4.14	Cronbach's Alpha of Social Influence	51
4.15	Cronbach's Alpha of Financial Capability	51
4.16	Results of The Correlation Analysis	52
4.17	Rule of Thumb About Correlation Coefficient Size	53
5.1	Results of Hypothesis	61

LIST OF FIGURES

NO.	LIST OF FIGURES	PAGES
2.1	Cognitive Models of Consumers Behaviours	12
2.2	Conceptual Framework	20
4.1	Age of Respondents	37
4.2	Gender of Respondents	38
4.3	Race Group of Respondents	39
4.4	Academic Qualification of Respondents	40
4.5	Occupation of Respondents	41
4.6	Total Income Household of Respondents	43

ABSTRAK

Dalam keadaan ekonomi yang sangat sukar, takaful keluarga atau insurans hayat memberi sumbangan besar kepada keselamatan ekonomi bagi individu, terutamanya kepada 40% isi rumah yang berpendapatan paling rendah (B40), yang boleh dikategorikan sebagai kumpulan yang sangat berisiko terdedah kepada kejutan ekonomi. Walau bagaimanapun, pemilikan perlindungan Takaful atau insurans kekal sangat rendah di kalangan B40, iaitu hanya 4%. Terdapat beberapa faktor utama yang menyumbang kepada tahap pemilikan takaful keluarga yang rendah dalam kalangan B40. Justeru, tujuan kajian ini adalah untuk mengetahui faktor-faktor yang mempengaruhi pemilikan takaful keluarga dalam kalangan B40 di Kelantan. Data kajian ini dikumpul dengan menggunakan kaedah kuantitatif, dimana satu set soal selidik telah diedarkan secara sama rata kepada 384 responden melalui *Google Form*. *Statistical Package for Social Science (SPSS)* digunakan untuk menganalisis data. Menurut tinjauan itu, didapati pemilikan takaful keluarga dalam kalangan B40 berkorelasi secara positif dengan tahap kesedaran, pengaruh sosial dan keupayaan kewangan. Implikasi kajian ini adalah campur tangan kerajaan terutamanya Bank Negara Malaysia (BNM), dan syarikat insurans atau takaful mesti bekerjasama untuk menyediakan produk mesra pengguna yang memberi manfaat kepada isi rumah B40. Matlamat kerjasama adalah untuk menyesuaikan produk berdasarkan ciri dan kekangan mereka. Antaranya dengan menyediakan pelbagai pakej yang memfokuskan kepada mereka.

Kata kunci: Pemilikan takaful keluarga, segmen B40, kesedaran, pengaruh sosial, keupayaan kewangan.

ABSTRACT

In a tougher economic climate, the family takaful or life insurance contributes significantly to economic security for individuals, particularly the bottom 40% of income households (B40), who can be categorized as vulnerable groups to economic shocks. However, Takaful or insurance coverage ownership remains extremely low among the B40, at only 4%. There are several major factors that contribute to the low level of family takaful penetration among B40. Thus, the purpose of this study is to determine the factors influencing family takaful ownership among B40 in Kelantan. The data for this study were gathered by quantitative method which a set of questionnaires distributed evenly among 384 respondents via *Google Form*. The *Statistical Package for Social Science (SPSS)* was used to analyses the data. According to the survey, the findings show the family takaful ownership among B40 is positively correlated with levels of awareness, social influence, and financial capability. The implication of this study is the government intervention especially Bank Negara Malaysia (BNM), and insurance or takaful companies must collaborate to provide consumer-friendly products that benefit B40 households. The goal of the collaboration is to customise products based on their features and constraints. Among them are providing various packages that focus on them.

Keywords: Family takaful ownership, B40 segments, awareness, social influence, financial capability.

CHAPTER 1: INTRODUCTION

1.0 INTRODUCTION

At the beginning, this study will highlight on the bigger picture of family takaful ownership among the Botom 40 (B40) segment. This chapter includes the background of the study, problem statement, study questions, objective of the study, scope of study, significance of study, definition of term, and organizational of the proposal.

1.1 BACKGROUND OF STUDY

Every human being must have encountered numerous types of risk, such as chronic disease, accidental event, and total disability which demands extremely large costs. As a result, insurance and takaful have been created to protect human lives which is unpredictable (Ahmad Mokhtar et al., 2017). Insurance is a mechanism that reduces uncertainty, and the losses are shared by all participants. Insurance may therefore be regarded as a tool for risk management which minimises insecurity and distributes loss as a planned financial approach (Mehr, 1986).

In Arabic, the word of Takaful means *kafala* or joint guarantee, in which all members pledge to help one another in the event of uncertain losses (Engku Rabiah, et.al; 2008). There are two types of takaful products sold by Takaful firms in Malaysia which are family takaful and general takaful. General takaful is an alternative to general insurance whereas family takaful is an alternative to life insurance (Bangaan Abdullah, Yakob, & Ruslee, 2019).

The development of the takaful industry in Malaysia began in 1984 in response to the demands of Muslims to find an alternative to conventional insurance that follows Shariah

standards (Redzuan et al., 2009). Thereafter, Takaful market in Malaysia is showing good improvement and able to surpass conventional insurance (Lim Thien et al., 2020). Nowadays, with the expansion of the takaful industry, various takaful firms in Malaysia are registered with Bank Negara Malaysia (BNM). In addition, insurance life and family takaful play an important role in sustaining the financial well-being of society and individuals to further contribute to the country's economic development.

In a comprehensive observation, it can be concluded that takaful must actively perform its function as a tool in risk management. Thus, the study aims to examine the factor that influencing family takaful ownership among the B40 segment. The study can give valuable outcomes for existing literature by analysing variables particularly awareness, social influence and financial capability, and its relationship with the family takaful ownership among the B40 segment. Indeed, the outcome will be used as the reference for any studies related to the understanding of Islamic risk management tools in all takaful products as well.

1.2 PROBLEM STATEMENTS

Nowadays, unforeseen risks are likely to befall oneself and family members if there is no complete protection and preparation. Humans are not protected from being subject to a variety of uncontrollable injuries and threats. An unpredictable loss or accident may occur such as premature death, disability, old age, and deteriorating health and unemployment (Nor Hamizah, 2016). Thus, takaful protection will aid in the management of threats that may exist in our lives without us realising it. For instance, family takaful or life insurance is functional in offering an aspect of savings and protection to policyholders. In this context, the takaful

would protect the policyholder in the event of any unanticipated failure in the future at any moment.

Ironically, despite the availability of takaful that shows a surge in Malaysia, the Financial Stability Survey by Bank Negara Malaysia (BNM) reveals that almost half of the Malaysian population still do not have insurance or Takaful coverage (Lim Thien et al., 2020). This has shown that the level of takaful ownership in the Malaysian community remains low. At the same time, there was low takaful ownership, particularly from the B40 group. The situation of wide research about many aspects of low level of ownership takaful justifies the gap in the research field that needs to be analysed. This research is highly significant since the absence of ownership of family takaful would adversely affect Muslim finances and wellbeing when threats happen in the future.

Even though life insurance and family takaful industry in Malaysia hit a penetration rate of 55% in 2016, only 4% of the total B40 households have life insurance or family takaful plans in that year (Bank Negara Malaysia, 2016). There are several key factors influencing takaful ownership among the B40 community such are awareness, social influence, and financial capability. Essentially, majority in the B40 group are unaware of the availability of takaful protection facilities for personal use. This may be attributed to a lack of disclosure of knowledge on the value of takaful, which may leave them with a hazy view of the long-term effects of takaful (Lim Thien et al., 2020). As a result of a lack of knowledge and understanding, there would be a low degree of awareness about the value of takaful protection in future use to avoid any risk.

Consumer adoption of an invention may refer to their level of awareness (Ali, Raza, Puah, & Amin, 2019). In the same case, the B40 typically have financial issues that make it

impossible for them to devote a portion of their income to non-priority programmes or services. Their income is more focused on meeting their daily needs and they may not have a surplus of money to purchase or have insurance or a takaful policy (Bangaan Abdullah, Yakob, & Ruslee, 2019). Besides, the issue of low takaful ownership among the B40 segment can occur due to a lack of exposure to social influences (Husin et al., 2015). Family relatives and friends themselves do not use family takaful protection services as their financial risk management. As a result, the B40 category is resistant to being affected or influenced by people surrounding them to adopt family takaful service. Furthermore, takaful firms themselves engage in less practises in the promotion and advertising campaigns on family takaful to this community, leaving them untouched and uninterested in the services provided (Bangaan Abdullah, Yakob, & Ruslee, 2019). Therefore, all these factors may be the reason for the low percentage of takaful ownership among the B40 group.

To help fill this research gap, the study will analyse the factors that play an important role in the penetration or exploration of the family takaful market among the B40 group in Kelantan. This research is according to quantitative methods, especially by having a questionnaire among 384 respondents in the state of Kelantan. Specifically, this research directly analyses the relationship between awareness and family takaful ownership among B40, the relationship between social influence and family takaful ownership among B40, and the relationship between financial capability with family takaful ownership among the B40. This research was conducted to prove the extent to which this factor can affect the takaful ownership among the B40 group in Kelantan.

1.3 RESEARCH QUESTION

The research questions have been developed for the purpose of achieving the objective of the study.

- (i) Is there any relationship between awareness and family takaful ownership among B40 segment?
- (ii) Is there any relationship between social influence and family takaful ownership among B40 segment?
- (iii) Is there any relationship between financial capability and family takaful ownership among B40 segment?

1.4 RESEARCH OBJECTIVE

The study aims to examine factors influencing the family takaful ownership among B40. More specifically, this study will attempt to:

- (i) To examine the relationship between awareness with family takaful ownership among B40 segment.
- (ii) To identify the relationship between social influence with family takaful ownership among B40 segment.
- (iii) To investigate the relationship between financial capability with family takaful ownership among B40 segment.

1.5 SIGNIFICANCE STUDY

The results of this research will be benefitted to the takaful industry that offering the product to the community. Firstly, the research can be used by stakeholders to understand the

impact of their awareness program towards the B40 community. The outcome of the study will help the takaful industry to identify their weaknesses in conducting awareness programs regarding the family takaful as the study will gain data about the factor of awareness towards the takaful. By doing this, the takaful industry able to improve their strategy like make outreach programme to the community and not merely waiting for the community to come to the operator takaful. This is crucial as awareness is a factor that led the community to take policy takaful family.

Secondly, the government can provide policy in structuring feature products that may offer an affordable price specifically to the B40 segment for the sake of a good and stable economy. The initiative done should be for long-term impact on the product and the economy. Other than that, government policy is supposed to create an initiative in infusing high Islamic values among Muslim consumers to stimulate and support the country's development of family takaful. This is crucial to increase the participation rate.

Lastly, this study provided solutions to the operator takaful to promote the benefits of takaful product and enhancing public awareness aggressively and should serve takaful the whole community especially the poor and needy. Therefore, operator takaful should choose the finest marketing approach and capture the untouched market especially those living in rural areas. In addition, they should highlight the differences between conventional insurance and Islamic insurance to have a better understanding of takaful.

1.6 SCOPE OF STUDY

This research is focused on factors influencing the ownership of family takaful among the B40 group in Kelantan. This study will concern on examine the relationship between awareness, social influence and financial capability of people with the family takaful adoption in Kelantan. The main location of our study is located in Kelantan. We have selected the target population of household people in Kelantan based on the state poverty rate factor in Malaysia. According to the Department of Statistics Malaysia (2020), the poverty rate in the state of Kelantan is 12.4% which is equivalent to 230,000 people in the state living in poverty. From this source, the researcher observed that the poverty factor in the state of Kelantan also may be the major cause for the low rate of family takaful adoption among the population in Kelantan. This research will gather 384 respondents from household people in Kelantan. Each of these respondents has a variety of levels and justifications to the factors that contribute to family takaful ownership. We use an online questionnaire to collect primary data using a Google Form, which we distribute to all targeted respondents in Kelantan.

1.7 DEFINITION OF TERM

Before elaborating further on the phenomena and issues highlighted, the researcher will explain some important terms that are the main topic in this study. The definition explanation is intended to understand the current scenario in the context of family takaful ownership among the B40 segment.

Family Takaful

Family Takaful is a type of long-term policy aimed at long-term needs such as pensions and compensation for the occurrence of death and disability, education of children and other purposes (Abdullah, 2011). All the participants in family takaful pay the contribution for two main reasons. Firstly, contribution made for tabarru' or donation to the takaful fund and provide mutual indemnity to all. Secondly, contribution for saving and investing instruments to their families' benefits.

In addition, family takaful is treated as a protection for the owner assets and mutual guarantee of financial when death of the participant (Engku Rabiah, et.al; 2008). Therefore, family takaful participants' contributions are separated into two different accounts: 1) Participants' investment accounts (PA), which is a savings and investment account; and 2) Participants' special accounts (PSA). This is a donation fund, also known as a participants' risk account, based on the tabarru' principle.

The amount assigned to these two accounts is determined by the previously agreed-upon percentage in the contract. To invest the funds in both accounts, assets such as government Islamic instruments, Islamic private debt securities and equities, fixed assets, and fixed deposit accounts will be utilised. When it comes to the utilisation of family takaful, it's viewed as a way to protect the assets of the participants. Furthermore, the family takaful is also utilised for savings and investment tools as the objective of participants' accounts. To put it in another way, a family takaful plan is a long-term savings and investing mechanism that also provides mutual financial aid in the event of the participants' deaths.

B40 Segment

The B40 segment are defined as the income groups with representing the bottom 40 percent of income earners (Jen- Li Lim, 2020). Households in the bottom 40% of income have an average monthly income of less than RM 4,850 (Department of Statistics Malaysia, 2020). The classification of B40 segment is based on income level by using the poverty line income (PGK) for the measurement. This measurement is essential to the country to see the country's success in terms of effective implementation of development policies and programs (Mayan, Nor, & Samat, 2017). The implementation of the Eleventh Malaysia Plan (RMKe 11) shows that efforts government to improve the living standards of the poverty community included to B40 segment (Chamsuri S., Mohd Khairi I., Nurul Ashikin A., & Siti Zalikha Z., 2019).

Table 1.1: Classification of B40 households

Group		Median	Average	Income range
B40	B1	RM 1 929	RM 1 849	> RM 2 500
	B2	RM 2 786	RM 2 803	RM 2 501 – RM 3 170
	B3	RM 3 556	RM 3 561	RM 3 171 – RM 3 970
	B4	RM 4 387	RM 4 395	RM 4 851 – RM 4 850

Source: Department of Statistics, Malaysia 2020

From the classification of B40 segment, it can guide the government to formulate and plan the incentives and subsidies that need to be channeled to the community, especially for those in need. Based on the poverty rate in 2020 shows an increase of 8.4 percent from 5.6 percent in 2019 (Department of Statistics Malaysia, 2020). This indicates that high income inequality that will put pressure on the underprivileged or low-income groups. Therefore, it is

very important for the government to formulate effective strategies in the administration to ensure the financial protection of the community is secure.

Financial Capability

Financial capability is about having the knowledge, understanding, skills, motivation, and confidence in making financial decisions that are appropriately subject to one's personal circumstances (Mundy, 2011). Besides, financial capability was a good fit for the company's overall strategy (Furrer, Thomas, & Goussevskaja, 2008). The requirement for financial resources is recognised by a number of researchers working on strategy implementation. However, whether the strategist should examine the financial capability to implement strategic plans before establishing the strategy is not clearly stated. Financial capability was mentioned as a forerunner to strategic decisions as a result of these links, determining the level of effectiveness.

Reference by Kaplan & Norton (1992) may have been more eloquent in expressing the financial perspective on strategic management. In connection to the other views of the balanced score card of converting strategy into action, it was underlined that timely and accurate financing data was a priority. Many studies have only looked at financial capability as a dependent variable when it comes to strategic elements, rather than as a determinant factor in the strategic planning process. Many resource-based scholars, on the other hand, emphasise the importance of both tangible and intangible resources for organisational strategic planning effectiveness. To increase productivity, businesses require financial and managerial resources (Hoopes, Madsen, & Walker, 2003).

1.8 ORGANIZATION OF THE PROPOSAL

This research will be categorized into three chapters which are structured as follows:

Chapter One: Introduction Chapter

Chapter one explained a concise overview of the research which included the background of study, problems statements and justifications and establish the research question and aim as well as clarify the significance of the research.

Chapter Two: Literature Review

Chapter two explained an overview for literature study of factors influencing the ownership of family takaful among B40 segment as well as discusses the theoretical background and research framework.

Chapter Three: Research Methodology

Chapter three explains about research methodology as well as describes an overview of research design. Data collection and analysis procedures were also extensively examined in the research.

CHAPTER 2: LITERATURE REVIEW

2.1 INTRODUCTION

The purpose of this chapter is to give an overview of the entire literature on the factors influencing family takaful ownership among B40. This research will examine the factor that influences Family takaful ownership which is the factor of awareness, social influence, and financial capability that gives the impact on family takaful ownership among the B40 segment in Kelantan. This chapter will describe the research frameworks to also serves as a theoretical and conceptual framework of this research.

2.2 UNDERPINNING THEORY

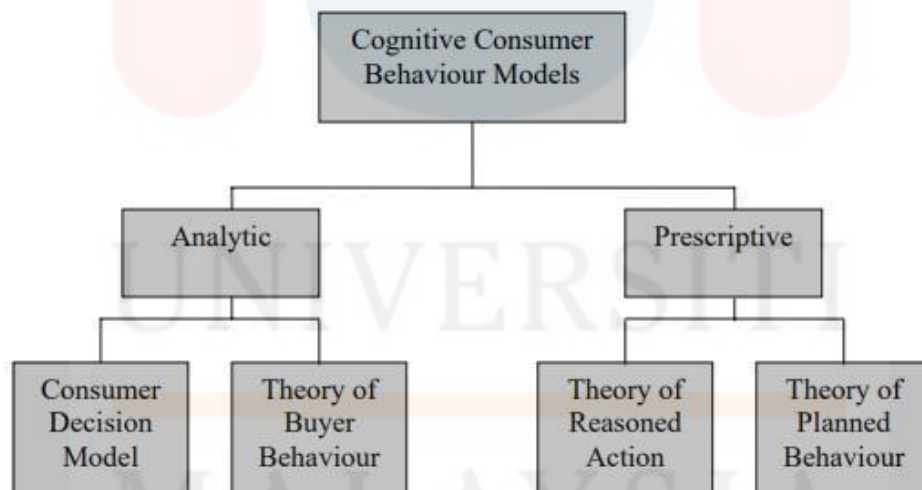


Figure 2.1: Cognitive Models of Consumer Behaviours

Figure 2.1 shows the Cognitive Model of Consumer Behaviours, this model is a framework of explains variables can affect the response, which is the result of the purchase

decision. This model of cognitive user behaviour can be divided into two parts namely analytical and prescriptive. Prescriptive models can provide guidelines to help structure behaviour. Determine how impact factors such as attitudes and values will predict customer choice. It is possible to use analytic models to describe the behaviour of consumers and show the relation between the influencing variables and the decisions taken, as they appear to follow the conventional. The five stages that can classify buyer behaviour include achieving problem recognition, information retrieval and alternative evaluation, as well as evaluation of options and outcomes because they are critical at the decision process (Bray, 2008). The two main analytical models are the Consumer decision model, and the theory of buyer behaviour, and the most common prescriptive models are the theory of planned behaviour and the theory of reasoned action.

Based on this research, appropriate theories were applied to study the factors that influencing the family takaful ownership among the B40 segment is more focused on model Theory of Planned Behaviour (TPB). TPB encompasses behavioral control that is perceived as a factor influencing purchasing intentions and behaviors. Perceived behavioral control refers to a person's perception of the ease or difficulty of performing a particular behavior. Actual behavioural control refers to the extent to which a person has the skills, resources, and other prerequisites needed to perform a given behaviour. Actual behavioural control is difficult to accurately assess and so perceived behavioural control is measured through specially designed questionnaires and serves as a proxy measure of the influence. In the TPB, behavioural intention is controlled by a dynamic mix of attitude, subjective norm and Perceived Behavioural Control variables. Actual behaviour is again derived largely from behavioural intention, but is mediated to some degree by perceived behavioural control (Rajput & sharma,

2019). The use of TPB in takaful is crucial because takaful operators always seek key factors that can influence consumers.

Therefore, the use of TPB in takaful is crucial because takaful operators always seek key factors that can influence consumers. The test of TPB with a sample can provide key factors that influence the family takaful scheme participation the most among the B40 segment. The researchers used this theory to implement the awareness of takaful, social influence, and financial capability of the community.

2.3 PREVIOUS STUDIES

2.3.1 Family Takaful Ownership Among B40 Segment

Family takaful ownership is essential for financial risk management, especially for B40 segments. According to Lin (2018), the low penetration rates of life insurance or family takaful in the B40 segment may expose them to financial shocks. In case of a financial shock such as a family breadwinning death or sickness, the household loses its revenue source and lacks funding for an unanticipated expenditure. Based on Rahman & Nor Hamizah (2016), the role of life insurance or family takaful acts as a protector against financial difficulty and as security instruments in unforeseen scenarios. Life insurance or family takaful is considered to be one of their fundamental daily demands of financial support.

This fact is supported by Lim Thien et al., (2020) mentioned that having life insurance and family takaful is beneficial to the heirs when the breadwinner of a family suffers premature death. The advantage of the adoption of family takaful or life insurance allows family members who require complete subsistence support to get reimbursement from the insurance company

to cover the cost of living. In addition, Mohd Hafizuddin et al. (2019), the author suggests that the effort and cooperation from operator takaful are crucial to encouraging B40 households to purchase takaful to make them more resilient to economic shocks and further improve their living standards.

According to Shah & Sohail (2016), the study proved that the role of operator takaful in enhancing family takaful ownership by creating awareness and educating the community about the Shariah compliance of takaful. Besides, Bangaan Abdullah et al. (2019) highlighted that the service quality must streamline to encourage the purchase of family takaful. Moreover, the study by Zuriah (2008) mentioned that the takaful industry has gave a positive social-economic impact in Malaysia. This means that takaful ownership is really helpful in contributing to the economy.

2.3.2 Awareness

The factor of awareness significantly has an impact towards the ownership of family takaful among B40 segment. Hassan & Abbas (2019) stated that the low level of awareness among Pakistan society is influenced by the fact that the products offer by takaful firms are not competitive as conventional insurance products. Furthermore, a study conducted by Ahmad Mokhtar et al., (2017), the findings revealed that corporations and organizations have a lower 80 percent degree of takaful awareness compared to the 89 percent of insurance awareness level, they also admitted a lack of in-depth understanding and knowledge about takaful products. Moreover, the degree of family takaful is lesser in the sole proprietorship and partnership due to their lack of perspective and understanding of the necessity of the family takaful.

In addition, R. Hassan et al., (2018) this research was implemented among 503 respondents that aim to examine the knowledge and awareness of takaful among Malaysians. The findings show that 124 respondents have no knowledge and 45 percent are not aware that policyholders share risks mutually. The particular reason for circumstance, the respondents do not know that takaful is free from gambling, uncertainty, and interest. The result from Salman et al., (2017) also shown that the policyholders of non-Muslim are unconscious and unknowledgeable that conventional insurance involves interest, gambling, and uncertainty instead of takaful free from prohibited elements. On the contrary, Muslims realise that insurance has interest and that it should be forbidden following Islamic principles.

Furthermore, Shah & Sohail (2016) highlighted related to the findings that there is a significant positive relationship between product awareness and the family takaful demand. The researcher also described that marketing and advertising apparently play an important role in the impact of product awareness on family takaful demand. These findings are important in general since takaful has yet to become a priority among the community especially those living in rural areas that required a financial commitment. Based on the study by Afthanorhan (2018) pointed that the community that is well educated is more aware to participate in takaful. Salleh & Padzim (2018) mentioned in their research that the demand for micro takaful adoption among SMEs is driven by a low degree of awareness. A low level of educational background will result in limited knowledge which might lead to a lack of awareness regarding takaful products.

Besides, the study by Sang et al., (2020) has explained that the reasons for decreased level of awareness towards the importance of insurance life and family takaful are due to the inaccurate perception of the purpose product related to it. There may be a perception among

Malaysians that life insurance policies are only essential for single people. Misconceptions about this concept are common because people often confuse regarding the functional position between the family takaful and general takaful, especially takaful for automobiles and homes.

To sum up, everything that has been stated shows that the factor of awareness significantly contributes to individual ownership of family takaful.

H₁: There is a significant relationship between awareness and family takaful ownership among the B40 segment.

2.3.3 Social Influence

Social influence can be defined as an individual who has been inspired to change his or her attitudes, values, and thoughts influenced by the demands of the social environment. Based on Husin et al., (2015), social influences can affect a person's actions or behavior in various ways in different societies. In another word, environmental influences that serve as impetus and triggers to alter a person's desires and perceptions. According to Mou (2018), social-environmental influences include humanitarian issues such as influence by parenting or teacher, peer influence and social influence, and even non-humanitarian factors such as the effects of the various media encountered by the individual during his/her life process.

Social influence becomes one of the main factors influencing society to adopt family takaful policy in their financial planning. A previous study conducted in Malaysia by Husin et al., (2015) showed that social influences give positive relationship in the adoption of family takaful. According to the findings of a survey implemented by Sidhardha & Sumanth (2017),

the results of 150 respondents indicate that social influence factors play a role in the decision to purchase an insurance policy. For example, 24 percent were influenced by agents, 23 percent by families, 22 percent by personal preferences, 11 percent by peers, and the remainder were influenced by factors such as advertisements and others. As a result, the previous research demonstrates that social factors affected the decision to purchase insurance or takaful. This factor is supported by Hassan & Abbas (2019) mentioned that social influence is a very important aspect that exists at the adoption of takaful in any developing nation, as sample studies show that social impact may substantially improve the base of takaful users in Pakistan.

However, on the contrary, research by Shabiq & Hassan, (2016) that operated in the Maldives concluded indicating the role of social influence on Takaful adoption is insignificant. Social influence does not affect a person's change of intention to adopt takaful as risk takaful protection for their personal use.

H₂: There is a significant relationship between social influence and family takaful ownership among the B40 segment.

2.3.4 Financial Capability

In general, there is no universally accepted concept of financial capacity. However, according to Mundy (2011), the core definition of this term is about having the knowledge, understanding, motivation, skills, and confidence in making financial decisions that are appropriately subject to one's personal circumstances. Actual behaviour is the best indicator of a person's financial potential. Someone can be financially literate in the sense of having the knowledge, understanding, and ability to manage their own finances well without necessarily being capable in terms of the value or amount of the finances, as demonstrated by their actual

behaviour. For example, people who understand the importance of shopping around before purchasing financial products or services and know how to do so can be considered financially literate (in that regard), but they cannot be considered financially capable if, in practice, they never shop around before purchasing financial products or services.

Based on Astari's (2018) statements, demand for insurance is also driven by many factors. One of the things that drives someone to ask for insurance is income. A financial capability that tends to be high will encourage someone to get insurance. Basically, someone who has a large earn is able to finance expenses other than for food needs. The level of financial capability significantly affects the demand for life insurance.

Furthermore, the study by Redzuan (2014) pointed out that financial capability is the most important factor found in numerous empirical research to significantly influence life insurance demand. It has been established that the ability to pay for life insurance is related to the level of income. As income increases, insurance becomes more affordable. Higher incomes might also lead to higher estimated losses for dependents in the event of the breadwinner's early death happen. Like most earlier jobs, this study employs real GDP per capita to estimate disposable income. It is hypothesized that income has a positive effect on the use of life insurance and family takaful in Malaysia.

In addition, according to L. F. A. Hassan, Jusoh, & Hamid (2014), an individual's income level can influence the ownership of Islamic Insurance (Takaful). In other words, persons with greater incomes have more discretionary income than those with lower incomes. Previous research has also found that financial capability can be used to predict life insurance participation (Yazid, Arifin, Hussin, & Wan Daud, 2012; Husin & Rahman, 2013). As

mentioned by Redzuan (2014), life insurance is a costly product; nonetheless, a gain in financial capability causes consumers to invest in life insurance.

H₃: There is a significant relationship between financial capability and family takaful ownership among B40 segment.

2.4 CONCEPTUAL FRAMEWORK

The research implemented the conceptual framework to the research on the factor influencing the Family Takaful ownership among B40 segment at Kelantan.

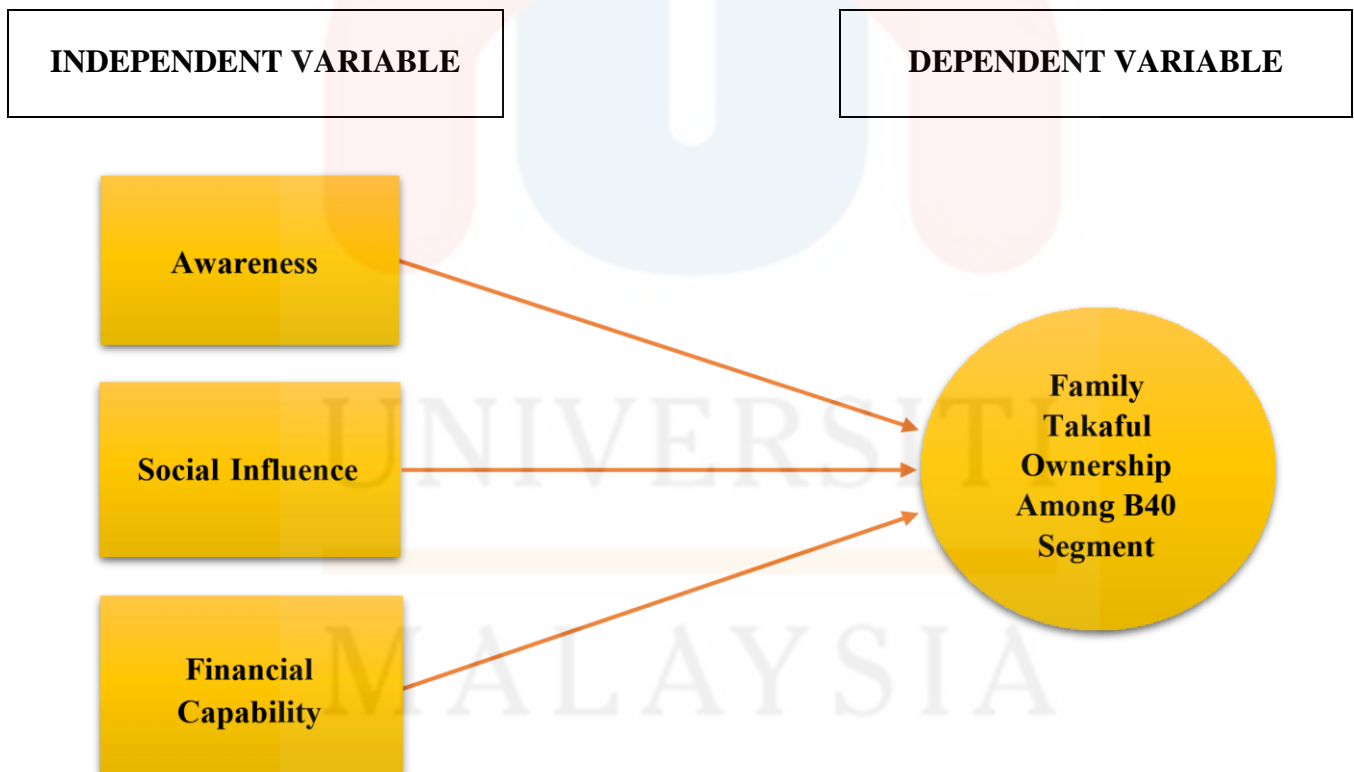


Figure 2.2: Conceptual Framework

2.5 SUMMARY

In conclusion, this chapter has reviewed the literature pertaining to the research component. The proposed conceptual framework is developed based on the literature review. The research tends to investigate the relationship between all the independent variables and the dependent variable.



CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

The methodologies employed by the researchers to conduct this study are discussed in this chapter. The purpose of the study is to explain how the data were gathered and processed to achieve the right information. This chapter discusses research design, data collection method, study population, sample size, sampling technique, research instrument development, variable measurements, and data analysis procedures. Within the scope of research design, the researcher needs to determine the exact methods that need to be applied in this study either in quantitative or qualitative terms. Next, this chapter also discusses the collection methods involved in this research begin with the population, population framework, and sampling methods from the survey. In conclusion, this chapter offers a specific summary of the technique employed for the selected research and the data gathering structure.

3.2 RESEARCH DESIGN

Research design can be defined as the research strategies and frameworks designed by researchers to elicit answers from research questions. In this context, the researcher applied a quantitative research approach in this study. A quantitative research field that examines attitudes, behaviour, and performance statistically, offers data in more interpretable percentages. The strategies employed during quantitative research include the unbiased random selection of researchers from the study population, the standardised questionnaire or intervention they get and statistic procedures used to examine the association between certain

variables (Oshagbemi, 2017). This quantitative research aims to construct approximately theories and hypotheses of the demand of ownership family takaful among B40 segment in Kelantan.

Essentially, the researcher has implemented the survey method in this study. A survey is an elaborate approach for quantitative research consisting of a questionnaire with the purpose of collecting data efficiently from targeted respondents especially the community among the B40 segment in Kelantan. Surveys and questionnaires are highly efficient approaches common among quantitative researchers. As it is designed to elicit statistically significant information on a certain topic (Roopa & Rani, 2012). Therefore, the method of survey utilising the technique of questionnaires is extremely necessary to gather information from a large number of respondents in Kelantan to implement a more extensive and detailed study on the factors influencing takaful ownership among the B40 segment. A structured questionnaire formulation is important to the survey's performance. Then, there are data like ratios, percentages, and quantitative statistics that may be computed and managed utilising the statistical package for social science (SPSS).

3.3 DATA COLLECTION METHOD

3.3.1 Primary Data

Surveys are one of the types of primary data. Thus, the study was carried out utilising a questionnaire approach to gather data, as it can be reached with ease by employing self-administered questionnaires for a large number of people. The questionnaire will be specially designed and structured based on the dependent variables that influence the result of this

research such as level of awareness, social influence, and financial capability. The responses from the questionnaire provided a good understanding and insight on the factors influencing family takaful ownership among the B40 segment in Kelantan. We will disseminate an online questionnaire utilising the Google Forms application to the target respondent in Kelantan. Data collection may be convenient sampling, swift and saves time and cost with the online survey approach in this study.

3.4 POPULATION

A population can be characterized in research terms as an integrated group as a broad group of people, organizations, or objects by having common characteristics that interest a researcher to develop further research studies. The target population of this study is among B40 household people in Kelantan. Based on the total population for the B40 group in Kelantan covering 138,200 households (Survei et al., 2020). Several questionnaires online were given and distributed to selected respondents among B40 residing in Kelantan.

3.5 SAMPLING SIZE

In this research, we use quantitative questionnaires and the sample size for the research will be identified based on the population of research. The theory of Krejcie and Morgan was used in this research to identify the number of respondents that researchers chose from the population. The sample size was 384 respondents in Kelantan. Quantitative questionnaires are to obtain information that will help to understand the needs of individuals about certain topics.

These questionnaires are distributed randomly in Kelantan. The Krejcie and Morgan table is as below in Table 3.1.

Table 3.1: Krejcie and Morgan table

<i>Table for Determining Sample Size of a Known Population</i>									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size *Source: Krejcie & Morgan, 1970*

3.6 SAMPLING TECHNIQUE

The sampling technique process has been divided into two which are probability and nonprobability sampling. Each of them has a various number of sampling techniques. So, in this study, researchers have used non-probability for the sampling technique. Thus, non-probability sampling is convenience sampling which is more reliable to this research in which that every individual has an equal opportunity for the selection making and this can be achieved if the researchers utilize this convenience.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

Before the researchers make a collection of any data, the researchers need to design a research instrument. A research instrument is a tool for use by the researchers to collect the data from the questionnaire that was made by researchers. It will ask the same questions to each respondent, which means that the data collection will be more focused and easier to analyze. The instrument used to make the data collection in this study is from the questionnaire, then the data will be analyzed through SPSS version 25.0.

3.8 MEASUREMENT OF THE VARIABLES

In this study, the measurement of the variables we use is two types of scale. Firstly, Section A use nominal scales while in Section B and Section C the interval scale was implemented applying a five-point Likert scale.

Section A: Demographic Profile

Section A will seek information on the respondent's profiles. This section seeks out the respondent's gender, race, age, highest academic qualification, occupation, and total household income. The respondent will choose the answer from the question that suits their profile.

Section B: Family Takaful Ownership Among B40 Segment

Section B is the question to the respondent which is the need for family takaful ownership among the B40 segment. The form will provide insights based on the decision of respondents that the research needs to know. The question was created based on objective

research. A five-point Likert scale is used, ranging from strongly disagree (1) to strongly agree (5). (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5- strongly agree).

Section C: The Factor That Influencing Family Takaful

Section C is to measure the factor that influencing the family takaful among the B40 segment in Kelantan. This section will be focusing on three dimensions' independent variables, namely the awareness, social influence, financial capability by using the Likert scale as a metric. A five-point Likert scale is used, ranging from strongly disagree (1) to strongly agree (5). (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, and 5- strongly agree). The breakdown of the section and the description of the research instruments are summarized below in Table 3.2.

Table 3.2: Variables and Sources

SECTION	DIMENSION	NO. OF ITEMS	SOURCES
A	Profile of respondents	6	(Hayat & Kalangan, 2019)
B	Family takaful ownership among B40 segment	5	(Mohd Hafizuddin et al., 2019)
C	Factors influencing family takaful		
	1. Awareness	5	(Salleh & Padzim, 2018)
	2. Social influence	5	(Husin et al., 2015)
	3. Financial capability	5	(I. Abdullah, 2019)
TOTAL		26	

Construct of Measurement

Table 3.3: Demographic Profile (Section A)

Profile of respondent	Items	Tick (/)
Age	18 – 24 years old	
	25 – 30 years old	
	31 – 35 years old	
	36 – 40 years old	
	41 – 45 years old	
	46 – 50 years old	
	51 years old and above (end of 60)	
Gender	Male	
	Female	
Race	Malay	
	Chinese	
	Indian	
	Others	
Academic qualification	SPM	
	Diploma	
	Graduate Degree	
	Master	
	PhD	
Occupation	Government	
	Private sector	
	Self - employed	
	Unemployed	
Total house income	RM 0 – RM 1,481	
	RM 1,482 – RM 2,067	
	RM 2,068 – RM 2,513	
	RM 2,514 – RM 2,819	

RM 2,820 and above

Table 3.4: Section B and C

Variables	Resources	Items	1	2	3	4	5
The family takaful ownership among B40 segment	(Mohd Hafizuddin et al., 2019)	I should have family takaful in my life.					
		I need family takaful to provide financial benefit in future.					
		I think family Takaful is a good financial protection and long term saving.					
		I aware that family Takaful will protect the participants when suffering a loss.					
		I believe that Family Takaful scheme is a compliant Shariah insurance.					
Awareness	(Salleh & Padzim, 2018)	I aware the existence of Takaful is complying with Shariah					
		I aware that takaful is for all Muslim and non-Muslim					
		I know that Takaful is free from prohibited element such as interest, uncertainty and gambling					
		I aware that Takaful helps to reduce my health expense					
		I aware that family takaful can give protection to my family life					
Social influence	(Husin et al., 2015)	I am interested in taking family takaful because many people around me already purchased it.					

		I think I get a lot of information about family takaful through different sources including my friend, peer, family and media					
		I am easily influenced to adopt family takaful by viewing the benefit of people get after purchased it					
		I need to listen and get advice from other before making decision to purchase family takaful.					
		I believe that social influence is a factor influencing my decision to adopt family takaful.					
Financial capability	(I. Abdullah, 2019)	I am willing to pay for the Family Takaful Protection.					
		I am keen on purchasing life Takaful product because of the greater instances of pandemic Coronavirus these days.					
		I am complacent with the price of Family Takaful product.					
		I am capable to have Family Takaful for the future.					
		I believe that level of income effecting the Family Takaful consumption.					

3.9 PROCEDURE FOR DATA ANALYSIS

This chapter discusses the analysis and outline of the consequences received from the study conducted. The data collected from the study were analyses and presented in accordance

with the objective of study. Primary data were gathered through questionnaire. Statistical Package for Social Sciences (SPSS) software has been used to analyses the data. Analysis would use reliability analysis, frequency distribution, descriptive statistic and correlation.

3.9.1 Reliability Analysis

According to Yarnold & Soltysik (2005) reliability analysis is provide the consistency measurement over time that test can be trusted. Cronbach’s Alpha has been used in order to measure the reliability analysis. It shows the reliability and validity of questionnaires to be distributed. The variables will be analysed in order to measure the internal consistency of the measurement instruments. The consistency of the measurement instruments can be described as the survey gives consistent results even when the measurement has been repeated several times. It is crucial to shows that the results being produced is reliable. The justification for using Cronbach’s Alpha is due to this study have multiple Likert questions in a questionnaire that form a scale and want to determine if the scale is reliable.

Values of Cronbach’s Alpha Coefficient size:

Table 3.5: Cronbach’s Alpha Coefficient size

Cronbach's alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable

$0.5 \leq \alpha < 0.6$	Poor
-------------------------	------

3.9.2 Frequency Distribution

Frequency distribution is to obtain a count of the number of responses associated with different values of one variable where these amounts are usually in percentage. It produces table of frequency counts and percentage values of individual variables. Frequency distribution is used to obtain frequencies and statistics for categorical variables as well as statistics and graphical displays for continuous variables. The data from questionnaire will be managed in tabular format specifically the use of pie chart. Pie chart will be used to show overall results of study by comparing the results for each independent variable to the family takaful ownership. The justification for the usage of frequency distribution is to enable the measurement of central tendency, variability and standard deviation of the study.

3.9.3 Descriptive statistic

Descriptive statistic is summaries or describing all data of variables and represent sample of population. It can be measure of central tendency that including the mean, median and mode. It also measures for the variability including standard deviation, variance, minimum and maximum variables. The researcher use average of mean on every variable to figure out the set. Inferential statistic can help us understand about the data to try to inference from the sample data what the population might think. In other word, to make judgements of the probability that observe in different variables. Thus, descriptive statistic is general understanding about the features of a specific data set.

3.9.4 Pearson Correlation

According to Laerd (2020), The Pearson's correlation is measuring the strength of linear association between two variables. Pearson's correlation has been used for understanding the relationship between variables in the study. It is crucial to understand the degree of relationship independent variables that are awareness, social influence and financial capability and dependant variable specifically family takaful ownership and also among each independent variable. The matrix will be shown by the use of scatter plot which consists of x-axis and y-axis. The measurement of Pearson's correlation in the study will give whether positive, negative or no correlation between variables. Thus, the results for this study whether will be positive or negative correlation between variables.

3.10 SUMMARY

This chapter has explained the overview methodology of this study by discovering the method, the sampling of the research design, and data processing. This chapter will be the method of conducting the research.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter will present and discuss about finding of the study. The purpose of this chapter is to interpret the results of data that has been collected from the survey by distributing questionnaires to the respondents. Total of 384 respondents' answers were successfully collected from this questionnaire. In this chapter, SPSS Version 25.0 (Statistical Package for Social Science) was used to analyse the data and the results were reported in this chapter. Also, this chapter is divided into four sections: reliability tests, descriptive statistics, frequency distribution, and correlation coefficient.

4.2 PRELIMINARY ANALYSIS

Preliminary Analysis of Pilot Study

The term "pilot test" refers to a small preliminary study conducted prior to a full-scale performance. Typically, this smaller study adheres to the same processes and procedures as its larger counterpart. The primary goal of a pilot study is to determine whether or not a larger study is feasible. The pilot test may also be used to estimate study costs and sample size.

According to this study, the researcher conducted a pilot test on 33 respondents randomly. The early stages of this pilot test were critical for the participant survey to ensure the reliability of the instrument and to test the extent of the effectiveness of the questions posed

in this study. Thus, the researchers must ensure that the questionnaire is presented consistently in order for the participants to understand and respond appropriately.

This questionnaire was distributed to residents of Kelantan. The researchers divided into three major sections in the questionnaire form. Participants must complete all three sections, include Part A which pertains to the respondents' background or demographics. For part B pertains to the dependent variable which is family takaful ownership among B40, and for Part C pertains to the independent variable which includes awareness, social influence, and financial capability.

Table 4.1: The Results for Variable Reliability Statistic

Variable	Cronbach's Alpha	N of Items
Family Takaful Ownership among B40	0.958	5
Awareness	0.952	5
Social Influence	0.862	5
Financial Capability	0.838	5

Theoretically, Cronbach's alpha results should range number from 0 to 1, but it can get negative numbers as well. The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good. Meanwhile, the result that shows below 0.6 is considered poor.

Cronbach's alpha results for all variables are generally good and acceptable. However, as we can see that the Cronbach alpha value for the dependent variable, family Takaful

ownership among the B40, is the highest among variable and close to one. It demonstrates that the variable's value is consider excellent and has a relatively high internal consistency. Furthermore, the Cronbach’s alpha values for independent variables like level of awareness, social influence, and financial capability are 0.952, 0.862 and 0.838 respectively. All of the independent variable results were greater than 0.6, indicating that all of the variables are good and had relatively high internal consistency. As a result, questionnaires for all variables are acceptable and appropriate to used.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENT

This section is to explain the demographic data of the respondents which include age, gender, race, academic qualification, occupation, and total income household.

4.3.1 Frequency of Respondents Based on Age Group

Table 4.2: Age Group of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 – 24 years old	111	28.9	28.9	28.9
	25 – 30 years old	111	28.9	28.9	57.8
	31 – 35 years old	64	16.7	16.7	74.5
	36 – 40 years old	36	9.4	9.4	83.9
	41 – 45 years old	29	7.6	7.6	91.4

46 – 50 years old	28	7.3	7.3	98.7
51 years old and above (end of 60)	5	1.3	1.3	100.0
Total	384	100.0	100.0	

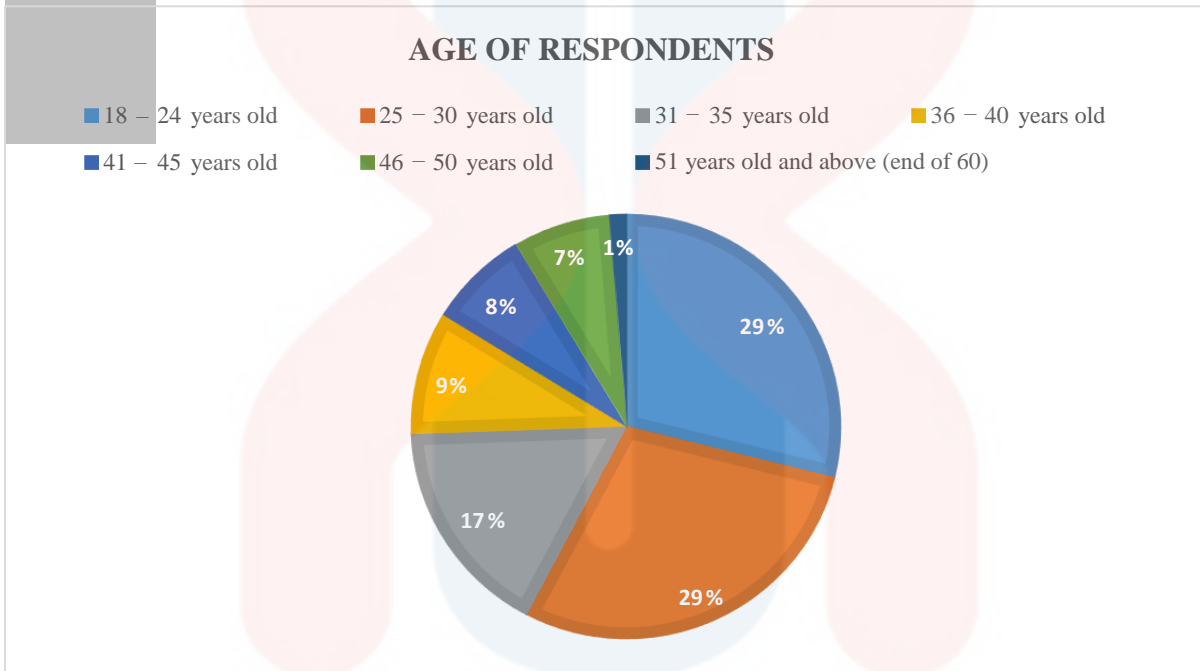


Figure 4.1.1 Age Group of Respondents

Based on the table and figure above, it shows that majority of the age of respondent falls into the ranges of 18 – 24 years old and 25 – 30 years old (28.9%) which is 111 respondents for each both range. Followed by age group between 31 – 35 years old (16.7%) constitute of 64 respondents and 36 respondents are between 36 – 40 years old (9.4%). Besides, for the age group between 41 – 45 years old (7.6%) is 29 respondents and 46 – 50 years old (7.3%) got 28 respondents. Meanwhile, the age group of 51 years old and above (end of 60) is 1.3% and got the lowest respondents which is 20 respondents.

4.4.2 Frequency of Respondents Based on Gender Group

Table 4.3: Gender of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	173	45.1	45.1	45.1
	Female	211	54.9	54.9	100.0
	Total	384	100.0	100.0	

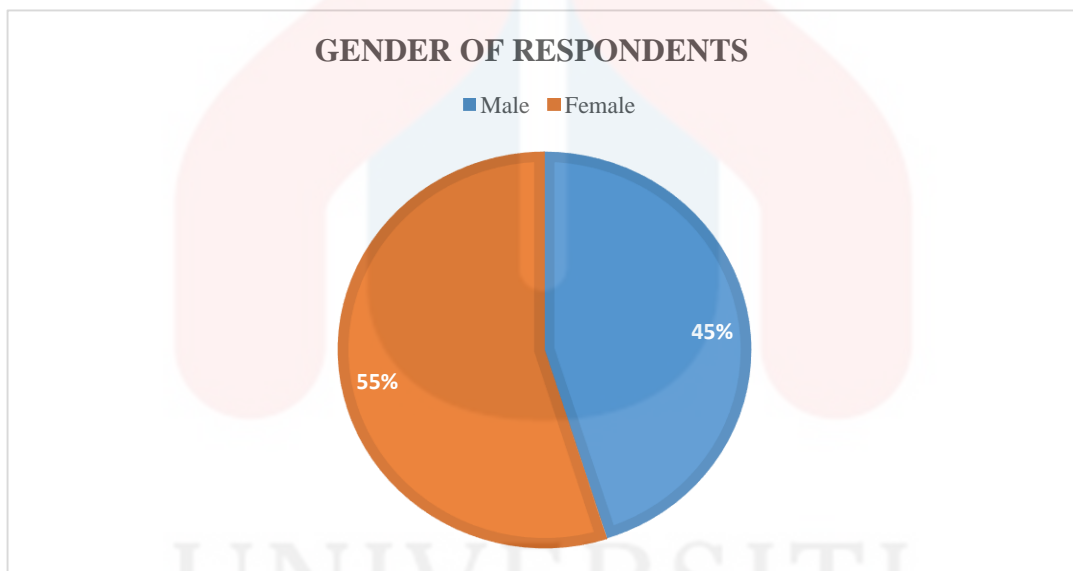


Figure 4.2: Gender of Respondents

According to the table and figure above, it represents the percentage of respondents' gender who participated in this research study out of 384 respondents. There are 173 male respondents and 211 female respondents who are willing to participate in this survey. The percentages of male and female respondents to the questionnaire are 45.1% and 54.9%, respectively.

4.3.3 Frequency of Respondents Based on Race Group

Table 4.4: Race Group of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	279	72.7	72.7	72.7
	Chinese	48	12.5	12.5	85.2
	Indian	46	12.0	12.0	97.1
	Other	11	2.9	2.9	100.0
	Total	384	100.0	100.0	

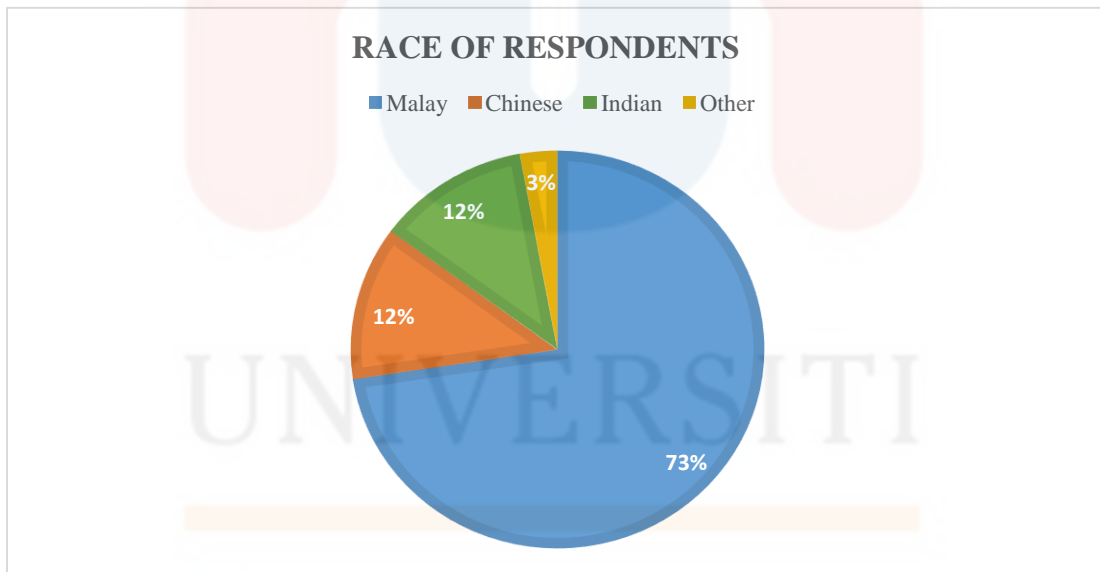


Figure 4.3: Race Group of Respondents

Based on the table and figure above, most of the respondents are Malay which consist of 279 respondents (72.7%) followed by Chinese respondents which consist of 48 people

(12.5%) and Indian respondents is 46 persons (12%). Next, it also has 11 participants (2.9%) from other race that involve in this study.

4.3.4 Frequency of Respondents Based on Academic Qualification

Table 4.5: Academic Qualification of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	76	19.8	19.8	19.8
	Diploma	103	26.8	26.8	46.6
	Graduate Degree	194	50.5	50.5	97.1
	Master	11	2.9	2.9	100.0
	Total	384	100.0	100.0	

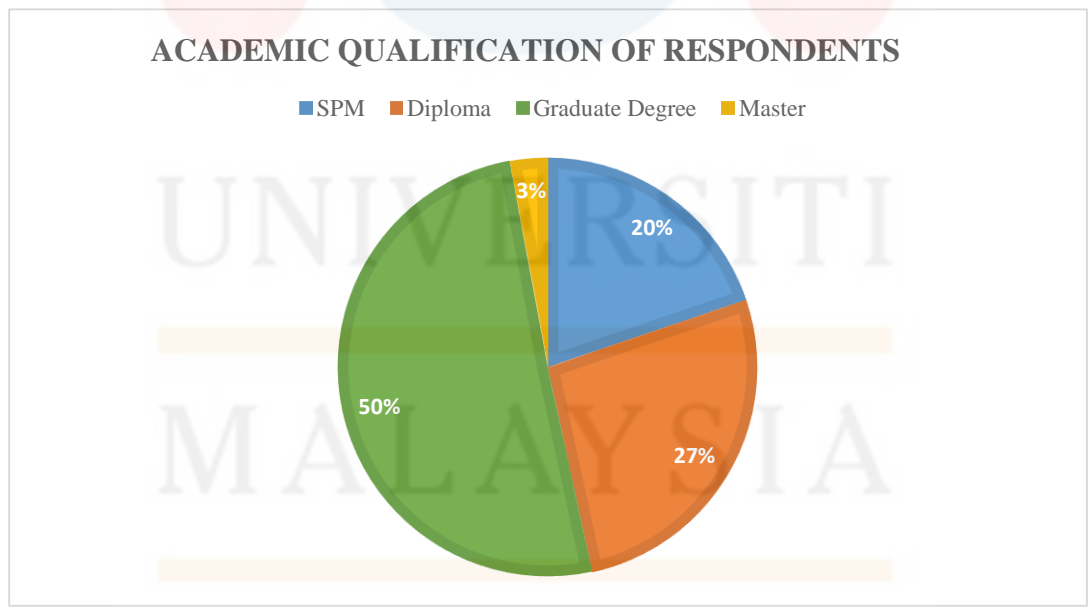


Figure 4.4: Academic Qualification of Respondents

Based on the table and figure above, it shows that the most respondents involve in this study have graduate degree qualification which consist of 194 respondents (50.5%). Next, diploma qualification is 103 respondents (26.8%), SPM qualification is 76 respondents (19.8%), and master qualification is 11 (2.9%).

4.3.5 Frequency of Respondents Based on Occupation

Table 4.6: Occupation of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government	85	22.1	22.1	22.1
	Private Sector	140	36.5	36.5	58.6
	Self-employed	81	21.1	21.1	79.7
	Unemployed	78	20.3	20.3	100.0
	Total	384	100.0	100.0	

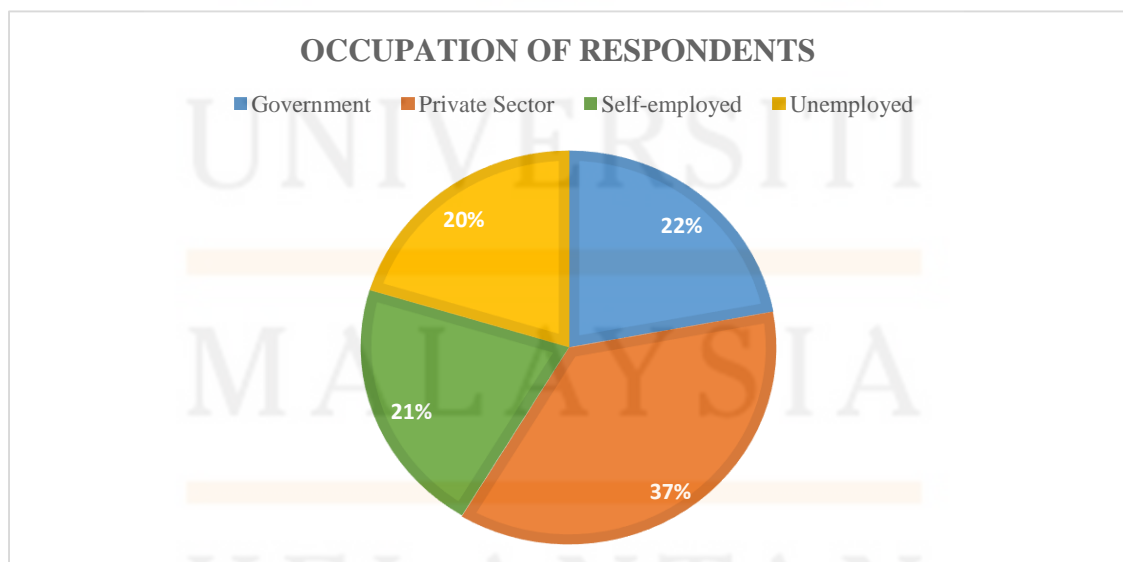


Figure 4.5: Occupation of Respondents

According to table and figure above, it shows the frequency of the occupation. The highest occupation in this research is in private sector which is 140 respondents (36.5%) and the second highest occupation is in government with represented 22.1% or 85 out of respondent. Other such as self-employed and unemployed represented 81 respondents (21.1%) and 78 respondents (20.3%).

4.3.6 Frequency of Respondents Based on Total Income Household

Table 4.7: Total Income Household of Respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM0 – RM1481	120	31.3	31.3	31.3
	RM1482 – RM2067	118	30.7	30.7	62.0
	RM2068 – RM2513	82	21.4	21.4	83.3
	RM2514 – RM2819	64	16.7	16.7	100.0
	Total	384	100.0	100.0	

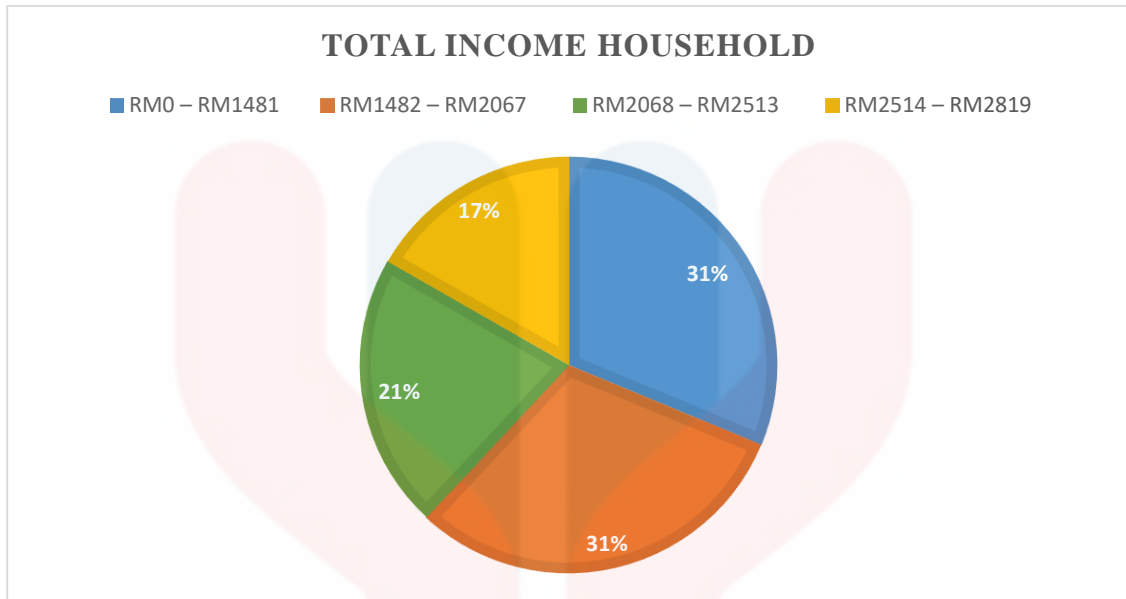


Table 4.6: Total Income Household of Respondents

Based on the table and figure above, it shows that majority total income household of respondents falls into the range of RM0 – RM1481 which is 160 respondents (31.3%). Followed by income group between RM1482 – RM2067 with 118 respondents (30.7%) and income group between RM2068 – RM2513 with 82 respondents (21.4%). Meanwhile, the lowest number of respondents is 64 (16.7%) at the income group between RM2514 – RM2819.

4.4 DESCRIPTIVE ANALYSIS

In this study, the researcher use means to analyse for finding out which independent variable which includes awareness, social influence and financial capability that affect the family Takaful ownership among B40 in Kelantan. Furthermore, the descriptive study involves a total of 384 respondents randomly from Kelantan. Descriptive statistics are performed in this study to disclosing the ordinary pattern of response, summarize, and describe the characteristics

of the respondents to define the characteristics of the interval data, parametric statistics such as mean, standard deviation, and variance measurements will be used. Besides, the frequency analysis will be used in calculate the frequency or number of occurrences of each response chosen by the respondents.

4.4.1 Awareness

Table 4.8: Mean and Standard Deviation of Awareness

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
AW1_ I aware the existence of Family Takaful is complying with Shariah.	384	1	5	4.15	1.082
AW2_ I aware that Family Takaful is for all Muslim and non-Muslim.	384	1	5	4.10	1.080
AW3_ I know that Family Takaful is free from prohibited element such as interest, uncertainty and gambling.	384	1	5	4.07	1.092
AW4_ I aware that Family Takaful helps to reduce my health expense.	384	1	5	4.11	1.081

AW5_ I aware that Family Takaful can give protection to minimize risk in life.	384	1	5	4.09	1.122
Valid N (listwise)	384				

The table above displays the mean score and standard division of awareness (AW). This questionnaire elicited responses from 384 people. There are five questions in this questionnaire that are independent variables of awareness. AW1 had achieved the highest mean score which is 4.15 and AW3 had the minimum mean score which is 4.07. The reason for the highest mean was prove that the participants aware the existence of Family Takaful is complying with Shariah. Besides, AW2, AW4 and AW5 had achieved mean of 4.10, 4.11 and 4.09. Thus, the mean score for awareness’s factor is 4.10. This indicates that most of respondents agree that awareness can influence the family takaful ownership among B40.

Meanwhile, standard division AW5 had archived the highest standard division which is 1.122 while AW1, AW2, AW3 and AW4 had achieved standard division of 1.082, 1.080, 1.092, and 1.081. So, it indicates that the respondents agree that this variable has relationship with family takaful ownership.

4.4.2 Social Influence

Table 4.9: Mean and Standard Deviation of Social Influence

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
SI1_ I am interested in taking Family Takaful because many people around me already purchased it.	384	1	5	4.01	1.166
SI2_ I think I get a lot of information about Family Takaful though different sources including my friend, peer, family, and media.	384	1	5	3.99	1.125
SI3_ I am easily influenced to adopt Family Takaful by viewing the benefit of people get after purchased it.	384	1	5	4.01	1.147
SI4_ I need to listen and get advice from other before making decision to purchase Family Takaful.	384	1	5	4.02	1.065
SI5_ I believe that social influence is a factor influencing my decision to adopt Family Takaful.	384	1	5	4.03	1.107
Valid N (listwise)	384				

Table above shows the mean score and standard division of social influence (SI). There are 384 respondent involve in this questionnaire. For this section, there are five questions in this questionnaire that are represents the independent variables of social influence. SI5 had achieved the highest mean which is 4.03 and SI2 had the lowest mean which is 3.99. The reason for the highest mean was prove that the participants felt that social influence played a role in their decision to adopt Family Takaful. Beside that, SI1 and SI3 had achieved the same mean which is 4.01, while SI4 had achieved mean of 4.02. Therefore, the mean score for the factor of social influence is 4.01 that shows most of respondents agree social influence can influence the adoption of family takaful among B40.

Meanwhile, standard division SI1 had archived the highest standard division which is 1.166 while SI2, SI3, SI4 and SI5 had achieved standard division of 1.125, 1.147, 1.065, and 1.107. So, it indicates that the respondents agree with the variable of social influence has relationship with family takaful ownership among B40.

4.4.3 Financial Capability

Table 4.10: Mean and Standard Deviation of Financial Capability

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
FC1_ I am willing to pay for the Family Takaful Protection.	384	1	5	4.06	1.178

FC2_ I am keen on purchasing life takaful product because of the greater instances of Coronavirus pandemic these days.	384	1	5	4.02	1.141
FC3_ I am complacent with the price of Family Takaful product.	384	1	5	4.03	1.117
FC4_ I am capable to have Family Takaful for the future.	384	1	5	4.01	1.145
FC5_ I believe that level of income effecting the Family Takaful consumption.	384	1	5	4.05	1.067
Valid N (listwise)	384				

Table above shows the mean score and standard division of social influence (FC). This questionnaire elicited responses from 384 people. There are five questions in this questionnaire that are independent variables of financial capability. FC1 had achieved the highest mean which is 4.06 and FC4 had the lowest mean which is 4.01. The reason for the highest mean was prove that the participants willing to pay for the Family Takaful Protection. Besides, FC2, FC3, and FC5 had achieved mean of 4.02, 4.03, and 4.05. Thus, the mean score for the factor of financial capability is 4.03 that indicates the most respondents agree that financial capability can also influence the up taken of family takaful ownership among B40.

Meanwhile, standard deviation for FC1 had archived the highest standard division which is 1.178 while FC2, FC3, FC4 and FC5 had achieved standard division of 1.141, 1.117, 1.145, and 1.067. Therefore, it was indicated that respondents agreed with this section that was ask in the questionnaire which means the respondents agree that financial capability influencing family takaful ownership among B40 in Kelantan.

4.5 VALIDITY AND RELIABILITY TEST

The Cronbach's alpha test may be done using the reliability command in SPSS to check for internal consistency. Cronbach's alpha simply provides you with an overall reliability coefficient for a set of variables (e.g., questions). In this study, Cronbach's alpha analysis was performed to assess reliability, with alpha values of 0.6 and above being acceptable.

Table 4.11: Cronbach's Alpha Coefficient Size

Cronbach's alpha	Internal consistency
$0.9 \leq \alpha$	Excellent
$0.8 \leq \alpha < 0.9$	Good
$0.7 \leq \alpha < 0.8$	Acceptable
$0.6 \leq \alpha < 0.7$	Questionable
$0.5 \leq \alpha < 0.6$	Poor

Table 4.11: Cronbach's Alpha of Family takaful Ownership among B40

Reliability Statistics		
Variable	Family takaful Ownership among B40	
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.938	0.948	5

According to the table 4.11 shows the result of Cronbach Alpha for five items of family takaful ownership among B40 segment measure is 0.938. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Thus, the overall value of this variable considered is good and has relatively high internal consistency. So, the questionnaire of family takaful ownership among B40 is acceptable and appropriate to use.

Table 4.13: Cronbach's Alpha of Awareness

Reliability Statistics		
Variable	Awareness	
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.846	0.848	5

According to the table 4.13 shows the result of Cronbach Alpha for five item of Awareness measure is 0.846. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Thus, the overall value of this variable considered is good and has relatively high internal consistency. So, the questionnaire on awareness is acceptable and appropriate to use.

Table 4.14: Cronbach's Alpha of Social Influence

Reliability Statistics		
Variable	Social influence	
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.903	0.904	5

According to the table 4.14 shows the result of Cronbach Alpha for five item of Social Influence measure is 0.903. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Thus, the overall value of this variable considered is good and has relatively high internal consistency. So, the questionnaire on social influence is acceptable and appropriate to use.

Table 4.15: Cronbach Alpha's of Financial Capability

Reliability Statistics	
Variable	Financial Capability

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.890	0.893	5

According to the table 4.15 shows the result of Cronbach Alpha for five item of Financial Capability measure is 0.890. The closer the coefficient is to 1.0, the greater is the internal consistency of the items (variables) in the scale. Thus, the overall value of this variable considered is good and has relatively high internal consistency. So, the questionnaire on financial capability is acceptable and appropriate to use.

4.6 HYPOTHESES TESTING

The Person Correlation coefficient was used in this study to determine the strength of the linear relationship between two variables. We will determine the relationship between the independent variables (IV) of awareness, social influence, and financial capability and the dependent variable (DV) of family takaful ownership among B40. Thus, each of these variables is measure to see how closely the two variables are related to each other.

Table 4.16 Rules of Thumb about Correlation Coefficient Size

Correlation Coefficient Size (r)	The Strength of the Relationship
(0.91 to 1.00) or (-0.91 to -1.00)	Very Strong
(0.71 to 0.90) or (-0.71 to -0.90)	Strong

(0.51 to 0.70) or (-0.51 to -0.70)	Moderate
(0.31 to 0.50) or (-0.31 to -0.50)	Weak
(0.1 to 0.30) or (-0.1 to -0.30)	Very Weak
0.00	No Correlation

Sources: adopted from (Pablos, 2008)

Table 4.17: Result of the Correlation Analysis

Correlations					
		<i>Family Takaful</i>	<i>Awareness</i>	<i>Social influence</i>	<i>Financial capability</i>
<i>Family Takaful Ownership</i>	Pearson Correlation	1	0.913**	0.891**	0.870**
	N	384	384	384	384
<i>Awareness</i>	Pearson Correlation	0.913**	1	0.903**	0.883**
	N	384	384	384	384
<i>Social influence</i>	Pearson Correlation	0.891**	0.903**	1	0.913**
	N	384	384	384	384
<i>Financial capability</i>	Pearson Correlation	0.870**	0.883**	0.913**	1
	N	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed).					

According to the table 4.17 shown the overall results of the correlation for each variable. Firstly, the result of correlation coefficient between family takaful ownership among B40 and awareness. The value of correlation coefficient is 0.913 indicated that there is a very strong positive correlation between awareness and family takaful ownership among B40 ($r=0.913$, $N=384$, $p<.001$). Increases in the level of awareness were correlated with increases in the family takaful ownership among B40. Therefore, the null hypothesis is rejected and H_1 is accepted.

H₁: There is a significant relationship between awareness and family takaful ownership among B40 segment.

Secondly, the result of correlation coefficient between family takaful ownership among B40 and social influence. The value of correlation coefficient is 0.891 indicated that there is a strong positive correlation between social influence and family takaful ownership among B40 ($r=0.891$, $N=384$, $p<.001$). Increases in the social influence were correlated with increases in the family takaful ownership among B40. Therefore, the null hypothesis is rejected and H_2 is accepted.

H₂: There is a significant relationship between social influence and family takaful ownership among B40 segment.

Third, shows the result of correlation coefficient between family takaful ownership among B40 and financial capability. The value of correlation coefficient is 0.870 indicated that there is a strong positive correlation between financial capability and family takaful ownership among B40 ($r=0.870$, $N=384$, $p<.001$). Increases in the social capability were correlated with

increases in the family takaful ownership among B40. Therefore, the null hypothesis is rejected and H_3 is accepted.

H₃: There is a significant relationship between financial capability and family takaful ownership among B40 segment.

In conclusion, the findings indicated that the data were statistically valid and reliable. The independent variable which is awareness has the highest value of correlation coefficient and the results show that the level of awareness has a high correlation with the dependent variable is family takaful ownership among B40. Thus, the level of awareness influences the family takaful ownership among B40 in Kelantan.

4.7 SUMMARY

Research data have been analysed and presented in this chapter statistically. This investigation yielded positive results, rejecting the null hypothesis.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

For the last chapter, an overview of the results, conclusions, and recommendations derived from the prior chapter's data analysis. There will be further explanations for the outcomes of Chapter 4. The results of empirical tests performed to determine the validity of suggested hypotheses. Thus, the outcomes of this study will be used to address all research questions and determine the feasibility of the research objectives. Last but not least, there will be a discussion of the limitation and suggestions for further study will be offered for improved development.

5.2 KEY FINDINGS

This study was conducted to find out about the factors that influence the Family Takaful ownership among B40 segment at Kelantan. In this research, data was collected by a set of questionnaires and been distributed to get feedback from the respondents. The sample of respondent are 384 that have been selected. The main objectives in this study to examined awareness, social influence, and financial capability influenced to the dependent variable which is family takaful ownership among B40.

The overall result for reliability was carried out using questionnaires towards 384 of respondents in Kelantan. From the study, it is clearly shows that Cronbach's alpha for awareness is highest compare to social influence and financial capability. The value Cronbach alpha for awareness is 0.952 compare to the social influence and financial

capability with the value of 0.862 and 0.838 respectively. It can be concluded that awareness has the highest internal consistency for its item.

Moreover, for descriptive statistic the study clearly shows that awareness has the most reliable and valid data on determining family takaful ownership among B40 segment in Kelantan. The mean for five- item of awareness measure from 4.07 until 4.15 which falls under the scale of agree. This basically means that overall, the respondents agree about the significance influence of awareness towards the family takaful ownership among B40 segment.

In addition, social influence is the second most reliable and valid data on determining family takaful ownership among B40 segment in Kelantan with the Cronbach alpha of 0.862 has a slight lower of mean range from 3.99 until 4.03 but still in the same category, specifically agree. Thus, most of the respondents agree that social influence toward family takaful surely can lead to the family takaful ownership among B40 segment.

On the other hand, financial capability has the least reliable and valid data compare to the previous variables on determining family takaful ownership among B40 segment in Kelantan. The variable has the lowest score for Cronbach's alpha with 0.838, but still considered contained high internal consistency as it exceeds the minimum value of 0.6 for Cronbach's alpha.

Furthermore, overall of the Pearson correlation between family takaful ownership among B40 segment with awareness, social influence and financial capability are above 0.60 which can be considered as strong related between each other. The Pearson correlation for awareness is highest compare to the social influence and financial capability indicating that

the variables is the most influencing variable affecting the family takaful ownership among B40 segment in Kelantan with 0.913 respectively. This is maybe due to the Muslims B40 household concern regarding the importance and benefits when ownership family takaful to protect family from loss income. Therefore, it resulted with the strongly positive between awareness and family takaful ownership among B40 segment.

Next, social influence being the second most influencing variables to the family takaful ownership among B40 segment in Kelantan with Pearson correlation 0.891 respectively. Thus, it is considered as strongly positive and highly influencing family takaful ownership among B40 segment. Lastly, financial capability become the lowest influencing variable to the family takaful ownership which scores 0.870 for Pearson correlation. However, it considered as strongly positive and highly influencing family takaful ownership among B40 segment too.

5.3 DISCUSSION

Hypothesis 1

H₁: There is significant relationship between awareness and family takaful ownership among the B40 segment.

In this research, the first research objective is to investigate the relationship between awareness and Family Takaful ownership among B40. Table 4.17 shows the result of correlation coefficient between family takaful ownership among B40 and awareness. The value of correlation coefficient is 0.913 indicated that there is a very strong positive correlation

between awareness and family takaful ownership among B40 segment ($r= 0.913$, $N=384$, $p<.001$). Hence, the hypothesis H_1 is accepted.

From the result, it indicates that B40 households have a high awareness of family takaful ownership. This is because they concern the importance and benefits that will be gained, will help a family financially if any risks occur. The finding is supported by previous research indicate that the high degree of awareness of the role and benefits of having life insurance coverage or family takaful will encourage the community to use these financial instruments (Lim Thien et al., 2020).

Apart from that, the demographic data show the most respondents that involve have graduate degree qualification which means that they have a good knowledge and high awareness about family takaful ownership. Another study supported by Afthanorhan (2018) pointed that the community that is well educated is more aware to participate in takaful. This show that awareness plays important rule of family takaful ownership. Another finding was supported by previous research, referring to Shah & Sohail (2016) there is a significant positive relationship between awareness and the family takaful demand. Indeed, the researcher also described that marketing and advertising apparently play an important role in the impact of product awareness on family takaful demand. Thus, awareness is a critical factor in the high influence of family takaful ownership among B40 segments.

Hypothesis 2

H₂: There is significant relationship between social influence and family takaful ownership among the B40 segment.

Table 4.17 shows the result of correlation coefficient between family takaful ownership among B40 and social influence. The value of correlation coefficient is 0.891 indicated that there is a strong positive correlation between social influence and family takaful ownership among B40 segment ($r= 0.891$, $N=384$, $p<.001$). Hence, the hypothesis H_2 is accepted.

Surrounding and environmental influences also encourage decision-making in the purchase of insurance or takaful policies. This finding supported by previous study indicate that the influence of people around us, such as family, friends, neighbours, or the takaful agent itself, and the rest is the influence of advertisements and other factors that cause a person to be motivated to purchase a takaful product scheme (Bangaan Abdullah, Yakob, & Ruslee, 2019). A previous study conducted by Husin et al., (2015) also it was demonstrated that social influences have a positive relationship of the adoption of family takaful. Among the B40 segment, social influence has the greatest impact on family takaful ownership.

Hypothesis 3

H₃: There is significant relationship between financial capability and family takaful ownership among the B40 segment.

Based on Table 4.17, it shows that the result of correlation coefficient between family takaful ownership among B40 and financial capability. The value of correlation coefficient is 0.870 indicated that there is a strong positive correlation between financial capability and family takaful ownership among B40 segment ($r= 0.870$, $N=384$, $p<.001$). Hence, the hypothesis H_3 is accepted.

According to the result, financial capability is also one of the factors that can influence family takaful ownership among the B40 segment. Financial capability plays a significant role in a consumer's decision to seek insurance or takaful coverage. Most of these B40 households have a lack of surplus money to spend on family takaful. This is because, the ability to pay monthly make them difficult to pay constantly. It is supported by previous study indicate that the financial resources are particularly significant to the low-income group, B40, because their source of income is more used for basic expenses such as food, clothing, utilities, and shelter (Bangaan Abdullah, Yakob, & Ruslee, 2019). It also supported by Redzuan (2014) pointed out many empirical studies show that financial capability is the most important factor influencing life insurance demand. The ability to pay for family takaful is related to the level of income. Thus, financial capability is an important factor affecting family takaful ownership among B40 segment.

Table 5.1: Results of Hypotheses

Hypothesis	Statement	Result
H ₁	There is a significant relationship between awareness and family takaful ownership among the B40 segment.	Accepted
H ₂	There is a significant relationship between social influence and family takaful ownership among the B40 segment.	Accepted
H ₃	There is a significant relationship between financial capability and family takaful ownership among B40 segment.	Accepted

5.4 IMPLICATION OF THE STUDY

There are various implications that can be drawn from this study. One of which is the need for intervention from the government, particularly Bank Negara Malaysia (BNM), and insurance companies must collaborate to develop consumer-friendly insurance products for B40 households that are concerned with their well-being. The goal of the collaboration is to differentiate products based on their features by offering specialised packages. For example, the B40 can purchase or join the "Perlindungan Tenang" package, an affordable and simple-to-understand protection plan with a straightforward claim process. The "Perlindungan Tenang" package offers protection to policyholders as well as their families in the face of unforeseen events (depending on the type of policy) such as death, accident, permanent disability, fire, or property damage. Also, the industry needs to update the distribution channels used to ensure low-income groups such as the B40 are not marginalized.

Furthermore, significant campaign to raise public knowledge and comprehension of the need of takaful and insurance protection systems are to be conducted extensively to cover the key areas inhabited by these groups. Directly, all of these initiatives may be able to help the B40 group be more robust in dealing with economic shocks, thereby raising the standard of living of B40 households to that of a middle-class society.

The society will gain a better understanding of family takaful and will take it more seriously and approve of it. Family takaful ownership would lead them to be more responsibilities as well as household in their family. This will assist them in concentrating on what they need to do to be prepared in the event of a family accident.

Finally, this research is important particularly for the B40 group. This study has the potential to significantly impact the B40 sector, in that it can identify opportunities and raise

awareness about their future when anything happens in their lives. Then, for academics, this research can be used as a reference for students who have studied the takaful industry. Meanwhile, it will expand consumer and business participation in the takaful sector in Malaysia.

5.5 LIMITATION OF THE STUDY

The study's limitations are those design or technique aspects that impacted or influenced the interpretation of the research findings. There are some limitations when researchers conduct this research study. First, researchers experience some limitations or constraints especially in terms of size. The limited number of respondents of 384 people could not generalize or represent the results for all residents in Kelantan. Due to the small sample size, it may be hard to determine whether a given result is legitimate, and in certain cases, mistakes may arise, null hypotheses are wrongly accepted, and no differences between study groups are seen.

Then, the limitations in terms of sample profile. Researchers have used B40 household only for data collection. There is limited in terms of sampling and it hard to access for respondent as limiting sample profile. The future study should be apply on the factor that influencing family takaful ownership to other range of income such as M40 and T20. As a result, a bigger sample size may have resulted in more precise findings and valuable. Larger data are required to validate the findings.

Furthermore, the limitations in this study is data collection process. The researchers only use secondary data by distributing questionnaires through online due to time and

financial constraint. The limited time to prepare for interview process and financial constraint make the researchers need to choose secondary data instead of primary data which is more specific to the researcher need. Future study can be extended to use primary data such as interviewing by direct questioning of respondents to achieving research objective. As a result, the data more reliable and accurate even it must spend more time and cost. Other than that, due to pandemic COVID-19, it is really one of the constraint to the researcher to interact with the respondents more closely when distribute questionnaires.

5.6 RECOMMENDATION FOR FUTURE RESEARCH

In the future research, the researchers need to find the right methods or techniques in future studies to overcome any limitations that may occur. This can also support the acquisition of accurate research results meets the objectives of the study. In this context, researchers need to expand the scope of the study to the B40 group in every state in Malaysia. This study can also encourage the B40 group to understand the importance of family takaful in their life. Future studies can be conducted with a larger sample size in family takaful ownership.

Next, the findings of earlier studies can be applied by takaful operators in future studies to market family takaful protection products and plans to the community. The methods proposed will assist takaful operators as well as takaful agents in updating family takaful plans to safeguard the community's protection and well-being.

Last but not least, future research can be expanded by interviewing takaful operators and B40 participants. More in-depth information may be acquired by conducting questionnaires and interviews to explore the elements that can promote family takaful ownership among the B40.

5.7 OVERALL CONCLUSION OF THE STUDY

This research study is it aim to find out and examine the factors that influence the Family Takaful ownership among B40 segment at Kelantan. Through the study, research framework is about the relationship between the factors of awareness, social influence, financial capability with the factors that influence the Family Takaful ownership among B40 segment. Each factors were studied to find the relationship between the independent variables and dependent variables.

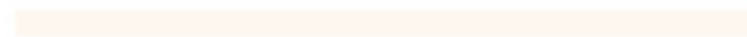
In this study, the total of 384 respondents were collected through questionnaire method. The data was evaluated using SPSS software and methods of Descriptive Analysis, Validity and Reliability Test and Person Correlation coefficient are used. As stated in Chapter 4, the reliability analysis was excellent for the independent variables and dependent variable. The reliability analysis for awareness, social influence, and financial capability were 0.846, 0.903 and 0.890 respectively. The results shown was excellent in strength of association according to the Rules of Thumb about Cronbach's Alpha Coefficient size. This shows that the result could be accepted.

The research study aimed to identify the mean point of awareness, social influence, financial capability among B40 in Kelantan and to identify the factors influencing Family Takaful ownership among B40 was accepted as the research objectives was fulfilled. The results obtained can be used in future for further studies and helps to justify that the factors did influence netizens to increase the number of contributors in family takaful especially for B40 group and hopefully will have new studies over time about the takaful sector.

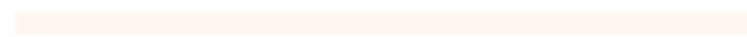
In conclusion, the researchers can study the relationship between independent variables towards depend variable. This research also can define the real way to analyse the data. Some of limitation of the study can give chance to researchers to give more recommendation to improve the quality of the research.



UNIVERSITI



MALAYSIA



KELANTAN

REFERENCES

- Ali, M., Raza, S. A., Puah, C. H., & Amin, H. (2019). Consumer acceptance toward takaful in Pakistan: An application of diffusion of innovation theory. *International Journal of Emerging Markets*, 14(4), 620–638. <https://doi.org/10.1108/IJOEM-08-2017-0275>
- Abdullah. (2019). THE DETERMINANT OF MICROTAKAFUL OWNERSHIP AMONG LOW. <https://journal.unisza.edu.my/jonus/index.php/jonus/article/view/598/218>.
- ASTARI, I. I. (2018). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERMINTAAN ASURANSI SYARIAH PADA PT. ASURANSI TAKAFUL KELUARGA*. 25–113.
- Ahmad Mokhtar, H. S., Abdul Aziz, I., & Md Hilal, N. (2017). Corporate demand for general takāful in Malaysia. *ISRA International Journal of Islamic Finance*, 9(2), 164–184. <https://doi.org/10.1108/IJIF-08-2017-0024>
- Bangaan Abdullah, M. H. S., Yakob, R., & Ruslee, A. A. (2019). Penentu Pemilikan Takaful Mikro Dalam Kalangan Kumpulan Berpendapatan Rendah. *Journal of Nusantara Studies (JONUS)*, 4(2), 101–125. <https://doi.org/10.24200/jonus.vol4iss2pp101-125>
- Bank Negara Malaysia. (2016). *Microinsurance and microtakaful : discussion Paper*. (18 April), 1–18.
- Bank Negara Malaysia. (2016). *Microinsurance and microtakaful : discussion Paper*. 18 April, 1–18. http://www.bnm.gov.my/guidelines/50_others/dp_microinsuranceandmicrotakaful_Apr2016.pdf
- Chamsuri S., Mohd Khairi I., Nurul Ashikin A., & Siti Zalikha Z. (2019). kumpulan isi rumah berpendapatan 40 peratus terendah (B40) di Malaysia: Mengenal pasti trend, ciri, isu dan cabaran. *Pemeriksaan B40: Kesejahteraan Strategi Dan Implikasi Sosioekonomi, December*, 33–50.
- de Meza, D., Irlenbusch, B., & Reyniers, D. (2008). Financial capability: a behavioural economics perspective. *Consumer Research*, 69(January), 192–193.
- Department of Statistics Malaysia. (2020a). *Laporan Survei Pendapatan Isi Rumah dan Kemudahan Asas 2019*. 3–57.
- Department of Statistics, M. (2020). Jabatan perangkaan malaysia. *Statistics of Graduates in the Labour Force Malaysia*, 77.
- Department of Statistics Malaysia. (2020b). Penemuan utama: Pendapatan, Kemiskinan, Ketaksamarataan, Perbelanjaan, Kemudahan Asas.2019. *Penemuan Utama: Pendapatan, Kemiskinan, Ketaksamarataan, Perbelanjaan, Kemudahan Asas.2019*. <https://www.dosm.gov.my>

- Engku Rabiah Adawiah Engku Ali, Hassan Scott P.Odierno and Azman Ismail, (2008), “Essential Guide to Takaful (Islamic Insurance)”, Kuala Lumpur: CERT Publications Sdn. Bhd.
- Hassan, L. F. A., Jusoh, W. J. W., & Hamid, Z. (2014). Determinant of Customer Loyalty in Malaysian Takaful Industry. *Procedia - Social and Behavioral Sciences*, 130, 362–370. <https://doi.org/10.1016/j.sbspro.2014.04.043>
- Husin, M. M., Ismail, N., & Rustam, N. (2015). the Effects of Compatibility, Social Influence, and Awareness in the Adoption of Takaful. *Proceedings of Nineteenth TheIIER International Conference*, (April), 104–107.
- Husin, M. M., & Rahman, A. A. (2013). What drives consumers to participate into family takaful schemes? A literature review. *Journal of Islamic Marketing*, 4(3), 264–280. <https://doi.org/10.1108/JIMA-04-2012-0019>
- Hassan, H. A., & Abbas, S. K. (2019). Factors influencing the investors’ intention to adopt Takaful (Islamic insurance) products: A survey of Pakistan. *Journal of Islamic Marketing*, 11(1), 1–13. <https://doi.org/10.1108/JIMA-03-2018-0064>
- Hassan, R., Salman, S. A., Kassim, S., & Majdi, H. (2018). Awareness and Knowledge of Takaful in Malaysia: A Survey of Malaysian Consumers. *International Journal of Business and Social Science*, 9(11), 45–53. <https://doi.org/10.30845/ijbss.v9n11p6>
- Husin, M. M., Ismail, N., & Rustam, N. (2015). the Effects of Compatibility, Social Influence, and Awareness in the Adoption of Takaful. *Proceedings of Nineteenth TheIIER International Conference*, April, 104–107. http://www.worldresearchlibrary.org/up_proc/pdf/22-1428151841104-107.pdf
- Laerd, S. (2020). Pearson Product-Moment Correlation - When you should run this test, the range of values the coefficient can take and how to measure strength of association. In *Statistics.Laerd.Com*. Correlation coefficients are used in statistics to measure how strong a relationship is between two variables. There are several types of correlation coefficient, but the most popular is Pearson’s. Pearson’s correlation (also called Pearson’s R) is a corr
- Lim Thien, S., Zatul Karamah, A. B. U., DG Safrina, A. B., & Rosle, M. (2020). Hubungkait pengetahuan kewangan dan kesedaran insurans hayat dan Takaful keluarga. *Oer@Ums*, July, 1–11.
- Lin, C. H. (2018). *Expanding insurance and Takaful solutions for the underserved segment*. Insurance Development Department, Central Bank of Malaysia. Mac. 85–89. www.bnm.gov.my
- Jen-Li Lim. (2020). Is The Income Gap Between The B40, M40 And T20 Groups Widening? Retrieved from iMoney Learning Centre website: <https://www.imoney.my/articles/b40- m40-t20-income-gap>
- Lavega, E. L. D. E. (2004). Awareness, Knowledge, and Attitude About Environmental Education: Responses From Environmental Specialists, High School Instructors,

Students, and Parents. Doctor of Education in Curriculum and Instruction in the College of Education at the University of Central Florida Orlando, 109.

- LAPORAN SOSIOEKONOMI NEGERI KELANTAN 2019. (2019). Retrieved from [https://www.dosm.gov.my/v1/uploads/files/1_Articles_By_Themes/National Accounts/GDPbyState/2020/Laporan_Sosioekonomi_Kelantan_2019.pdf](https://www.dosm.gov.my/v1/uploads/files/1_Articles_By_Themes/National_Accounts/GDPbyState/2020/Laporan_Sosioekonomi_Kelantan_2019.pdf)
- Mayan, S. N. A., Nor, R. M., & Samat, N. (2017). Challenges To the Household Income Class B40 Increase in Developed Country Towards 2020 Case Study: Penang. *International Journal of Environment, Society and Space*, 5(2), 35–41.
- Mou, G. F. (2018). The minimum rank problem for a linear directed 2-Tree. *Journal of Combinatorial Mathematics and Combinatorial Computing*, 105, 45–54.
- Mundy, S. (2011). *Financial capability : Why is it important and how can it be improved ?* 03–21. Retrieved from www.cfbt-africa.com
- Nor Hamizah, A. R. (2016). Faktor Demografi Dan Sosio-Ekonomi Kumpulan B40 Dalam Pemilikan Takaful Keluarga/ Insurans Hayat. *Proceeding of the 2nd International Conference on Economics & Banking 2016 (2nd ICEB)* , 2016(2), 978–967. <http://conference.kuis.edu.my/iceb2016/e proceedings/EB003.pdf>
- Nor Hamizah, A. R. (2016). Faktor Demografi Dan Sosio-Ekonomi Kumpulan B40 Dalam Pemilikan Takaful Keluarga/ Insurans Hayat. *Proceeding of the 2nd International Conference on Economics & Banking 2016 (2nd ICEB)* , 2016(2), 978–967.
- Oshagbemi, T. (2017). Chapter 4. Research Design and Methodology. *Leadership and Management in Universities*, (2003), 67–95. <https://doi.org/10.1515/9783110853681-006>
- Prof William M.K. Trochim. (2020). Descriptive Statistics | Research Methods Knowledge Base. In *Conjointly*. <https://conjointly.com/kb/descriptive-statistics/>
- PORTAL RASMI KERAJAAN NEGERI KELANTAN - UNIT PERANCANG EKONOMI NEGERI. (2021). Retrieved June 10, 2021, from <https://www.kelantan.gov.my/index.php/suk-kelantan/bahagian-unit/unit-perancangan-ekonomi-negeri>
- Redzuan, H. (2014). ANALYSIS OF THE DEMAND FOR LIFE INSURANCE AND FAMILY TAKAFUL Hendon Redzuan University Kebangsan Malaysia. *Proceedings of the Australian Academy of Business and Social Sciences Conference, 2014*, 1–16.
- Roopa, S., & Rani, M. (2012). Questionnaire Designing for a Survey. *Journal of Indian Orthodontic Society*, 46(4_suppl1), 273–277. <https://doi.org/10.1177/0974909820120509s>
- Salleh, M. C. M., & Padzim, F. Z. (2018). The prevalence of Micro Takaful Products in the Eyes of Malaysian SMEs. *International Academic Journal of Business Management*, 05(01), 87–103. <https://doi.org/10.9756/iajbm/v5i1/1810008>

- Shabiq, A., & Hassan, Z. (2016). Factors Affecting Adoption of Takaful (Islamic Insurance) in the Maldives. *International Journal of Accounting and Business Management*, 4(1), 86–97. <https://doi.org/10.24924/ijabm/2016.04/v4.iss1/86.97>
- Sidhardha, D., & Sumanth, M. (2017). *Consumer buying behavior towards life insurance : An analytical study*. 3(7), 1–5.
- Survei, L., Isi, P., Dan, R., Asas, K., Negeri, M., & Daerah, D. A. N. (2020). *Kelantan 2019*.
- Salman, S. A., Rashid, H. M. A., & Hassan, R. (2017). Awareness and knowledge of insurance and Takaful in India: A survey on Indian insurance policy holders. *Man in India*, 97(11), 127–140.
- Sang, L. T., Ahmad Baharul Ulum, Z. K., AG Budin, D. S., & Mohidin, R. (2020). Hubungkait pengetahuan kewangan dan kesedaran insurans hayat dan Takaful keluarga. *Oer@Ums*, 1–11.
- Shah, B. A., & Sohail, N. (2016a). *Family Takaful Demand : Analysis of Four Important Factors*. 10, 228–253.
- Shah, B. A., & Sohail, N. (2016b). Family Takaful Demand: Analysis of Four Important Factors. *City University Research Journal*, 10(2), 228–253.
- Srivastava, M. (2012). Legal Status of Perfect and Imperfect Title in Property: A Historical Analysis. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2149897>
- Yarnold, P. R., & Soltysik, R. C. (2005). *Reliability Analysis - Statistics Solutions* (pp. 121–140). <http://www.statisticssolutions.com/directory-of-statistical-analysesreliabilityanalysis/>
- Yazid, A. S., Arifin, J., Hussin, M. R., & Wan Daud, W. N. (2012). Determinants of Family Takaful (Islamic Life Insurance) Demand: A Conceptual Framework for a Malaysian Study. *International Journal of Business and Management*, 7(6). <https://doi.org/10.5539/ijbm.v7n6p115>
- Chamsuri S., Mohd Khairi I., Nurul Ashikin A., & Siti Zalikha Z. (2019). kumpulan isi rumah berpendapatan 40 peratus terendah (B40) di Malaysia: Mengenal pasti trend, ciri, isu dan cabaran. *Pemeriksaan B40: Kesejahteraan Strategi Dan Implikasi Sosioekonomi*, (December), 33–50.
- Furrer, O., Thomas, H., & Goussevskaia, A. (2008). The structure and evolution of the strategic management field: A content analysis of 26 years of strategic management research. *International Journal of Management Reviews*, 10(1), 1–23. <https://doi.org/10.1111/j.1468-2370.2007.00217.x>
- Hoopes, D. G., Madsen, T. L., & Walker, G. (2003). Guest editors' introduction to the special issue: Why is there a resource-based view? Toward a theory of competitive heterogeneity. *Strategic Management Journal*, 24(10 SPEC ISS.), 889–902. <https://doi.org/10.1002/smj.356>

- Kaplan, R. S., & Norton, D. P. (1992). The Balanced Scorecard - Measures That Drive Performance / Robert S. Kaplan, David P. Norton. *Harvard Business Review*, 70(1), 71–79. Retrieved from <https://umei007-fall10.wikispaces.com/file/view/Kaplan%26Nortonbalanced+scorecard.pdf>
- Laerd, S. (2020). Pearson Product-Moment Correlation - When you should run this test, the range of values the coefficient can take and how to measure strength of association. *Statistics.Laerd.Com*.
- Mayan, S. N. A., Nor, R. M., & Samat, N. (2017). Challenges To the Household Income Class B40 Increase in Developed Country Towards 2020 Case Study: Penang. *International Journal of Environment, Society and Space*, 5(2), 35–41.
- Mundy, S. (2011). *Financial capability: Why is it important and how can it be improved?* 03–21. Retrieved from www.cfbt-africa.com
- Prof William M.K. Trochim. (2020). Descriptive Statistics | Research Methods Knowledge Base. *Conjointly*.
- Srivastava, M. (2012). Legal Status of Perfect and Imperfect Title in Property: A Historical Analysis. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2149897>
- Yarnold, P. R., & Soltysik, R. C. (2005). *Reliability Analysis - Statistics Solutions* (pp. 121–140). pp. 121–140.

APPENDIX A – DRAFT OF QUESTIONNAIRE

FACTORS INFLUENCING FAMILY TAKAFUL OWNERSHIP AMONG B40 SEGMENT IN KELANTAN

Dear respondents,

We are final year students of Bachelor of Business Administration (Islamic Banking and Finance) from the faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan. We are currently undertaking a research study entitled 'Factors Influencing Family Takaful Ownership Among B40 Segment in Kelantan'. This research is partial fulfilment of the requirements for completion of our degree programme. Therefore, it would be grateful if you could spend approximately 5- 10 minutes of your time to complete this questionnaire. All the responses will be kept confidential and strictly used for the academic purpose only.

Sincerely,

Nur Fatimah Binti Azman (A18A0570)

Nurul Farah Ain Binti Mohamad (A18A0707)

Siti Nor Farisya Binti Ahmad Fodzi (A18A0861)

Responden yang dihormati,

Kami merupakan pelajar tahun akhir Ijazah Sarjana Muda Pentadbiran Perniagaan (Perbankan dan Kewangan Islam) dari Fakulti Keusahawanan dan Perniagaan, Universiti Malaysia Kelantan. Kami sedang menjalankan kajian penyelidikan yang bertajuk 'Faktor Yang Mempengaruhi Pemilikan Takaful Keluarga Di Kalangan Segmen B40 Di Kelantan'. Penyelidikan ini adalah memenuhi sebahagian daripada keperluan untuk melengkapkan program ijazah kami. Oleh itu, amatlah berbesar hati sekiranya anda dapat meluangkan lebih kurang 5- 10 minit masa anda untuk melengkapkan soal selidik ini. Semua jawapan akan dirahsiakan dan digunakan untuk tujuan akademik sahaja.

Yang ikhlas,

Nur Fatimah Binti Azman (A18A0570)

Nurul Farah Ain Binti Mohamad (A18A0707)

Siti Nor Farisya Binti Ahmad Fodzi (A18A0861)

SECTION A: DEMOGRAPHIC PROFILE

Please answer the following questions by clicking the best answer describing you.

Sila jawab soalan-soalan berikut dengan mengklik jawapan terbaik yang menerangkan tentang anda.

1. Age / Umur

- 18 - 24 years old / 18 - 24 tahun
- 25 - 30 years old / 25 - 30 tahun
- 31 - 35 years old / 31 - 35 tahun
- 36 - 40 years old / 36 - 40 tahun
- 41 - 45 years old / 41 - 45 tahun
- 46 - 50 years old / 46 - 50 tahun
- 51 years old and above (end of 60) / 51 tahun dan keatas (akhir dengan 60)

2. Gender / Jantina

- Male / Lelaki
- Female / Perempuan

3. Race / Bangsa

- Malay / Melayu
- Chinese / Cina
- Indian / India
- Others / Lain

4. Academic Qualification / Kelayakan Akademik

- SPM
- Diploma
- Graduate Degree
- Master
- PhD

5. Occupation / Pekerjaan

- Government sector / Sektor Kerajaan
- Private sector / Sektor Persendirian
- Self - employed / Bekerja sendiri
- Unemployed / Tidak bekerja

6. Total income household / Jumlah pendapatan isi rumah

- RM 0 - RM 1,481
- RM 1,482 - RM 2,067

- RM 2,068 - RM 2,513
- RM2,514 - RM 2,819
- RM 2,820 and above

SECTION B: FAMILY TAKAFUL OWNERSHIP AMONG B40

Please choose your answer by using five points Likert Scale, where the scale of 1= strongly disagree, the scale 2 = disagree, scale 3 = neither disagree nor agree, scale 4 = agree, scale 5 = strongly agree.

Sila pilih jawapan anda dengan menggunakan lima titik Skala Likert, dimana skala 1 = sangat tidak setuju, skala 2 = tidak bersetuju, skala 3 = tidak bersetuju atau bersetuju, skala 4 = bersetuju, skala 5 = sangat bersetuju.

NO.	QUESTION	1	2	3	4	5
1.	I should have family takaful in my life. / <i>Saya sepatutnya mempunyai takaful keluarga dalam hidup saya.</i>					
2.	I need family takaful to provide financial benefit in future. / <i>Saya memerlukan takaful keluarga untuk memberi manfaat kewangan pada masa hadapan.</i>					
3.	I think family Takaful is a good financial protection and long term saving. / <i>Saya rasa Takaful keluarga adalah perlindungan kewangan yang baik dan simpanan jangka panjang.</i>					
4.	I aware that family Takaful will protect the participants when suffering a loss. / <i>Saya sedar Takaful keluarga akan melindungi peserta apabila mengalami kerugian.</i>					
5.	I believe that Family Takaful scheme is a compliant Shariah insurance. / <i>Saya percaya bahawa skim Takaful Keluarga adalah patuh Shariah.</i>					

SECTION C: AWARENESS

Please choose your answer by using five points Likert Scale, where the scale of 1= strongly disagree, the scale 2 = disagree, scale 3 = neither disagree nor agree, scale 4 = agree, scale 5 = strongly agree.

Sila pilih jawapan anda dengan menggunakan lima titik Skala Likert, dimana skala 1 = sangat tidak setuju, skala 2 = tidak bersetuju, skala 3 = tidak bersetuju atau bersetuju, skala 4 = bersetuju, skala 5 = sangat bersetuju.

NO.	QUESTION	1	2	3	4	5
1.	I aware the existence of Family Takaful is complying with Shariah. / <i>Saya sedar kewujudan Takaful Keluarga adalah mematuhi Syariah.</i>					
2.	I aware that Family Takaful is for all muslim and non-Muslim. / <i>Saya sedar bahawa Takaful Keluarga adalah untuk semua orang Islam dan bukan Islam.</i>					
3.	I know that Family Takaful is free from prohibited element such as interest, uncertainty and gambling. / <i>Saya tahu Takaful Keluarga bebas daripada unsur terlarang seperti faedah, ketidakpastian dan perjudian.</i>					
4.	I aware that Family Takaful helps to reduce my health expense. / <i>Saya sedar bahawa Takaful Keluarga membantu mengurangkan perbelanjaan kesihatan saya.</i>					
5.	I aware that Family Takaful can give protection to minimize risk in life. / <i>Saya sedar Takaful Keluarga boleh memberi perlindungan untuk meminimumkan risiko dalam kehidupan.</i>					

SECTION C: SOCIAL INFLUENCE

Please choose your answer by using five points Likert Scale, where the scale of 1= strongly disagree, the scale 2 = disagree, scale 3 = neither disagree nor agree, scale 4 = agree, scale 5 = strongly agree.

Sila pilih jawapan anda dengan menggunakan lima titik Skala Likert, dimana skala 1 = sangat tidak setuju, skala 2 = tidak bersetuju, skala 3 = tidak bersetuju atau bersetuju, skala 4 = bersetuju, skala 5 = sangat bersetuju.

NO.	QUESTION	1	2	3	4	5
1.	I am interested in taking family takaful because many people around me already purchased it. / <i>Saya berminat untuk mengambil takaful keluarga kerana ramai orang di sekeliling saya sudah membelinya.</i>					
2.	I think I get a lot of information about family takaful through different sources including my friend, peer, family and media / <i>Saya rasa saya mendapat banyak maklumat tentang takaful keluarga melalui sumber yang berbeza termasuk rakan, rakan sebaya, keluarga dan media.</i>					
3.	I am easily influenced to adopt family takaful by viewing the benefit of people get after purchased it. / <i>Saya mudah terpengaruh untuk mengguna pakai takaful keluarga dengan melihat faedah yang orang ramai dapat selepas membelinya</i>					
4.	I need to listen and get advice from other before making decision to purchase family takaful. / <i>Saya perlu mendengar dan mendapatkan nasihat daripada orang lain sebelum membuat keputusan untuk membeli takaful keluarga.</i>					
5.	I believe that social influence is a factor influencing my decision to adopt family takaful. / <i>Saya percaya bahawa pengaruh sosial adalah faktor yang mempengaruhi keputusan saya untuk menerima pakai takaful keluarga.</i>					

SECTION C: FINANCIAL CAPABILITY

Please choose your answer by using five points Likert Scale, where the scale of 1= strongly disagree, the scale 2 = disagree, scale 3 = neither disagree nor agree, scale 4 = agree, scale 5 = strongly agree.

Sila pilih jawapan anda dengan menggunakan lima titik Skala Likert, dimana skala 1 = sangat tidak setuju, skala 2 = tidak bersetuju, skala 3 = tidak bersetuju atau bersetuju, skala 4 = bersetuju, skala 5 = sangat bersetuju.

NO.	QUESTION	1	2	3	4	5
1.	I am willing to pay for the Family Takaful Protection. / <i>Saya sanggup membayar untuk Perlindungan Takaful Keluarga.</i>					
2.	I am keen on purchasing life Takaful product because of the greater instances of pandemic Coronavirus these days. / <i>Saya berminat untuk membeli produk Takaful hayat kerana keadaan pandemik Coronavirus yang lebih besar pada hari ini.</i>					
3.	I am complacent with the price of Family Takaful product. / <i>Saya berpuas hati dengan harga produk Takaful Keluarga.</i>					
4.	I am capable to have Family Takaful for the future. / <i>Saya mampu memiliki Takaful Keluarga untuk masa hadapan.</i>					
5.	I believe that level of income effecting the Family Takaful consumption. / <i>Saya percaya bahawa tahap pendapatan mempengaruhi penggunaan Takaful Keluarga.</i>					

MALAYSIA

KELANTAN

APPENDIX B – GANTT CHART

ACTIVITIES	SEMESTER 1																SEMESTER 2															
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
-Briefing FYP	█																															
-Meeting with Supervisors (SV) -Research project title verification		█																														
-Research problem -Research objective -Literature research			█																													
-Google meet with SV -Study Framework -Research Method -Data Collection Method -Data Analysis Method				█																												

