DETERMINING FACTORS OF ADOPTION AND REJECTION OF TAKAFUL BY MALAYSIAN YOUTHS

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EXECUTIVE SUMMARY

This research project aimed to investigate the factors behind the adoption of Takaful products by the youth in Malaysia. Youth or young adults aged 18 to 34 years are an important age group in any nation. Their wellness and wellbeing are of utmost importance as they are in their prime age, and they are more prone to danger due to their active and unhealthy lifestyle or injury to extreme sports. The US based Centre for Disease Control and Prevention (CDC) reported that in 2019, 1 in 4 young adults are now living with diabetes, and half of the youngsters in the world are suffering from hypertension. However, often, the youth opt to purchase luxury items or things that are in trend, which is in line with the "You Live Only Once" or YOLO principle and disregard the importance to mitigate the risk by adopting insurance/Takaful. Consequently, previous researches have shown that there is a low insurance/Takaful penetration in the young adults' group, which is quite worrying as they are potentially at a higher risk than other age groups. This will expose them to unexpected financial distress due to unforeseen emergencies such as death or total permanent disabilities.

Based on the above, it is vital to understand the reason behind the Takaful rejection by the youth. In conducting this project, the main reason behind the rejection was discovered, and one of the main factors that become a hindrance in young adults not choosing Takaful over conventional insurance is that the contribution amounts paid in Takaful are higher than premiums of conventional insurance. Since the majority of people in this age group are at the beginning of their careers and doesn't earn sufficiently enough, they choose to go for conventional insurance rather than Takaful. However, what they are not aware of is that the monthly commitment for Takaful is at the lowest rate when they are younger. Joining Takaful at a younger age guarantees a lower contribution rate and reduces the amount that one will spend on Takaful plan. The older ones are, the higher their contribution rate will be year-over-year. Takaful operators should redesign their communication channels as advertisements, or detailed information does not reach the public. Advertising channels should be expanded into digital or e-commerce platforms. Increasing the use of digital applications can also catalyse the growth of the Takaful industry. Designed virtual or peer-to-peer Takaful providers enable Takaful companies to serve at lower cost, become more flexible and customer-centric, and open up new territories, and the current Takaful products may be improved to suit the needs of the youth.

The survey questionnaires of this research were segregated based on four regions in Malaysia from Northern, Central, Southern, Eastern and Borneo. The research managed to secure 1489 samples from respondents all over Malaysia. Majority of the respondents' ranges between the age of 21-25 years old and holds a bachelor's degree, and 88% of the respondents are single. These demographic factors reflect their high awareness of Takaful products.

Based on the findings, it can be concluded that religion is the main factor in the adoption of Takaful products. The majority of the respondents are aware of Takaful, and the majority that chooses Takaful instead of conventional insurance choose it because of religious reasons. They also agreed that Takaful protection is a necessity in today's world. This research also found out that one of the main reasons behind Takaful adoption is that it reduces the financial burden through tax exemption and medical benefit. In adopting Takaful, the risk of financial distress is less as it would provide financial protection in case of death or injury. Takaful also provides monetary protection when dealing with natural disasters such as floods or landslides. Additionally, many youths chose to adopt Takaful product because it is simple to understand, transparent information is provided by the Takaful Operator, a clear description of the advantages/disadvantages of Takaful product, and responsible agents. Nevertheless, there is still one-third of the population that has the perception that Takaful is still not a viable alternative to conventional insurance as it does not cover the same risks as conventional insurance does. This perception can pretty much be due to the unawareness of the product as those who are aware of both the products well chose to go with Takaful, and they seem to be the majority.

In conclusion, despite the outcome from this research that revealed the awareness of Takaful is on the high side, it is interesting to note that in reality the Takaful penetration rate is still low. As of 2020, Malaysian Takaful Association (MTA) reported that the penetration rate of the takaful industry is only at 29%. Further research has to be performed to investigate the factors behind these two correlated issue.

Part One
INTRODUCTION

"Sediakan payung sebelum hujan"

The above Malay proverb is indeed a masterpiece in its meaning. It simply means that prevention is better than cure, and it further defines the need for people to prepare before any consequences. In other words, one is expected to predict that something bad might be happening along the way, and he or she needs to prepare for that. Reducing the risk by having a backup plan will help a person prepare in facing an unfortunate event. Similarly, this kind of preventive measure is also celebrated and recognized in Islam. In one of the most popular Hadith, Rasulullah SAW informed his companion to tie his camel before he can tawakkal to whatever that may happen to the camel:

Narrated by Anas bin Malik: "One day, the Prophet SAW a Bedouin leaving a camel, and he asked the Bedouin. "Why don't you tie down your camel?" The Bedouin then answered, "I put my trust in Allah." The Prophet replied. "Tie your camel first, then put your trust in Allah.""

This is when the concept of takaful is highly important to be recognized by the Muslims in Malaysia and, more importantly, by the younger generation around the world. Though there is no specific injunction on the legality and permissibility of Takaful that can be found in the Quran and Sunnah, there are several Quranic verses and Hadith that celebrate the act of co-operation or ta'awun. It is mentioned in the Quran in Surah Al-Maidah, verse No. 2,

"And help ye one another in righteousness and piety but help ye not one another in sin and rancour, and fear Allah for Allah is strict in punishment."

Takaful in Malaysia was first introduced around the 1990s. The Malaysian Takaful industry has increased in the last few decades (Bokhari, 2007; Abu-Hussin, 2014). Currently, there are fifteen Takaful companies, including general and family Takaful (Arshad and Irijanto, 2020; Mohamed et al., 2020). The difference between General and Family takaful is that General Takaful plans are designed to fulfill the insurance requirements of individuals and businesses in the event of a significant loss or damage caused by a catastrophic event. At the same time, Family Takaful is a Taburru contract in which members make non-zakat contributions to the Waqf Fund on a regular basis. All risks associated with human life, such as death, disability, and illness, are covered under this takaful, as well as immediate and long-term speculating needs. According to the Malaysian Takaful Association (2017), the Malaysian Takaful industry witnessed exponential growth with total assets worth RM 6.8 million in 2010, which was then pegged at RM 29.3 billion in 2017. However, the penetration rate of Islamic insurance is still low compared to conventional insurance. To increase the penetration rate of Takaful in Malaysia which currently remains low, it is pertinent to understand Muslims' predicament in opting for Takaful products, especially the adult youth who are young and smart but do not get sufficient takaful coverage to reduce the unforeseen risk. They failed to understand that takaful protection is essential regardless of age, but they often will excuse not to pay even though the monthly amount is low.

When discussing the concept of takaful, it is essential to understand that it is also associated with the concept of risk. Risk is defined as the possible occurrence of an event that leads to a loss" (H. Askari et al.,2012). Unexpected events may occur, and to avoid the peril and damage, such as death and injury, the concept of takaful or insurance is essential in this sense to mitigate such losses. This also includes the necessity to set aside a pool of funds to be used during an emergency. Takaful is indeed an exemplary mechanism to mitigate the health and death risk. Death, for example, is imminent, young or old. It is also recommended in Islam for Muslims to prepare for death, especially to the family members that will be left behind. Thus, on this point, regardless of whether one is young or old, it is vital for a Muslim to participate in the Takaful plan.

1.1 YOUTH PARTICIPATION IN TAKAFUL

Surprisingly, the level of public awareness on the importance of having takaful and insurance protection is still low despite various awareness and educational programmes carried out (Bernama, 2018). While it is true that young adults are in the prime of their health, with robust immune systems and low mortality rates, they are also more prone to irresponsible behaviour and frequently engage in risky activities. This results in more risk of an injury such as breaking bones from sports activities that require immediate treatment or even hospitalization. Due to being prone to damage, youths are encouraged to participate in Takaful. A study conducted in 2012 by Life Insurance Associations of Malaysia and Universiti Kebangsaan Malaysia showed that the most challenging component for takaful operators is to tap the market niche of Malaysian youth under 30 years of age. According to research by the Asian Institute of Finance (AIF), 51% of Malaysia's Gen-Y subscribe to Takaful, presenting a potential to capitalize on the remaining 49 percent of the market share. However, it has also been observed that the penetration of Takaful increases a lot with age as the income and family responsibilities increase (Shukor, 2019). Mohamed and Alhabshi (2015) listed several factors that discourage customers from choosing Takaful. Some of the factors mentioned were consumers' lack of knowledge of Takaful's benefits over traditional insurance, lack of innovation and variety of products, shortage of human resources, specifically the frontline workers to efficiently explain the Takaful products to improve market strategies and increase distribution channels.

In 2015, it was also reported that Malaysian citizens aged 30 years old and below were considered underserving insurance or takaful market segments due to lack of urgency with priority on lifestyle (Malaysian Takaful Association & EY,2015). With the advancement of technology, peer pressure, and high demand in life, young adults prefer to buy luxury and branded items, go for holidays, and do not want to prepare themselves for emergencies.

The thought that was subscribing and participating in takaful but not enjoying the benefit also contributes to the fact that they refused to let the takaful plan lapse.

1.2 LOW AWARENESS AND LITTLE UNDERSTANDING AMONG YOUTH ATTRIBUTES TO THE NON-PARTICIPATION IN TAKAFUL.

According to Hassan et al. (2018) survey, religion is the most crucial factor to subscribe to Takaful. It is a responsibility and act of Ibadah when a Muslim avoids non-Shariah compliant implicit elements in insurance such as Riba, Gharar, and Maysir (Samsuri & Jamal, 2017); youngsters are not well exposed unless they have an essential Islamic finance background. Policyholders in traditional insurance are not informed about how profits are divided or where the funds are invested, leading to the element of Gharar. The allocation of earnings to the operators and participants is explicitly specified in the contract in a Takaful business, which is based on the Mudharabah concept (Mustafa & Ab Rahman: 2018). If the hazard does not manifest in conventional insurance, the policyholder will lose all premiums paid. This is called Maysir or gambling, which arises from Gharar or uncertainty.

On the other hand, by paying a small premium, he stands to gain more in the event of a catastrophe. Even if the danger does not materialise, the Takaful participant is entitled to a refund of his money. Should the risk arise, he will be compensated from his premium fund as well as a pool of funds from other participants' 'contributions.' Riba refers to the interest aspect that is prevalent in conventional insurance companies' investing activity. In conventional life insurance, the policy loan is a Riba-based transaction. Islam forbids any interest-based investment operations. Furthermore, there can be a misconception on Islamic finance that only involves banking and direct financing, which is more directly understood as compared to Takaful. A preliminary study conducted by Othman & Abdul Hamid, 2009 has shown that the majority of Muslims are not aware of the Takaful concept, which includes underlying Shariah principles and distinct features with conventional insurance.

Long-term financial commitment and expensive contributions also hinder Takaful subscription (Rao, 2019). Some people cite long and rigid coverage terms as a reason for their hesitation (RinggitPlus, 2021). Youngsters are identical with lower income than their elder peers because they have just entered the job market after graduating. They might already have fixed monthly commitments for necessities such as rent or hire purchase and might not afford to service other expenses. This is very relevant in the current context, with the higher standard cost of living in the major cities continuing to dampen the purchasing power of our youth (Dass, 2021). Besides, the lower salary increment arising from low productivity trends still persist (World Bank, 2018).

The younger generation perceived insurance as unsuitable with their current priorities and should only be reconsidered later in life, particularly after marriage and having children. They are more concerned about living benefits and investment than death benefits as parents tend to support their children even after graduating and working. Elderly people opt for life insurance and legacy planning (Subramaniam & Gomes, 2019). Therefore, Takaful operators should be agile enough to offer various products that cater to the younger generation.

Many think that agents are only concerned about their sales targets without understanding their customers' needs. A finding based on 13 previous pieces of the literature reveals that some takaful agents are deliberately hiding information on products and services and fail to identify the needs of the takaful participants to advise on suitable products for the participants (Abdullah, 2018).

1.3 WHY IS TAKAFUL IMPORTANT FOR MALAYSIAN YOUTH?

Health care costs are increasingly expensive, and these costs include the cost of consulting doctors nurses, purchasing medicines, medical equipment, and hospitalization. Medical costs will continue to increase in the future due to inflation. The burden of the rising cost of treatment and medical expenses to cover chronic illnesses and disability will be shifted to the Takaful company if youth subscribe to Takaful (Htay, Sadzali, & Amin, 2014). They need to comprehend why Takaful plays a vital role in today's life.

Young adults are also prone to serious injury. Football and futsal are two main sports involving the youth in Malaysia to inculcate joyful habits, and indulging in physical activity improves physical and mental health. However, based on a study done by Shushami & Karim, 2020, the rate of severe injury from these two games increased compared to previous studies.

Besides, young people are also exposed to chronic illnesses given the careless behaviour from hasty decision making and unhealthy lifestyle, particularly on food intake. The daily consumption of Sugar-Sweetened Beverages (SSB) is high among school-aged adolescents. In contrast with those who are active, these students in the sample have low physical activity levels, high screen time, and poor sleep quality (Gan, Mohamed & Law, 2019). The prevalence of fast-food consumption amongst undergraduate students is also alarming, with personal lifestyle and product attributes significantly influencing their choice (Mokhtar, Yusoff & Murad, 2020). There is a potential linkage between "ultra-processed" foods and cancer, according to a 2019 study published in the British Medical Journal (BMJ). 12 percent risk of overall cancer attributed to a 10 percent increase in the proportion of ultra-processed foods in the diet (Fiolet et al., 2018). The number of cases of chronic diseases in Malaysia is high. Although medical technology is progressing, sufferers of chronic diseases have also increased (Husniyah, Norhasmah, & Amim, 2017).

A COVID-19 pandemic is an unforeseen event that substantially affects the global community, even the developed and rich countries. It has influenced the younger people's perception of having health protection even though Takaful does not cover hospitalization for COVID. Nevertheless, cash assistance, hospitalization allowance, and swab test are included (Aziz & Mohamed, 2021). Climate change, the root cause of a natural disaster, is occurring rapidly and unexpectedly. Malaysia is also not spared from these, whereby in 2021 only, there have been two serious incidents involving landslides at Gunung Jerai, Kedah (The Star, 2021) and massive floods in five states (Bernama, 2021). Shockingly, after 30 years, Selangor, the most densely populated state, is severely affected. Lack of preparation for disaster management in Selangor compared to the east coast has worsened it, where some lost their lives while others witnessed the destruction of their houses (Loheswar, 2021). While conventional insurance mostly doesn't cover losses arising from natural disasters like floods, Takaful, on the other hand, covers damages arising out of these naturally occurring havocs. Most takaful operators will cover the damages caused by natural disasters either within the stipulated cost of a takaful plan or by paying a nominally extra percentage of the actual cost of a takaful plan (Etiqa, 2021).

The notion that Takaful should be revisited only once people have settled down with children should be corrected. This is one of the significant reasons for youth not consuming Takaful. In contrast, they forgot that dependents such as elderly parents are also a highly deserving group to be protected as they are the more susceptible to all the diseases and uncertainties.

1.4 WHAT HAS TO BE DONE FOR SWITCHING OR ADOPTING?

Awareness campaigns should also be diverted to the Takaful sector rather than focusing on Islamic banking only as the centre of growth in Islamic finance, offering a better explanation. Underlying Takaful concepts, its mechanism includes ethical investment conducted and the responsibility and the obligation of a Muslim to only subscribe to Shariah-compliant products which are adhering to Quran and Sunah. Youth needs to know how the conventional insurance concept differs from Takaful and where it will be invested, which is primarily engaged in activities involving Riba, Gharar, and Maysir. They should focus on the ethicality of the products and the educational background of the potential participants.

Consciousness about the need to be protected from unprecedented events must be increased amongst our young adults. This is genuinely relevant with the current pandemic situation and unfortunate occurrences in light of natural disasters. Their perception has somehow shifted about Takaful. Constant engagement and seminars should be done to translate these into actions. Commissioned by Zurich Malaysia to know the impact of pandemics on protection, the survey found that the Covid-19 pandemic has led to increased awareness of the need to have insurance protection, as observed by 84% of the respondents in the country (Murugiah, 2021).

However, the increased awareness did not translate into action, and affordability was the main reason, with 62% of respondents unable to afford Takaful due to the pandemic. Little did they know that the monthly commitment for Takaful is at the lowest rate when you are younger. Joining Takaful at a younger age guarantees a lower contribution rate and reduces the amount you will spend on protecting Takaful in your lifetime. The older you are, the higher your contribution rate will be year-over-year. This is a selling point to market Takaful products to this group.

Takaful operators should redesign their communication channels as advertisements or detailed information does not reach the public. In fact, there is a financial literacy webinar on Takaful for youth held in 2020, but not much publicity was given. Advertising channels should be expanded into digital or e-commerce platforms. Increasing the use of digital applications can also catalyse the growth of the Takaful industry. Designed virtual or peer-to-peer Takaful providers enable Takaful companies to serve at lower cost, become more flexible and customer-centric, and open up new territories. One of the inventions made is American Insurance Association (AIA) Vitality, developed in 2016, based on behavioral economics and has more than 100,000 members. It is a reward-based programme for healthy choices to encourage a healthy lifestyle, targeted at the younger community.

Takaful agents must be equipped with excellent knowledge of the Takaful concept & Islamic marketing. Agents need to promote a general understanding of Takaful, not conventional insurance. To achieve this, all the values stated in the Quran must be practiced through the Sunnah. Adequate training on the understanding of Takaful as a Shariah concept and its

underlying principles should take place. The roles of Takaful agents in explaining the concept of Takaful and its benefits as acts of worship (Ibadah) and the obligation by Takaful agents in promoting Takaful products to Muslims as acts of (da'wah) (Nor & Kamil, 2014). It should be included as part of key performance indicators. Islamic marketing approach based on ethics and full disclosure should prevail on the top of profits from the commission received (Samsuri & Jamal, 2017). This will distinguish between Takaful agents and conventional insurance agents.

SUMMARY

Based on the above discussion, it can be inferred that most studies comprehensively cover the extent of consumers' awareness, preferences, and the determinants that persuade them to engage with the products. Most have conducted surveys, and some have conducted in-depth interviews to achieve their research objectives. However, limited studies examine an in-depth understanding of youths' perception of Takaful as an insurance product. Therefore, this research plans to provide findings in this unexplored area.

Part Two
LITERATURE REVIEW

This literature review highlights the most significant and latest findings from previous academics who have focused on Takaful in Malaysia and other countries. In general, any company that does not have strong consumer support will not survive in the market for an extended period. As a result, current Takaful research is conducted on the demand side of the Malaysian Takaful market. Some studies are conducted in Takaful awareness and understanding, accounting, underwriting, ethicality agent, and other related areas.

AFFECTING FACTORS TO ADOPT TAKAFUL

Hassan and Salman (2021) explored Shariah advisers' views towards the innovation of Takaful products in Malaysia. A mixture of convenient and purposive sampling methods is employed to choose the Shariah advisers as the interviewees. The data for the research is collected via interviews with 11 Shariah advisers. This research shows that Shariah's advisers believed many potentials need to be explored. One way to discover potential is through innovation. Among the Takaful industry segments that need to be improved are products, marketing, pricing, customer services, and distribution channels. Moreover, the lack of awareness among customers on Takaful gives rise to many problems. Nevertheless, Shariah's advisers contributed many reasonable clarifications to the current condition, suggesting that several Takaful industry areas could be improved to become innovative.

Salman and Kawata (2020) investigated the factors that promote participation in Islamic insurance with insurance policyholders in Malaysia as an example. Both logit and probit models are applied to Muslims and non-Muslims' data, supposing two situations: the adoption of Islamic insurance and the shift from conventional to Islamic insurance. The estimation results show the factors that affect the adoption and shift to Takaful are different among Muslims and non-Muslims, implying different strategies are required to promote adoption and change to Malaysia's Islamic insurance.

Husin, Md., and Haron (2020), their work attempted to conduct a comprehensive evaluation of the literature on Takaful (Islamic insurance) demand, focusing on studies published between January 2009 and June 2019. The review will synthesize and segment previously published material to identify gaps and provide direction for future research. They did a systematic review of the available literature. Previous research was analyzed, and content comparisons were made based on the research's emphasis, context, and methods. It was discovered that little had been written and published in reputable publications about takaful demand. Although the first two pieces were published in 2009, it was not until 2017 that coverage of the subject grew rapidly. Although no article about takaful demand was discovered in 2018, one was published in 2019.

The purpose of this paper, as per Aziz et al. (2019), is to investigate the factors that influence an individual's attitude and intentions toward family takaful schemes, as well as the mediating role of perceived trust religiosity in the relationship between perceived trust religiosity and attitude toward family takaful schemes. A convenience sample of 224 salaried persons aged 24–50 was chosen. The data analysis process was carried out using variance-based partial least squares structural equation modeling. The findings indicated that attitudes toward family takaful schemes were strongly influenced by knowledge and perceived usefulness (PU). Perceived trust acted as a perfect mediator between perceived religion and attitude toward familial Takaful. Attitudes about family takaful were favorably associated with buying intent.

According to Fisol (2018), this research focused on developing takaful products as a means of long-term financial planning based on Shari'ah principles. The qualitative technique is applied, and it is founded on library research, including books, papers, journal reviews, and any other relevant materials. Most goods sold by takaful institutions adhere to the Maqasid Shari'ah approach of sustainable financial planning that benefits social welfare and justice in the public interest (maslahah).

This study suggests the innovation diffusion theory in consumer behaviour, according to Arifin and Yazid (2018). It delves deeper into participants' possible perceptions of family Takaful products and services. Five innovation qualities are likely to predict family Takaful participants' loyalty significantly. Theoretically, this study illustrates how innovative traits influence members' loyalty in family Takaful. Meanwhile, the study's findings will benefit Takaful operators in the long run by providing necessary information on how to design the best future strategies.

Akhtar (2018) is a pioneer in establishing a baseline for evaluating the performance of insurance organizations in Saudi Arabia in terms of technical, super efficiency, and productivity analyses. Although the study examines a particular country, as it is based on demographic data, it is entirely indicative of Saudi Arabia's insurance market characteristics. It has important policy implications for policymakers and insurers in the GCC market and Saudi Arabia. Additionally, they stated that Takaful enterprises must adopt procedures that will enable them to maximize the efficiency of their specialized products in terms of production. It would allow companies to take full advantage of scope economies.

Mustafa & Najeeb (2018) made the first attempt in this work to critically assess the Shariah-compliance and operational problems associated with existing SCDIS structures based on takaful and kafalah bi al-ajr. Specifically, the takaful fund's inability to sue the insolvent Islamic bank for the financial aid it provided; and the difficulty of charging fees in the kafala bi al-ajr model, as most scholars prohibit charging a fee in exchange for a guarantee.

This article explored the level and link between customers' evaluations of takaful operators' performance and their intention to use medical takaful cards in Kedah, Malaysia, per the Haji Wahab (2018). The review discovered that customers' perceptions of performance concerning their propensity to use a medical takaful card were favorable. Additionally, the data indicated a moderate positive association between public officers' perceptions of takaful operators' performance and their propensity to use a medical takaful card.

Zuliani and Rahman (2018)s study examined low-income earners' reactions to micro Takaful and its implementation in Banda Aceh. Three individuals were interviewed for the study. Purposive sampling was used to pick practitioners, academic specialists, and low-income earners in each zone of Banda Aceh. The study concluded that there is potential for micro-takaful to be supplied in Banda Aceh due to the demands of low-income people; nevertheless, there are numerous obstacles that must be overcome before implementation can be successful.

This study, stated by Khan et al. (2018), aimed to determine the challenges that family Takaful (Islamic Life Insurance) businesses face in Bangladesh and offer answers. Interviews with 32 respondents from two family Takaful operators in Dhaka, Bangladesh, gathered qualitative data. The report identifies several family Takaful issues involving the government, the Takaful company, and the Shari'ah board. In Bangladesh, the absence of regulatory frameworks for Takaful firms has resulted in many practical difficulties for family Takaful. To circumvent these impediments, the government should introduce a separate Takaful Act. It will require the cooperation of stakeholders and Islamic experts around the country.

Syadiyah (2018)s study investigated why Malaysian Muslims engage in family takaful. Using a qualitative technique, four focus groups with 22 volunteer participants in family takaful policyholders. The data indicate that five primary reasons for enrolling in a family takaful policy are preparing for rainy days, funding a child's education, covering escalating medical expenditures, paying off debt, and investing or saving.

Mustafa and Rahman (2018) explored whether takaful operators' underwriting methods for health takaful products are Shariah-compliant. This study was conducted using a qualitative research method. The data was gathered from primary sources via interviews and secondary sources via an examination of pertinent paperwork. Underwriters from the takaful operators A, B, C, and D were interviewed. Additionally, interviews with shariah executives from these takaful operators and shariah specialists from two institutions were undertaken. The survey discovered that takaful operators followed Islamic standards in their underwriting procedure. This study, as per Ha et al. (2018), aimed to determine the extent to which the Muslim population in southern Thailand understands family takaful. To collect data for this study, a questionnaire was used, and it surveyed 400 randomly chosen respondents regardless of whether or not they had protection insurance. Descriptive statistics and means, as well as independent samples T-testing, were employed to analyze the data. The survey discovered that most Muslims in southern Thailand have a limited comprehension of family takaful. However, the study studied the disparities in understanding between individuals who participated in family takaful and those who did not. The research findings revealed a discrepancy between the two groups: those who participated in family takaful had a clear and favorable knowledge of it, whereas those who did not have any such understanding.

Djafri and Noordin'sstudy in 2017 offered empirical data about workplace spirituality and its effect on employees' organizational commitment in the Islamic insurance industry in Malaysia. The study's findings indicate a considerable positive correlation between workplace spirituality and organizational commitment. It could imply that incorporating spiritual activities into the workplace will improve and sustain human well-being, ultimately resulting in the organization maintaining a high level of dedication.

The study by Soualhi (2017)drew on prior Takaful retirement plan activities and research on Takaful annuities in Malaysia. The research attempts to ascertain the primary obstacles to creating such a product and the potential of its relaunch by Takaful operators in Malaysia. The research's preliminary findings have identified several difficulties that will be investigated further through content analysis and semi-structured interviews. The Takaful annuity product should feature diverse investment portfolios in terms of maturity and asset quality according to preliminary results.

Mikai et al. (2017)s study examined micro-Takaful and highlighted particular Shari'ah concerns and the viewpoints of both previous and present scholars on the use of zakah and waqf in the micro-Takaful model. Zakah is a legal instrument, but a waqf is a voluntary tool to benefit the poor and needy. Effectively integrating both principles into micro-Takaful to promote financial inclusion will undoubtedly have a beneficial influence on the lives of the society's underprivileged citizens.

According to Ahmad Mokhtar et al. (2017), the study on corporate demand for general Takaful (Islamic insurance) attempts to identify growth opportunities and areas for development in Malaysia's Takaful business operations. Takaful operators have the opportunity to expand their reach into the corporate sector since the majority of respondents expressed a desire to spend on Takaful/insurance. Emphasis on Takaful value propositions other than Shari'ah compliance is necessary to attract corporate since respondents were apathetic to their protection's Shari'ah compliance status. Sustaining a solid market presence, expanding product choices, and providing efficient services were critical factors attracting Takaful subscriptions. The respondents' dependency on intermediaries necessitates close engagement to expand market outreach. Small and medium-sized businesses looked promising since they were underserved while having a higher propensity to seek Takaful/insurance coverage than the general respondents.

As per Lukman and Elatrash's (2017) article seeks to ascertain the Shari'ah (Islamic law) position on the implementation of GST on tabarru-based Takaful (donation-based Islamic insurance) products in Malaysia. The paper employs a qualitative method of study. This study concludes that while a strict reading of Shari'ah precludes GST implementation, the government may nonetheless legitimize it through a broader interpretation of maslahah (public interest). Takaful has evolved into a necessity for society, with members of all income categories, not just the wealthy, subscribing to it. As a result, the government should consider eliminating GST on Takaful items.

Ahmad and Lukman (2017) studied and evaluated the effect of compensation for late payment of Takaful benefit claims on the Takaful sector in Malaysia. The research concludes that, notwithstanding the Takaful industry's good response to the necessity to compensate Takaful participants for late payment of Takaful benefits, specific operational and Shari'ah difficulties warrant additional consideration.

Hussain & Sherif (2017)s paper aimed to investigate the economic and sociodemographic factors that drive family Takaful demand in the Middle East and North Africa (MENA) area, utilizing a sample of 15 MENA nations. The authors indicate that the need for family Takaful in MENA is positively correlated with Islamic banking deposits, education, dependency rate, female life expectancy, and Muslim population. On the other hand, inflation, financial development, and male life expectancy are all key factors adversely associated with demand for family Takaful in MENA.

According to Azhar et al. (2017), this article examined the adoption of a new model of Auto Takaful. The questionnaires assessed three criteria: awareness of traffic risks, understanding of Auto Takaful, and personal accident. The study requested 385 respondents from many areas in Terengganu, including Besut, Setiu, Kemaman, Kuala Terengganu, and Marang. The respondents agreed with the integrated modification model of Auto Takaful, which protected both drivers and passengers from all income ranges.

According to Md Husin and Ab Rahman (2016), this research investigates the elements that influence an individual's desire to engage in a family takaful scheme using the deconstructed theory of planned behavior (DTPB). Three hundred and eighty-four questionnaires were delivered to target respondents, all of whom were Muslims living in Malaysia's Klang Valley. Statistical Package for the Social Sciences (SPSS) and Smart PLS was used to analyze the data. The DTPB model effectively predicts whether individuals will engage in a family Takaful plan. Twelve of the fifteen hypotheses were deemed significant.

Kasim et al. (2015) highlighted how Takaful could promote risk-sharing and shared prosperity as a suitable Islamic financial product. Semi-structured interviews were conducted with five Takaful operators and 20 Shari'ah advisers. The interview contents are analyzed using thematic and coding approaches. All the interviewees agreed that Takaful is ethical insurance and a Shari'ah compliant product. It eliminates the prohibited elements in insurance practice and promotes cooperation and risk-sharing in the community. However, respondents highlighted that for the Takaful industry to exceed expectations, knowledge of Takaful should be encouraged. In addition, Shari'ah should be observed in all aspects of operations, and staff should be adequately trained. In such a way, Takaful serves as a mechanism promoting risk-sharing and risk prosperity.

The research conducted by Arifin et al. (2014) sought to identify the most critical elements influencing family Takaful demand among Muslim clients in Malaysia. 243 Muslim consumers who have joined family Takaful plans with selected prominent Takaful businesses will participate in the poll, conducted using standardized questionnaires to gather their opinions. According to the findings of stepwise regression research in Malaysia, religious commitment, reputation, and image were the most critical factors influencing family Takaful demand among Muslim clients.

Daud et al. (2013) investigated the association between customer orientation, competitor orientation, inter-functional coordination, and Takaful business performance in Malaysia. The sample includes senior management, middle management, junior management, marketing department, executives. There were a total of 111 responders. The following analyses are used: descriptive analysis, factor analysis, reliability analysis, correlation analysis, and regression analysis. This study discovered a clear correlation between customer orientation, competitor orientation, inter-functional coordination, and Takaful business performance.

Gustina and Abdullah (2012) conduct a multiple regression analysis of the demand for family Takaful and life insurance in Malaysia using the F-Test and T-Test. Additionally, coefficient estimation and tests for multicollinearity are performed. They collect data from Bank Negara Malaysia and the Malaysian Department of Statistics from 1990–to 2009. The findings indicate that GDP per capita, education, saving, and religion have a positive and substantial relationship with family Takaful demand. Simultaneously, GDP per capita, protection, and faith positively and considerably affect life insurance demand. Customer Price Index and savings harmed family Takaful demand, whereas age, conservation, and religion harmed life insurance demand.

Ayinde and Echchabi (2012) investigated customers' propensity to embrace Takaful in Malaysia and identified the aspects that may influence them. They employ a random sample technique in addition to structural equation modeling and the T-test. A total of 200 surveys were distributed, and respondents indicated that they are willing to embrace Takaful, with compatibility and awareness being the most critical determining variables.

Ansari Sanaullah & Muhammad (2012) examined the demand factors for Takaful in Pakistan via the lens of conventional and Islamic banks. The data from 14 traditional and Islamic banks are analyzed using descriptive statistics, Pearson correlation, and the standard effect model from 2007 to 2009. The data indicate that while working capital and bank size are significant predictors, leverage projected bankruptcy costs (long-term debt) and tax concerns are not.

Matsawali et al. (2012) investigated the public's preference for Takaful versus traditional insurance, as well as whether the public is aware of the distinction. Their research is being conducted in Brunei. They used a random sample of 131 respondents and delivered an online questionnaire. They discovered that while most of the public is unaware of Takaful, they prefer it over conventional insurance. Additionally, they recommend that Takaful operators educate the public to raise awareness and understanding of Takaful.

Ab Rahim and Amin (2011) examined Takaful acceptance factors using 176 respondents. They use self-administered questionnaires and convenience sampling. On a 5-point Likert scale, questionnaires were designed. Multiple regression and factor analysis are employed. They discovered that Takaful acceptance is influenced by attitude, subjective norms, and information.

Ahmad et al. (2010) mentioned that limited experience and competent human resources are the weakness of the current Takaful operators. It becomes more problematic when not having a framework for corporate governance, Shari'ah compliance, legal and regulatory, and taxation and international accounting standards suit the Takaful industry. Although there is some awareness of Takaful, its level of understanding is still very low in some countries. Hence, focusing on marketing and creating awareness to inform the difference between Takaful and insurance is necessary. There is limited availability of Shari'ah-compliant investment compared to the conventional investment, making the Takaful industry less competitive.

Redzuan et al. (2009) examined the factors influencing family Takaful consumption in Malaysia. They use time-series data from 1985 to 2007, derived from Bank Negara Malaysia's Takaful reports. They employ a regression model, which includes the F-Test and T-Test. They discovered that income per capita is a strong predictor of family Takaful demand and has a positive link. In contrast, long-term interest rates and the composite stock index have a considerably negative relationship with family Takaful consumption. Other variables like inflation and savings rates have a statistically insignificant effect on family Takaful demand.

Frenz et al. (2008) also highlighted the risks and challenges of developing the Takaful industry in India. According to them, (a) Muslims belong to the second largest population in India, (b) the fertility rate is the highest for Muslims and (c) they belong to a younger generation, (d) Muslim population is higher in urban areas, (e) Muslims are self-employed and engaged in the trade or employed in small-scale enterprises, and (f) the average deposit amount per account in banks by the Muslims is very close to the national average although some report that 31% of the Muslims are poor. They further state how to develop the Takaful market in India, namely (a) to develop the legal and accounting regulatory guidelines suit to the Takaful industry, (b) to develop Shari'ah-compliant financial instruments, (c) to have Shari'ah governing bodies, and (d) to allow the international industry players to join the Indian market.

According to Maysami and Williams (2006), "awareness of the Takaful contract is connected with core Islamic concepts perceptions." Questionnaires were issued to Muslims in Singapore, and a Chi-square test was used to determine whether the hypothesis was supported based on 84 respondents. It indicates that Muslim respondents concerned about financial items adhering to Shariah are aware of Takaful.

Part Three
THEORETICAL FRAMEWORK AND RESEARCH METHODOLOGY

3.1 THEORETICAL FRAMEWORK AND DEVELOPMENT OF HYPOTHESES

This study uses the new product adoption and product diffusion theories to develop the hypotheses.

3.1.1 NEW PRODUCT ADOPTION THEORY

The source of new product adoption theory and new product diffusion theory is innovation. The new product adoption theory highlights the factors that will influence the customers to accept or reject the latest products. It refers to the internal forces of the customers, such as psychological influence, socio-cultural influences, and customers' preference criteria in selecting the products. Thus, in the adoption process, the awareness of the product is the first stage, followed by the customers' interest, evaluation of the product, and trial. The logic of this theory is that if the customers are aware of this product, they might be interested in knowing more about the products and evaluating the products by comparing the cost and benefit. Later, the customers buy the products or services, and if they satisfy or meet their expectations, they will adopt the products or services. If the customers are not aware of the products or services, they should be informed of the features of the products or services and the advantages or disadvantages. It will attract customer interest (Antil, 1988; Roger, 1962, 1976, 2003; Sahin, 2006).

3.1.2 NEW PRODUCT DIFFUSION THEORY

While the new product development theory explains the internal forces of the customers that make them adopt the new products, the new product diffusion theory focuses on the external forces of the customers that cause them to adopt the new products. Some external forces are changes in agents, information channels, types of information available, and the surrounding community. Roger (2003) states that diffusion communicates the new product innovation through the communicating channels to the community. The diffusion process involves four main elements: innovation, social system, the communication channel, and time. This theory highlights that the news or ideas of the new products or services will be spread among the people, and in the early stage, a few people will initiate buying the new products, and later it will spread to others. In other words, this theory emphasizes the critical role of communication and advertising new products or services (Roger, 2003).

The early adopters of new products or services have a venturous and innovative mind, and they are more educated, willing to take more risks, and highly communicated in society. The customers' demographic background and personal characteristics are the main factors determining whether they are early adopters or not. The adopters can be categorized into five main groups based on their innovativeness (Roger, 1962; Roger, 2003). The earliest customers (2.5%) will be the innovators who are venturesome, younger, well educated, financially viable, and risk-takers and followed by early adapters, which are local opinion leaders who are interested to read news and have influential power among their communities (13.5%), the early majority who are more deliberate and cautious middle-class customers (34%), the late majority who are skeptical (34%) and laggards who are traditional, conservative and old (16%). The timing of the adoption depends on the innovativeness of the customers (Wright & Charlett, 1995). It can be concluded that having a sound functional, innovative system, i.e., good networking to introduce new products or services, will lead to the early adoption of new products or services (Barczak et al., 1992).

3.2 DEVELOPMENT OF HYPOTHESES

According to the new product adoption theory, awareness is the first determinant factor to attract potential customers interested in new products. Prior research has acknowledged the vital role of awareness. Many researchers have researched the awareness of Takaful, including Maysami & Williams (2006) Ayinde & Echchabi. (2012), Sherif et al. (2012), and Coolen (2013). Also, new product diffusion theory suggests that the external factors can influence the customers to adopt the new products, and one of the external factors is the surrounding community. Since almost all of us have our religion to believe in, it is expected that religion is one of the influential factors in the community. Many researchers have studied religion as a determinant on the customers in participating in Takaful (Matsawali et al., 2012; Siala, 2012; Maysami & Williams, 2006; Mansoor et al., 2015; Md Hussain & Ab Rehman, 2013; Rehman & Shabaz, 2010; Arifin, Yazid & Hussain, 2014). They found that religion is a significant determinant factor influencing customers to adopt new products. Based on the latest product adoption theory and new product diffusion theory, the following hypotheses in an alternative form are developed as follows:

H1a: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and Islamic Knowledge regarding conventional insurance prohibition/prohibition of conventional insurance

H2a: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the level of awareness of Takaful

H2b: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the level of knowledge of Takaful

H3: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and religious factors

H4: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and social factors

H5: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and product features

H6: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and service quality, availability, and transparency

H7: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and marketing

H8: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the agent's characteristics

H9: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and takaful rumors

3.3. RESEARCH METHODOLOGY

The research methodology discusses the data used, sample, sampling, and data collection methods. In addition, the statistical method used is presented.

3.3.1 DATA AND RESEARCH METHODS

In this research, primary data are collected by survey questionnaires from youths in Malaysia. These research areas are Northern Region (hereafter Northern), Central Region (Central), Southern Region (Southern), East Coast Region (Eastern), and East Malaysia Region (Borneo).

Secondary data used in this research includes articles, books, and internet resources. This research uses the quantitative research approach.

3.3.2 SAMPLES, SAMPLING METHOD, AND DATA COLLECTION METHOD

In this study, the sample includes Malaysian youth. There are two types of samples: probability (random) sample and non-probability. A probability sample is for the data for which the population is known. The sample is randomly selected from the known population, and all the items in the population have an equal chance to be chosen. In this research, random sampling is used for the questionnaire.

A total of 1489 respondents were received from all the regions. According to Sekaran & Bougie (2010), a rule of thumb for the sample size is 384 respondents. Hair et al. (2006) suggest that the minimum requirement for sample size is to have at least five participants per item, and hence, the respondents are pretty sufficient for regression.

3.3.3 STATISTICAL METHOD

In the case of the questionnaire for youth, the face validity test is done by Parsian & Dunning A.M. (2009), is followed. The pilot test analyzed 53 respondents to test the face validity. According to Salleh et al. (2013), 30 is sufficient for the pilot test. A correlation coefficient was performed, and Regression analyses were conducted to detect the main factors influencing Malaysian youths' decisions.

To describe the profile of youth, descriptive statistics are used. This is the standard method of describing the profile of respondents and their other characteristics (Redzuan et al., 2009; Amin & Rahman, 2011).

Part Four
FINDINGS

This report provides results of the research entitled "Determining Factors of Adoption and Rejection of Takaful by Malaysian Youths." This report includes the effects of primary survey questionnaires. This survey is conducted in five regions of Malaysia (see Map below). These research areas are Northern Region (hereafter Northern), Central Region (Central), Southern Region (Southern), East Coast Region (Eastern), and East Malaysia Region (Borneo).

Northern Region Central Region Southern Region East Coast Region East Malaysia Region
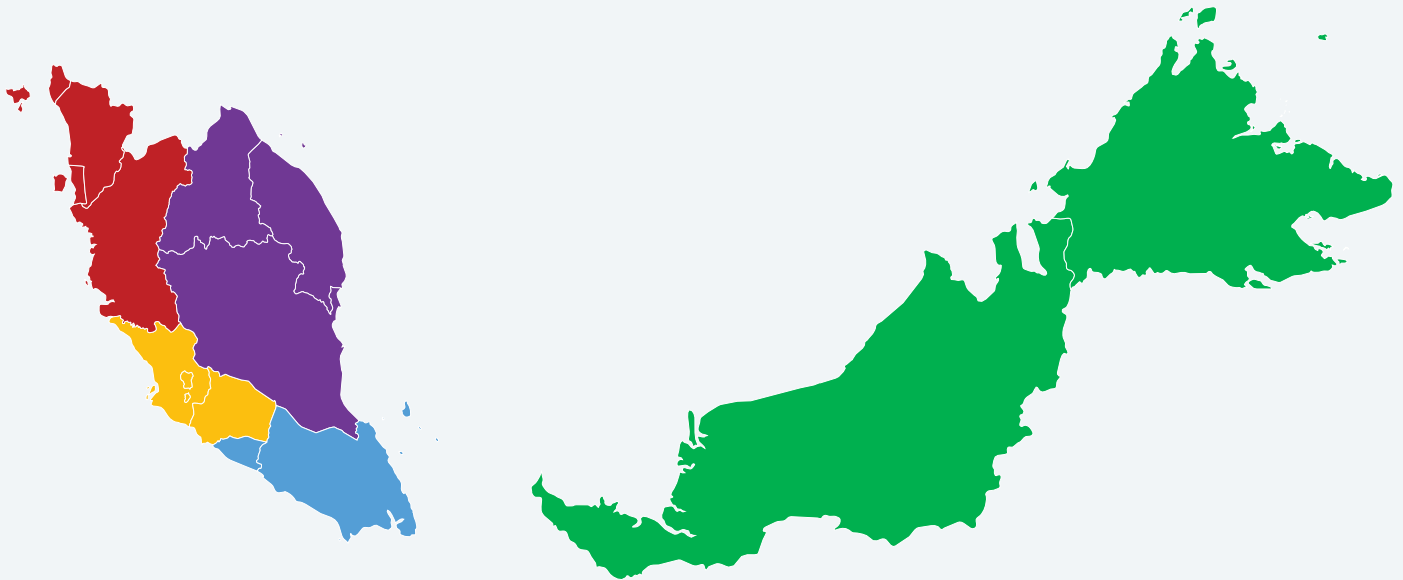
MAP OF THE RESEARCH AREAS

Source: Malaysian Society of Plastic and Reconstructive Surgery. Retrieved on 29 Nov. 2021. https://msprs.org.my/find-a-surgeon/

The structure of this report is as follows. There are three main sections:

I A brief introduction to the project
II Results of the primary survey
II Main results: Determining factors of adoption and rejection of takaful by Malaysian youths

The bullet points are summarized below as highlights.

HIGHLIGHT

- **The primary surveys were conducted with a sample size of 1489.**

- **The primary survey was conducted in five Malaysian regions: North, Central, Southern, East, and Borneo.**

II RESULTS OF THE PRIMARY SURVEY

- Results of the five Malaysian regions were provided. The color of the tables was changed for each region to make the results distinguishable. The results are slightly different for each region. Please see section I in greater detail.

  ⇥ Northern Region (see Section 2)
  ⇥ Central Region (see Section 3)
  ⇥ Southern Region (see Section 4)
  ⇥ Eastern Region (see Section 5)
  ⇥ Borneo Region (see Section 6)
  ⇥ Whole regions (see Section 7)

- The ten hypotheses were tested in the primary survey results. All 53 cases were statistically significant at the 1% level, implying some correlation between Takaful adoption and ten factors. Relatively high correlations (around 0.5) were observed for Religion(H3), Social(H4), Product(H5), Service(H6), Marketing(H7), and Agents(H8). (See Section 8)

III MAIN RESULTS: DETERMINING FACTORS OF ADOPTION AND REJECTION OF TAKAFUL BY MALAYSIAN YOUTHS

- Because hypotheses testing conducted in Section 1 and section 8 were those of two factors (using a single variable), it is more fruitful to do regression analyses. In the regression analyses, it is possible to add multiple variables (not a single variable) to check which variables are more relevant for explaining Takaful adoption by Malaysian youth. Both logit and probit regression analyses were conducted for 5 Malaysian regions and the whole region's data. (See Section 9)
- Sixty-three candidates of explanatory variables were used for logit and probit regressions. The stepwise method was applied to find the most relevant variables. Results are tabulated in Tables 9.2-9.7. For the sake of comparison in a simple manner, the most selected variables were checked in Table 9.9. Based on Table 9.9, the essential factors in adopting Takaful for Malaysian youth were H2a, H9, H81, and H97.
- H2a is created using Q19, Q21-Q26. These are questions concerning Takaful Awareness. The sign of H2a in the whole region model is negative, suggesting that those aware of Takaful more tend to adopt Takaful.
- H9 is created using Q67-Q74. These are questions concerning factors that will delay Takaful's adoption. The sign of H9 in the whole region model is negative, suggesting Malaysian youth don't want delay in Takaful adoption.
- H81 is created using answers to the Q58 (I prefer a Takaful product if the agent is constantly available and capable of resolving any issues). The sign of H81 in the whole region model is positive, suggesting that those who expect to receive satisfactory services after purchase tend to adopt Takaful more.
- H97 is created using answers to Q73 (I think Takaful companies provide good services to the customer). The sign of H97 in the whole region model is positive, suggesting that those who expect good services from Takaful companies tend to adopt Takaful more.

NORTHERN
REGION

4.2 NORTHERN REGION

4.2.1 RESPONDENTS' BACKGROUNDS (Q1-Q8 IN PRIMARY SURVEYS: NORTHERN)

Table 4.2.1. Descriptive statistics of respondents' background (primary survey, Northern Region)

		1 Gender		2 Age		3 Marital		4 Ethnicity
Average		1.545		2.162		1.213		1.866
Standard error		0.029		0.079		0.023		0.024
Median		2		2		1		2
Mode		2		1		1		2
Standard deviation		0.511		1.401		0.410		0.417
Sample size (n)		314		314		314		314
	1. Male	145	1. 18-20	146	1. Single	247	1. Bumiputera	49
	2. Female	167	2. 21-25	75	2. Married	67	2. Malays	260
	3. Prefer not to say	2	3. 26-30	25			3. Chinese	3
			4. 31-35	32			4. Indians	2
			5. 36-40	36			5. Others	26

Source: Researcher(s)

(continued)

		5 Religion		6 Education		7 Occupation		8 Salary
Average		1.022		3.557		3.732		4.688
Standard error		0.011		0.064		0.097		0.106
Median		1		4		5		6
Mode		1		4		5		6
Standard deviation		0.186		1.141		1.725		1.872
Sample size (n)		314		314		314		314
	1.Muslim	309	1.Non-Tertiary	5	1.Private sector	66	1.Above RM5000	46
	2.Buddhist	3	2.High school/ SPM	57	2.Government sector	31	2.4000-4999	11
	3.Christianity	2	3. College	81	3.Self-employed	22	3.3000-3999	22
	4.Hindus	0	4. Bachelor	122	4. Housewife	5	4.2000-2999	21
	5.Others	0	5. Master	27	5. Students	182	5.1000-1999	30
			6. PhD	22	6. Unemployed	8	6. Less than 1000	184

Source: Researcher(s)

The sample size of the primary survey for the northern region was 314. The questionnaire consisted of 6 sections, and the total number of questions was 110, of which the first eight questions asked respondents' background. These eight questions are tabulated in Table 4.2.1. **1 Gender** consists of 3 choices, and the number of respondents selected 1. Male, 2. Female, and 3. Prefer not to say were 145, 167, and 2, respectively, indicating that the number of women were a bit high compared to men. **2 Age** consists of five categories. The number of respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40 were 146, 75, 25, 32, and 36, respectively. Those in the first 18-20 shares had a relatively large ratio, but respondents of other age classes also participated in the primary survey. **3 Marital status** consists of 2 choices and the number of respondents who selected 1. Single (including the widow, divorced), and 2. The married were 247 and 67, indicating that single has a high majority. **4 Ethnicity** consists of 5 choices, and the number of respondents selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others were 49, 260, 3, 2, and 26, respectively, Malays have the highest rate among other categories. **5 Religion** consists of 5 choices, and the number of respondents selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others were 309, 3, 2, 0, and 0, respectively. Thus, most respondents were Muslims. **6 Education** consists of 6 choices and the number of respondents who selected 1. Non-Tertiary Education, 2. High school/SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs were 5, 57, 81, 122, 27, and 22, respectively, indicating that most respondents obtained Bachelor's. **7 Occupation** consists of 6 choices and the number of respondents who selected 1. The private sector, 2. Government sector, 3. Self-employed, 4. Housewife, 5. Students, and 6. Unemployed were 66, 31, 22, 5, 182, and 8, respectively, indicating that more than half of respondents are students. Finally, **8 Salary** consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 46, 11, 22, 21, 30, and 184.

4..2.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: NORTHERN)

The results of Takaful information sources are tabulated in Table 4.2.2.

Table 4.2.2. Sources of Takaful information (primary survey, Northern Region)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	2.070	1.809	2.398	2.968	2.589	2.494
Standard error	0.061	0.051	0.073	0.077	0.071	0.071
Median	2	2	2	3	2	2
Mode	2	1	2	2	2	2
Standard deviation	1.076	0.902	1.295	1.370	1.254	1.249
Sample size (n)	314	314	314	314	314	314
	2.070	1.809	2.398	2.968	2.589	2.494
1. Often	108	139	95	47	67	76
2. Sometimes	127	116	98	98	108	110
3. Regularly	40	43	53	47	54	51
4. Usually	27	12	37	62	57	51
5. Always	12	4	31	60	28	26

Source: Researcher(s)

There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 108, 127, 40, 27, and 12, respectively. Newspaper/magazine/broacher 139,116,43, 12 and 4 respectively.

Regarding social media, two ways to obtain the information such as Company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 95, 98,53, 37 and 31 respectively. SNS: Instagram/ Twitter/ Facebook etc. 47, 98, 47, 62 and 60 respectively.

It concerned other two ways to obtain the information, such as the Information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 67, 108, 54, 57, and 28, respectively. Information from family members was 76, 110, 51, 51, and 26.

4.2.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: NORTHERN)

Table 4.2.3. Results of Insurance Awareness (primary survey, Northern Region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	0.478	0.634	0.573	0.621	0.557	0.608
Standard error	0.028	0.027	0.028	0.027	0.028	0.028
Median	0	1	1	1	1	1
Mode	0	1	1	1	1	1
Standard deviation	0.500	0.483	0.495	0.486	0.497	0.489
Sample size (n)	314	314	314	314	314	314
1. Yes	150	199	180	195	175	191
2. No	164	115	134	119	139	123

Source: Researcher(s)

The results of conventional insurance awareness are tabulated in Table 4.2.3. In short, affirmative answers (1. Yes) dominate for almost all cases (exception is Q10), implying respondents were aware of the characteristics of conventional insurance.

4.2.4 INSURANCE KNOWLEDGE (Q16-Q18 IN THE PRIMARY SURVEY: NORTHERN)

Table 4.2.4. Results of Insurance Knowledge (primary survey, Northern Region)

	Q16	Q17		Q18
Average	0.640	0.799		3.150
Standard error	0.027	0.023		0.069
Median	1	1		4
Mode	1	1		4
Standard deviation	0.481	0.401		1.223
Sample size (n)	314	314		314
1. Yes	201	251	1. For rich	59
2. No	113	63	2. For the middle class	37
			3. For poor	16
			4. For everyone	202

Source: Researcher(s)

The results of insurance knowledge are tabulated in Table 4.2.4. Conventional insurance serves as a risk management tool. Most respondents (201) believe that insurance is the best risk mitigating tool. Most respondents give ethical value attention since 251 of overall respondents believe that insurance companies should consider it. The majority, 202 of the respondents, believe that insurance is necessary for anyone.

4.2.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: NORTHERN)

Table 4.2.5. Results of Takaful Awareness (primary survey, Northern Region)

	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	0.745	0.640	0.707	0.818	0.790	0.732	0.793
Standard error	0.025	0.027	0.026	0.022	0.023	0.025	0.023
Median	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1
Standard deviation	0.436	0.481	0.456	0.386	0.408	0.443	0.406
Sample size (n)	314	314	314	314	314	314	314
1. Yes	80	201	222	257	248	230	249
2. No	234	113	92	57	66	84	65

Source: Researcher(s)

(continued)

The results of Takaful awareness are tabulated in Table 4.2.5. Here again, affirmative answers dominate in all questions, implying respondents understand the characteristics of Takaful. However, regarding the familiarity of Takaful, only 80 persons are aware of the concept of Takaful.

	Q20		
a. Television	126	**g. Market or local people**	114
b. Newspaper	86	**h. Relatives, friends, or neighbors**	140
c. Internet	195	**i. Banners**	59
d. social media	201	**j. Agents**	172
e. Radio	41	**k. Corporate publicity**	48
f. Magazine	43	**l. Others**	10

Source: Researcher(s)

Figure 4.2.1: Takaful Awareness
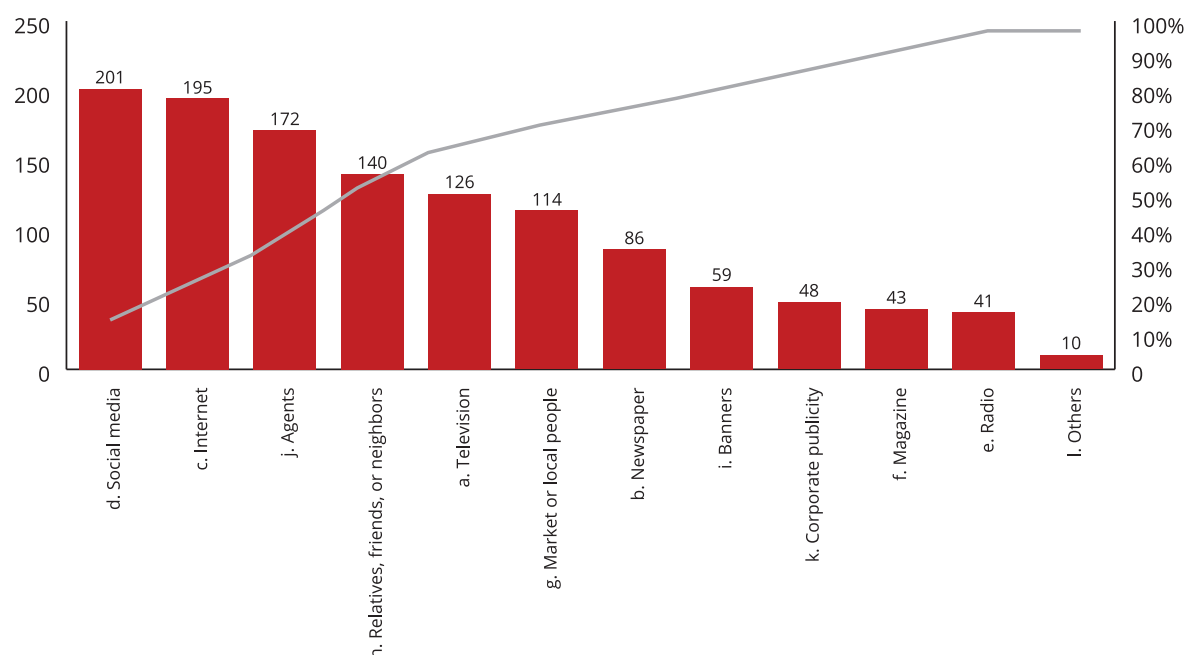
How did you become aware of Takaful?

Source: Researcher(s)

Modern society is heavily reliant on social media and the internet. These two things significantly impact young people's awareness and knowledge. Two hundred and one respondents are familiar with Takaful due to their use of social media. In comparison, one hundred and ninety-five respondents are aware of Takaful due to their use of the internet, out of three hundred and fourteen respondents. Ten responders had heard about Takaful from various sources, including their parents, universities, and professors. The graph shows that social media is highly significant, but radio and other options are considered the least important.

4.2.6. TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: NORTHERN)

Table 4.2.6. Results of Takaful Knowledge (primary survey, Northern Region)

	Q27	Q28	Q29	Q30
Average	0.876	0.678	0.669	0.682
Standard error	0.019	0.026	0.027	0.026
Median	1	1	1	1
Mode	1	1	1	1
Standard deviation	0.330	0.468	0.471	0.467
Sample size (n)	314	314	314	314
1. Yes	275	213	210	214
2. No	39	101	104	100

Source: Researcher(s)

(continued)

The results of Takaful knowledge are tabulated in Table 4.2.6. Affirmative answers dominate in all questions, implying respondents understand the characteristics of Takaful. The majority of respondents well know about the Takaful knowledge.

	Q31		Q32
a.Medical/Health	286	a.Weather	125
b.Life	281	b.Accidents	218
c.Motor	242	c.Theft/ burglary Physical disability	203
d.House	238	d.Physical disability	201
e.Business	168	e.Illness or health	191
f.employee benefits	140	f.Education	180
g.Investment plan	135	g.Death	181
h.Fire	176	h.Investment	187
i.Travel	186	i.Tax benefit	192
j.Education	177	j.Less financial burden	157
		k.retirement planning	136
		l.Others, Please Mention	4

Source: Researcher(s)

Figure 4.2.2: Takaful Awareness

Do you know that Takaful offers a wide choice of protection plans such as?
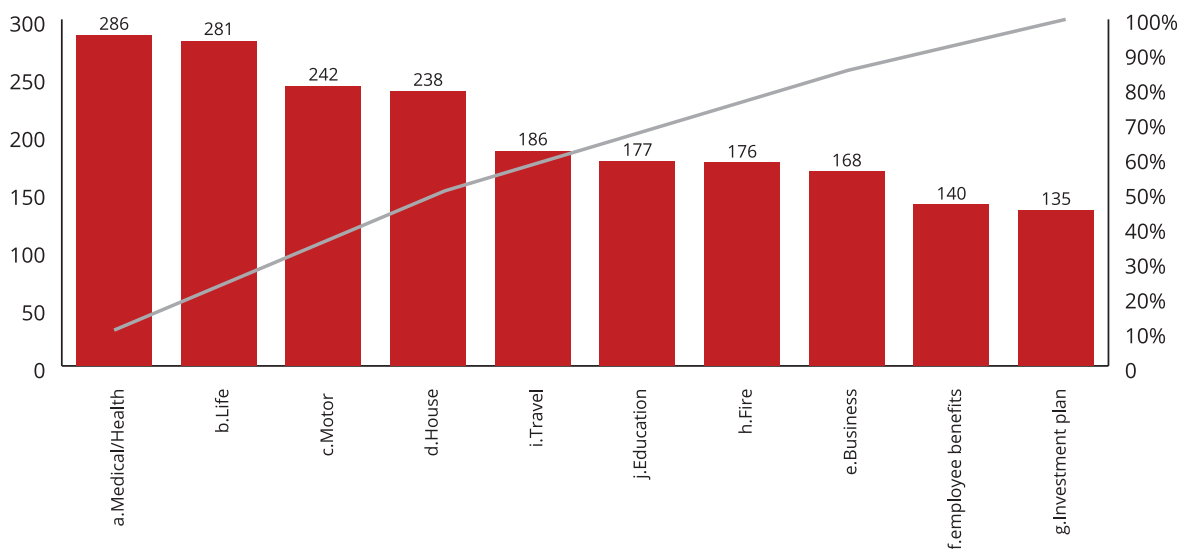
Source: Researcher(s)

Respondents are aware of the protection plans offered by Takaful providers and are familiar with the types of plans available. Medical/health and life insurance are the most popular choices, with 286 and 281 people knowing about this service, respectively, among the possibilities. Education and fire policy are equally well-known, with 177 and 176 respondents, respectively, almost at the same percentage. However, the Takaful operator's investment plan is the least famous to the youth among these options.

Figure 4.2.3: Why is Takaful Necessary?
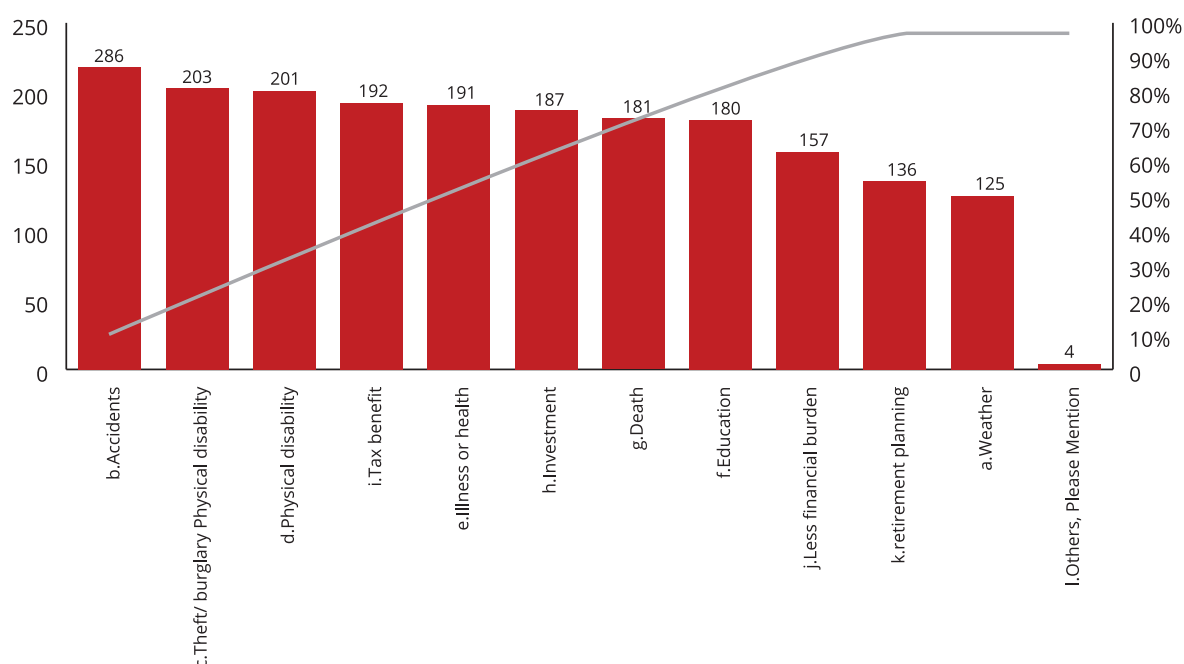
Why is Takaful necessary?

Source: Researcher(s)

All of the responders are aware of the significance of Takaful and understand why it is necessary. Depending on how urgent the situation was, numerous options were considered. Takaful is deemed required in the event of an accident (218 respondents), theft/burglary (203 respondents), and physical impairment (201 respondents), among others. The weather and other conditions are the minor crucial factors to consider.

4.2.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Religion) are tabulated in Table 4.2.7.

Table 4.2.7. Results of Determining Factors: Religion (primary survey, Northern Region)

	Q33	Q34	Q35	Q36	Q37
Average	4.389	4.468	4.252	4.433	4.245
Standard error	0.050	0.048	0.053	0.048	0.051
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	0.880	0.846	0.948	0.848	0.908
Sample size (n)	314	314	314	314	314
Strongly Disagree	4	4	4	1	3
Disagree	7	4	9	9	5
Neutral	39	37	60	41	67
Agree	77	65	72	65	76
Strongly Agree	187	204	169	198	163

Source: Researcher(s)

Figure 4.2.4: Religion

- I choose Takaful for its ethical and transparent nature. Strongly Disagree
- I choose Takaful since it is religiously permissible. Disagree
- I choose Takaful because donations are made in the spirit of brotherhood. Neutral
- I choose Takaful because it is free of prohibited elements. Agree
- I choose Takaful because it has surplus sharing. Strongly Agree

Source: Researcher(s)

Religion is one of the most valuable instruments available to us. For each of the five items on which they were surveyed, most respondents chose strongly agreed or agreed. "I choose Takaful since it is religiously permissible," the most popular response received a score of 204.

4.2.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Social) are tabulated in Table 4.2.8.

Table 4.2.8. Results of Determining Factors: Social (primary survey, Northern Region)

	Q38	Q39	Q40	Q41	Q42
Average	3.889	3.879	4.134	3.701	3.882
Standard error	0.065	0.059	0.052	0.066	0.067
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	1.146	1.044	0.929	1.175	1.181
Sample size (n)	314	314	314	314	314
Strongly Disagree	13	8	4	15	15
Disagree	27	24	9	31	27
Neutral	66	72	66	94	68
Agree	84	104	97	67	74
Strongly Agree	124	106	138	107	130

Source: Researcher(s)

Figure 4.2.5: Social

Source: Researcher(s)

When choosing Takaful, one of the most critical considerations is social. When asked about each of the five things they were tested on, most responded with a firm agreement. The most popular response, "I choose Takaful because it reduces the burden (e.g., tax, education, and wealth)," achieved a score of 138 and was the most popular overall.

4.2.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Product) are tabulated in Table 4.2.9.

Table 4.2.9. Results of Determining Factors: Product (primary survey, Northern Region)

	Q43	Q44	Q45	Q46	Q47
Average	4.252	4.401	4.283	4.201	4.105
Standard error	0.048	0.043	0.047	0.049	0.051
Median	4	5	5	4	4
Mode	5	5	5	5	5
Standard deviation	0.844	0.766	0.834	0.873	0.896
Sample size (n)	314	314	314	314	314
Strongly Disagree	1	0	0	2	0
Disagree	9	4	8	6	11
Neutral	49	42	53	64	78
Agree	106	92	95	97	92
Strongly Agree	149	176	158	145	133

Source: Researcher(s)

Figure 4.2.6: Product Features
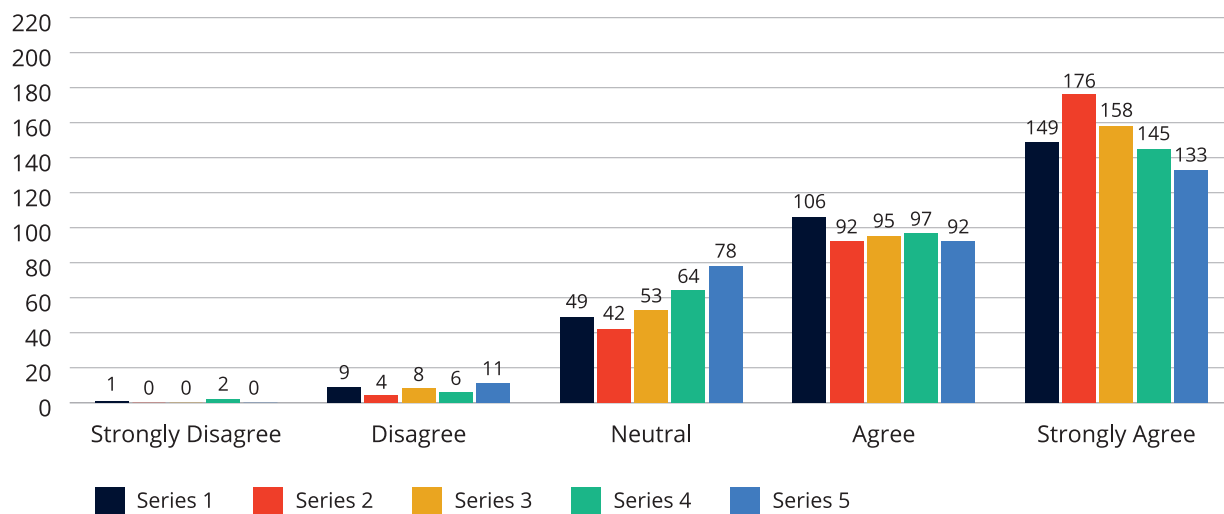
Source: Researcher(s)

1. I choose the Takaful product if it has additional coverage.
2. I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined.
3. I choose the Takaful product if it is flexible to be modified based on my needs.
4. I go for Takaful products, which are less expensive than conventional insurance.
5. I choose Takaful products if it is available online

Aspects such as product qualities are still another important factor while choosing a Takaful (Islamic insurance) policy. The five questions are based on the features of the product being evaluated. When it came to the five questions, nearly all respondents chose strongly agreed as to their response option for practically everyone. According to the results of this study, the statement " I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined" received the highest rating (176 points).
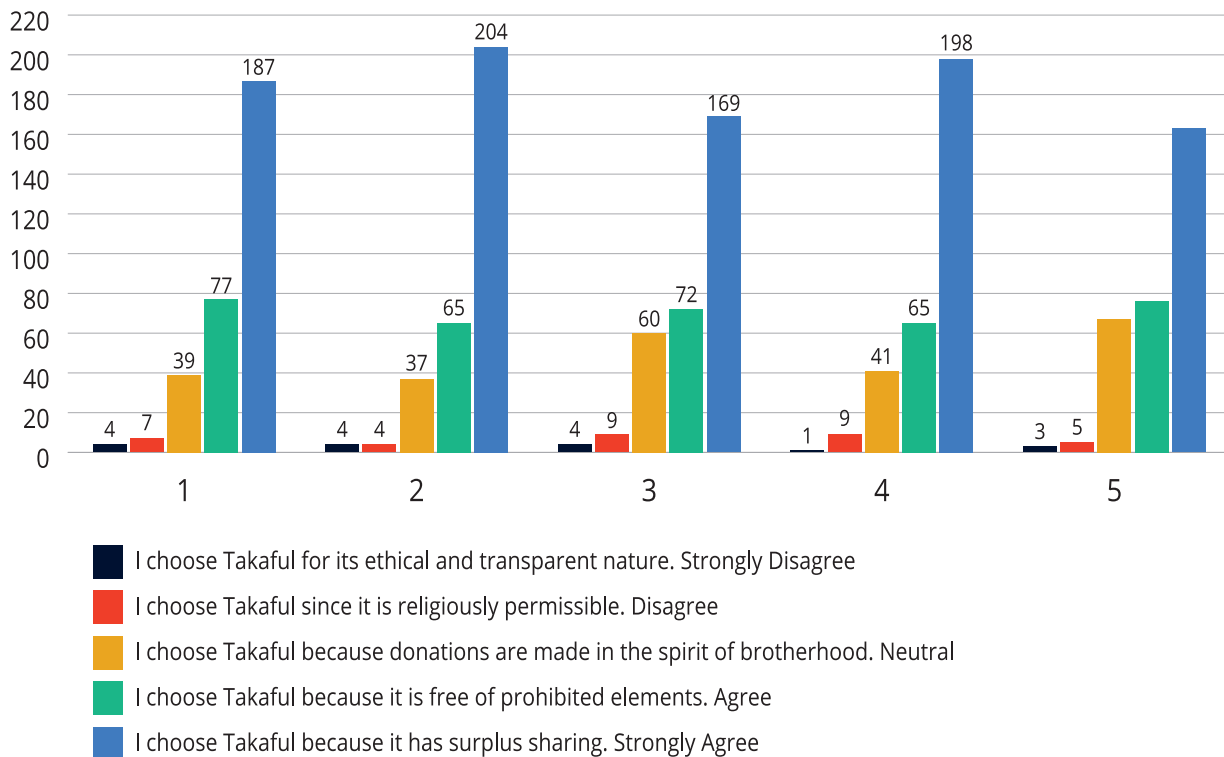
4.2.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Service) are tabulated in Table 4.2.10.

Table 4.2.10. Results of Determining Factors: Service (primary survey, Northern Region)

	Q48	Q49	Q50	Q51	Q52
Average	4.392	4.366	4.436	4.217	4.455
Standard error	0.045	0.046	0.043	0.048	0.043
Median	5	5	5	4	5
Mode	5	5	5	5	5
Standard deviation	0.805	0.813	0.761	0.852	0.758
Sample size (n)	314	314	314	314	314
Strongly Disagree	0	1	1	1	0
Disagree	7	6	5	6	5
Neutral	43	43	31	63	36
Agree	84	91	96	98	84
Strongly Agree	180	173	181	146	189

Source: Researcher(s)

Figure 4.2.7: Service Quality, Availability, and Transparency
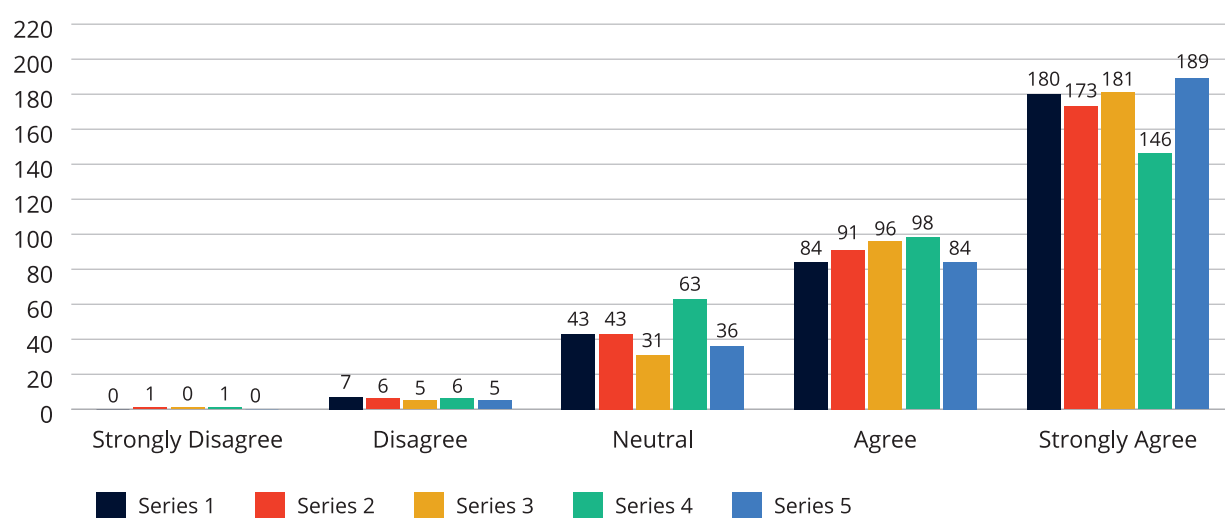
Source: Researcher(s)

1. I appreciate an online service available 24 hours a day, seven days a week, to handle emergencies.
2. I prefer simple and quick access to services, mainly through digitalization.
3. I like excellent service quality, such as customer care.
4. I purchase a Takaful policy if the claim procedure does not exceed a week.
5. I like clear and transparent information provided by Takaful company.

A further factor to consider while choosing a Takaful provider is the service quality, availability, and transparency. The five questions are based on service quality, availability, and transparency that are being weighed in the assessment. When it came to the five questions, most respondents practically agreed to their response option for essentially everyone, which was nearly unanimous. Following the findings of this study, the statement "I like clear and transparent information provided by Takaful company" earned the most significant level of approval from participants (189 points).
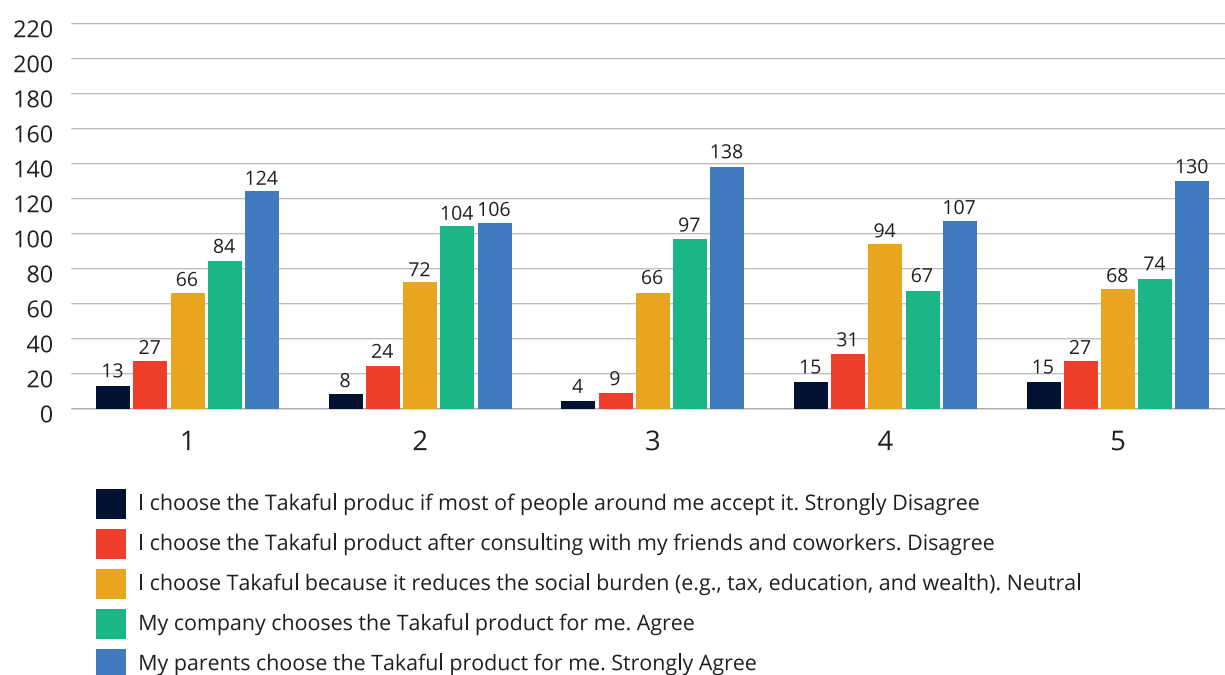
4.2.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Service) are tabulated in Table 4.2.11.

Table 4.2.11. Results of Determining Factors: Marketing (primary survey, Northern Region)

	Q53	Q54	Q55	Q56	Q57
Average	4.357	4.427	4.108	4.204	4.366
Standard error	0.044	0.042	0.052	0.049	0.044
Median	5	5	4	4	5
Mode	5	5	5	5	5
Standard deviation	0.779	0.752	0.926	0.870	0.781
Sample size (n)	314	314	314	314	314
Strongly Disagree	0	0	1	1	1
Disagree	2	3	15	10	3
Neutral	53	41	68	57	44
Agree	90	89	95	102	98
Strongly Agree	169	181	135	144	168

Source: Researcher(s)

Figure 4.2.8: Marketing
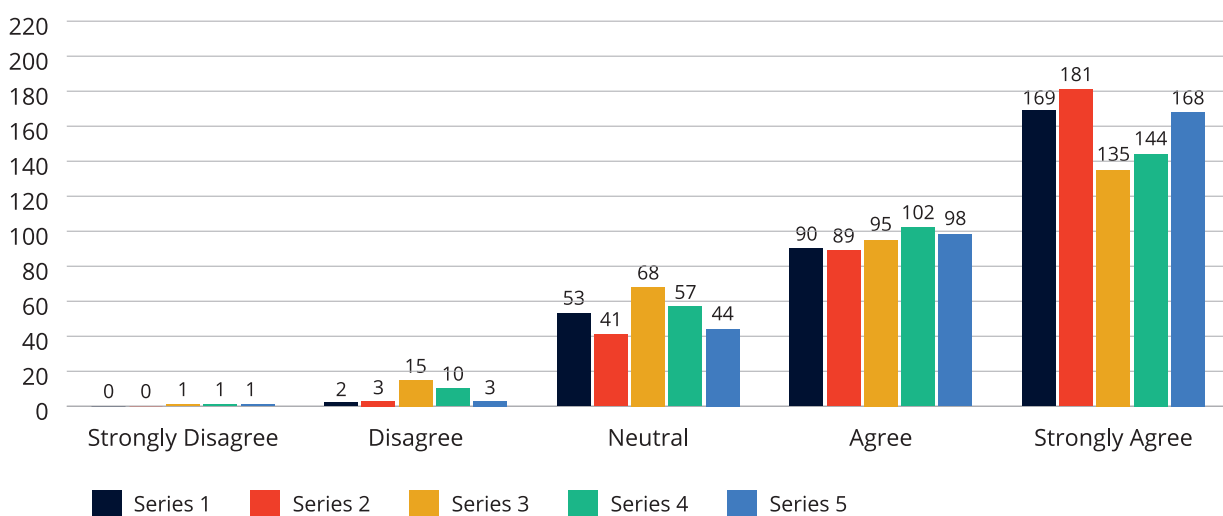
Source: Researcher(s)

1. I purchase the Takaful product if the pamphlets include accurate, readable, and engaging information.
2. I choose a Takaful product if the company clearly describes the product's advantages and disadvantages.
3. I prefer the Takaful product if there is a lot of publicity.
4. I purchase the Takaful product if the marketing is everywhere, for example, via e-advertising, broadcast, and radio.
5. I select the Takaful product if the company offers me a good deal.

When choosing a Takaful policy, one of the most crucial factors to consider is marketing. A total of five questions are based on the marketing factors taken into consideration as part of the evaluation procedure. Most respondents strongly agreed to their response to the five questions, which was the overwhelming majority of the answers. Results of this study reveal that participants' most favorable reaction to the statement " I choose a Takaful product if the company clearly describes the product's advantages and disadvantages." was rewarded with the highest level of approval from those who took part in the survey (181 points).

## 4.2.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Agents) are tabulated in Table 4.2.12.

Table 4.2.12. Results of Determining Factors: Agents (primary survey, Northern Region)

	Q58	Q59	Q60	Q61	Q62
Average	4.417	4.436	4.398	4.443	4.471
Standard error	0.044	0.044	0.045	0.045	0.044
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	0.772	0.786	0.806	0.790	0.776
Sample size (n)	314	314	314	314	314
Strongly Disagree	0	1	1	1	1
Disagree	6	5	5	4	5
Neutral	37	37	43	41	34
Agree	91	84	84	77	79
Strongly Agree	180	187	181	191	195

Source: Researcher(s)

Figure 4.2.9: Agent's Characteristics
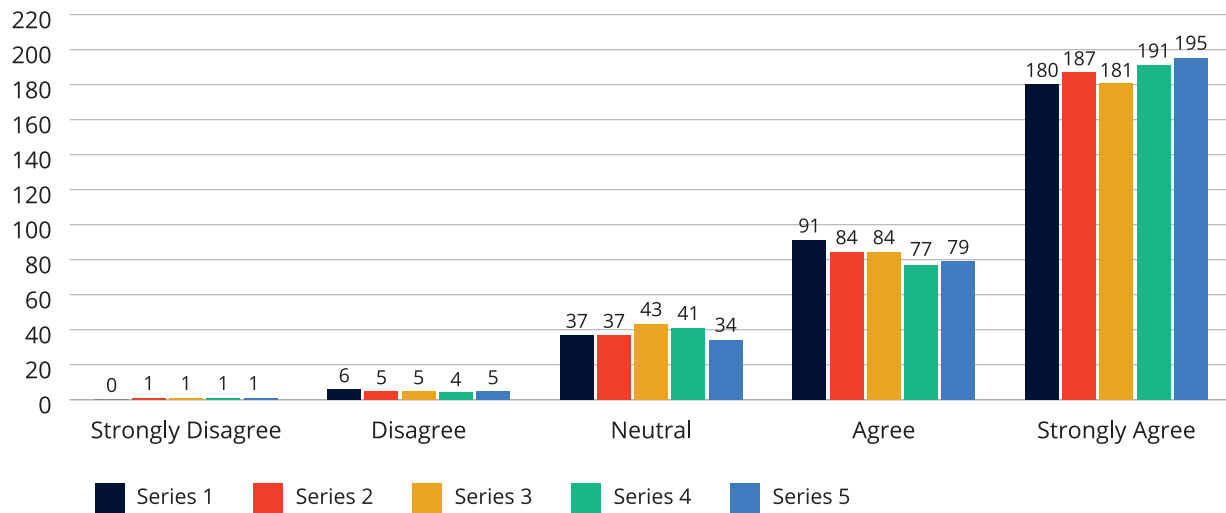
Source: Researcher(s)

1. I prefer a Takaful product if the agent is constantly available and can resolve any issues.
2. I purchase Takaful if the agent is ethical and honest.
3. I choose Takaful if the agents are proactive in finding solutions.
4. I prefer the Takaful product if the agents have depth knowledge of the product.
5. I choose Takaful products if the agents are accountable.

When choosing a Takaful policy, one of the most significant aspects to consider is the agent or broker. Five questions must be answered, each of which is related to one of the characteristics factors taken into consideration as part of the evaluation procedure for each agent. Among the five replies to the survey questions, most respondents strongly agreed to their response option, representing the overwhelming majority of responses overall. According to the findings of this study, the most favorable response to the statement " I choose Takaful products if the agents are accountable." was rewarded with the highest level of approval from those who participated in the survey (195 points).

4.2.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Willingness) are tabulated in Table 4.2.13.

Table 4.2.13. Results of Determining Factors: Willingness (primary survey, Northern Region)

	Q63	Q64	Q65	Q66
Average	4.287	4.318	4.258	4.248
Standard error	0.048	0.048	0.048	0.053
Median	5	5	4	5
Mode	5	5	5	5
Standard deviation	0.858	0.854	0.850	0.937
Sample size (n)	314	314	314	314
Strongly Disagree	1	2	2	7
Disagree	9	6	6	5
Neutral	50	50	53	51
Agree	93	88	101	91
Strongly Agree	161	168	152	160

Source: Researcher(s)

Figure 4.2.10: Willingness to Adopt Takaful
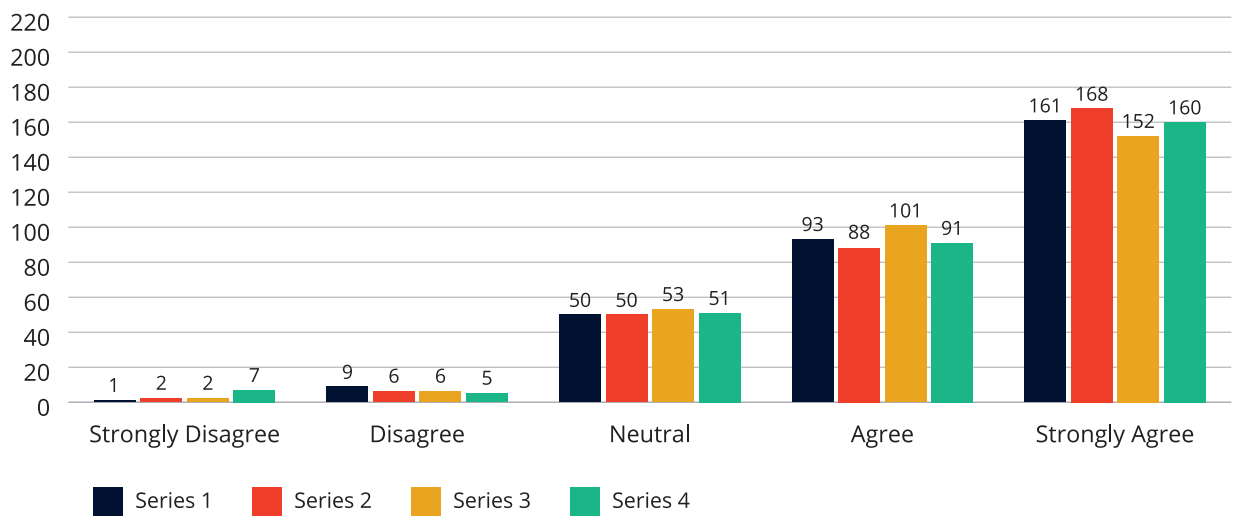
Source: Researcher(s)

1.   I will avoid conventional insurance if my current understanding of conventional insurance is correct.
2.   I will avoid conventional insurance if my current understanding of Takaful is correct.
3.   I will adopt (participate in) Takaful based on my present understanding of conventional insurance and Takaful.
4.   I will switch from conventional insurance to Takaful based on my current understanding of conventional insurance and Takaful.

In terms of willingness to embrace Takaful, most respondents, assuming their understanding of insurance is correct, would prefer to forego conventional insurance, as evidenced by the 161 respondents who agreed with this position. When it comes to knowing what Takaful is and whether or not it is correct, 168 respondents wish to shun traditional insurance. On the other hand, 152 people out of 314 have selected the following statement: "I will adopt (participate in) Takaful based on my current understanding of conventional insurance and Takaful." If they know the differences between conventional insurance and Takaful, over half of those who answered the survey wish to convert to Takaful.

4.2.14 DETERMINING FACTORS: DELAY (Q67-Q74 IN THE PRIMARY SURVEY: NORTHERN)

The results of determining factors (Delay) are tabulated in Table 4.2.14.

Table 4.2.14. Results of Determining Factors: Delay (primary survey, Northern Region)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	0.793	0.914	0.854	0.771	0.838	0.869	0.844	0.857
Standard error	0.023	0.016	0.020	0.024	0.021	0.019	0.021	0.020
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	314	314	314	314	314	314	314	314
Yes	249	287	268	242	263	273	265	269
No	65	27	46	72	51	41	49	45

Source: Researcher(s)

It is determined from the answers to the eight questions why people are not participating in Takaful or what causes are forcing them to delay their involvement. A total of 65 respondents out of 314 respondents believe that Takaful is not a viable alternative to conventional insurance. According to 72 respondents, Takaful will not give the same level of protection as conventional insurance. On the other hand, Takaful has been deemed Shariah-compliant by 287 respondents out of 314 who have responded.

CENTRAL
REGION

4.3 CENTRAL REGION

Table 4.3 Descriptive statistics of respondents' background (primary survey, Central Region)

	1 Gender		**2 Age**		**3 Marital**		**4 Ethnicity**	
Average		3.459		4.476		3.089		3.764
Standard error		1.168		1.076		1.213		1.280
Median		2		2		1		2
Mode		2		2		1		2
Standard deviation		18.316		16.873		19.028		20.079
Sample size (n)		235		235		235		235
	1. Male	89	1. 18-20	18	1. Single	180	1. Bumiputera	18
	2. Female	146	2. 21-25	116	2. Married	55	2. Malays	214
	3. Prefer not to say	0	3. 26-30	47			3. Chinese	2
			4. 31-35	30			4. Indians	1
			5. 36-40	24			5. Others	0

Source: Researcher(s)

(continued)

	5 Religion		**6 Education**		**7 Occupation**		**8 Salary**	
Average	2.874		5.476		4.533		6.341	
Standard error	1.337		1.108		1.077		1.033	
Median	1		4		2		5	
Mode	1		4		1		6	
Standard deviation	20.969		17.386		16.896		16.209	
Sample size (n)	235		235		235		235	
1. Muslim	233	1.NonTertiary	2	1. Private sector	104	1. Above RM5000	10
2. Buddhist	2	2. High school/SPM	24	2. Government sector	18	2.4000-4999	12
3. Christianity	0	3. College	39	3. Self-employed	29	3.3000-3999	22
4. Hindus	0	4. Bachelor	141	4. Housewife	7	4.2000-2999	44
5. Others	0	5. Master	28	5. Students	72	5.1000-1999	68
		6. PhD	1	6. Unemployed	5	6. Less than 1000	79

Source: Researcher(s)

4.3.1 RESPONDENTS' BACKGROUNDS (PRIMARY SURVEYS: CENTRAL REGION)

The sample size of the primary survey for the central region was 235. The questionnaire consisted of 6 sections, and the total number of questions was 110, of which the first eight questions asked respondents' background. These eight questions are tabulated in Table 4.3.1. **1 Gender** consists of 3 choices, and the number of respondents selected 1. Male, 2. Female, and 3. Prefer not to say were 89, 146, and none, respectively, indicating that the number of women was a high compared to men. **2 Age** consists of five categories. The number of respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40 were 18, 116, 47, 30, and 24, respectively. Those in the second 21-25 shares had a relatively large ratio, but respondents of other age classes also participated in the primary survey. **3 Marital** status consists of 2 choices and the number of respondents who selected 1. Single (including the widow, divorce), and 2. The married were 180 and 55, indicating that single has a high majority. **4 Ethnicity** consists of 5 choices, and the number of respondents selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others were 18, 214, 2, 1, and none, respectively, Malays have the highest rate among other categories. **5 Religion** consists of 5 choices, and the number of respondents selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others were 233 and 2, respectively; none of the respondents fall under another category. Thus, most respondents were Muslims. **6 Education** consists of 6 choices and the number of respondents who selected 1. Non-Tertiary Education, 2. High school/SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs were 2, 24, 39, 141, 28, and 1, respectively, indicating that most respondents obtained Bachelor's. **7 Occupation** consists of 6 choices and the number of respondents who selected 1. The private sector, 2. Government sector, 3. Self-employed, 4. Housewife, 5. Students, and 6. Unemployed were 104, 18, 29, 7, 72, and 5, respectively, indicating that private sector respondents are high. Finally, **8 Salary** consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 10, 12, 22, 44, 68, and 79.

4.3.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: CENTRAL REGION)

Table 4.3.2 Sources of Takaful information (primary survey, Central Region)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	3.846	3.720	4.370	4.902	4.618	4.419
Standard error	1.083	1.090	1.040	1.031	1.038	1.035
Median	2	2	2	3	3	2
Mode	1	1	2	2	2	2
Standard deviation	16.983	17.103	16.315	16.176	16.276	16.227
Sample size (n)	235	235	235	235	235	235
1. Often	110	116	54	31	33	59
2. Sometimes	67	63	79	67	80	68
3. Regularly	21	31	41	31	44	41
4. Usually	16	15	35	52	49	36
5. Always	21	10	26	54	29	31

Source: Researcher(s)

The results of Takaful information sources are tabulated in Table 4.3.2. There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/ broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 110, 67, 21, 16, and 21, respectively. Newspaper/magazine/broacher 116, 63, 31, 15 and 10 respectively.

Regarding social media, two ways to obtain the information such as Company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 54, 79,41, 35, and 26, respectively. SNS: Instagram/ Twitter/ Facebook etc. 31, 67, 31, 52 and 54 respectively.

It concerned other two ways to obtain the information, such as the Information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 33, 80, 44, 49, and 29, respectively. Information from family members was 59, 68, 41, 36, and 31.

4.3.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: CENTRAL REGION)

The results of conventional insurance awareness are tabulated in Table 4.3.3.

Table 4.3.3 Results of Insurance Awareness (primary survey, Central Region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	2.518	2.615	2.583	2.636	2.571	2.490
Standard error	1.174	1.205	1.193	1.213	1.189	1.168
Median	1	1	1	1	1	1
Mode	1	1	1	1	1	1
Standard deviation	18.457	18.932	18.747	19.060	18.685	18.364
Sample size (n)	235	235	235	235	235	235
1. Yes	152	176	168	181	165	145
2. No	83	59	67	54	70	90

Source: Researcher(s)

The results of conventional insurance awareness are tabulated in Table 3.3. In short, affirmative answers (1. Yes) dominate for almost all cases, implying respondents were aware of the characteristics of conventional insurance.

4.3.4 INSURANCE AWARENESS (Q16-Q18 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.4 Results of Insurance Knowledge (primary survey, Central Region)

	Q16	Q17		Q18
Average	2.611	2.761		4.789
Standard error	1.203	1.277		1.129
Median	1	1		4
Mode	1	1		4
Standard deviation	18.907	20.064		17.740
Sample size (n)	235	235		235
1. Yes	175	212	1. For rich	59
2. No	60	23	2. For the middle class	20
			3. For poor	10
			4. For everyone	146

Source: Researcher(s)

Conventional insurance serves as a risk management tool. Most respondents (175) believe that insurance is the best risk mitigating tool. Most respondents give ethical value attention since 212 of overall respondents believe insurance companies should consider it. The majority, 146 of the respondents, believe that insurance is necessary for everyone.

4.3.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.5 Results of Takaful Awareness (primary survey, Central Region)

	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	2.781	2.628	2.745	2.773	2.781	2.692	2.761
Standard error	1.289	1.209	1.267	1.284	1.289	1.239	1.277
Median	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1
Standard deviation	20.257	19.007	19.915	20.179	20.257	19.470	20.064
Sample size (n)	235	235	235	235	235	235	235
1. Yes	217	179	208	215	217	195	212
2. No	18	56	27	20	18	40	23

Source: Researcher(s)

(continued)

The results of Takaful awareness are tabulated in Table 4.3.5. Here again, affirmative answers dominate in all questions, implying respondents understand the characteristics of Takaful. However, regarding the familiarity of Takaful, only eighteen persons are not aware of the concept of Takaful.

Q20			
a. Television	60	g. Market or local people	62
b. Newspaper	27	h. Relatives, friends, or neighbors	104
c. Internet	146	i. Banners	52
d. social media	153	j. Agents	133
e. Radio	32	k. Corporate publicity	31
f. Magazine	12	l. Others	9

Source: Researcher(s)

Figure 4.3.1: Takaful Awareness
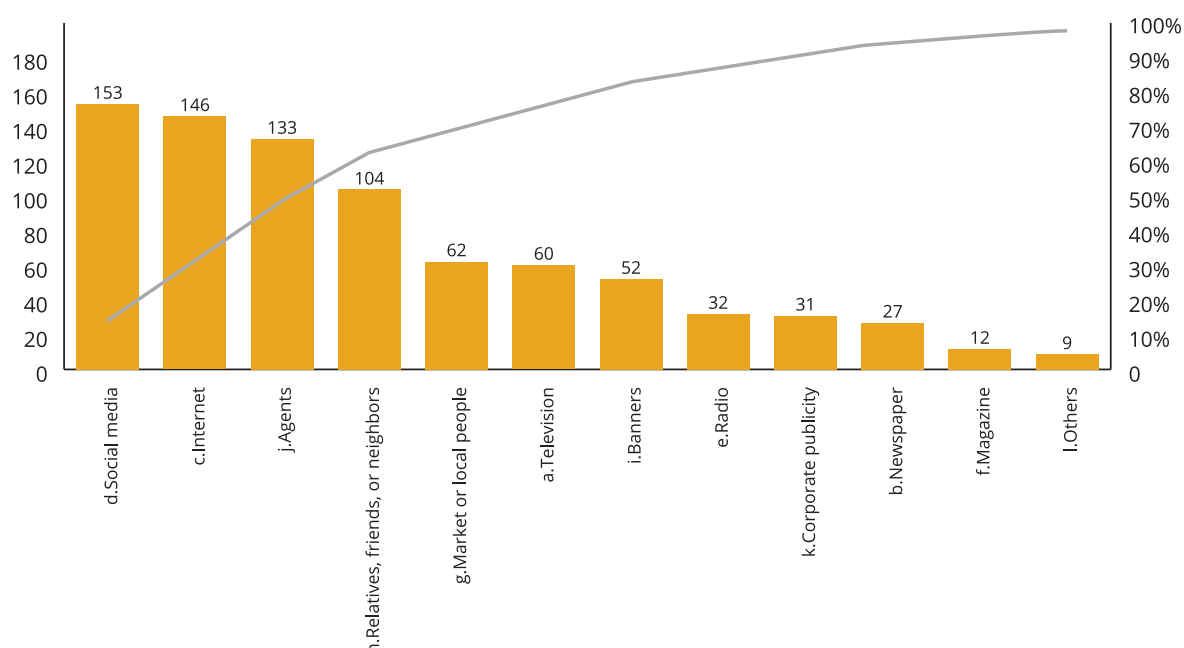
How did you become aware of Takaful?

Source: Researcher(s)

Modern society is heavily reliant on social media and the internet. These two things significantly impact young people's awareness and knowledge. One hundred and fifty-three respondents are familiar with Takaful due to their use of social media. In comparison, one hundred and forty-six respondents are aware of Takaful due to their use of the internet, out of two hundred and thirty-five respondents. Just nine responders had heard about Takaful from various sources, including their parents and teachers. The graph shows that social media is highly significant, but the magazine, newspaper, and radio options are considered the least important.

4.3.6. TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.6 Results of Takaful Knowledge (primary survey, Central Region)

	Q27	Q28	Q29	Q30
Average	2.806	2.688	2.660	2.644
Standard error	1.304	1.237	1.223	1.216
Median	1	1	1	1
Mode	1	1	1	1
Standard deviation	20.500	19.438	19.227	19.114
Sample size (n)	235	235	235	235
1. Yes	223	194	187	183
2. No	12	41	48	52

Source: Researcher(s)

(continued)

The results of Takaful knowledge are tabulated in Table 4.3.6. Affirmative answers dominate all questions, implying respondents understand the characteristics of Takaful. The majority of respondents are aware of the Takaful concept.

	Q31		Q32
a.Medical/Health	226	a.Weather	79
b.Life	216	b.Accidents	171
c.Motor	181	c.Theft/ burglary Physical disability	154
d.House	177	d.Physical disability	153
e.Business	119	e.Illness or health	142
f.employee benefits	96	f.Education	132
g.Investment plan	87	g.Death	135
h.Fire	127	h.Investment	137
i.Travel	137	i.Tax benefit	145
j.Education	131	j.Less financial burden	115
		k.retirement planning	99
		l.Others, Please Mention	0

Source: Researcher(s)

Figure 4.3.2: Takaful Awareness

Do you know that Takaful offers a wide choice of protection plans such as?
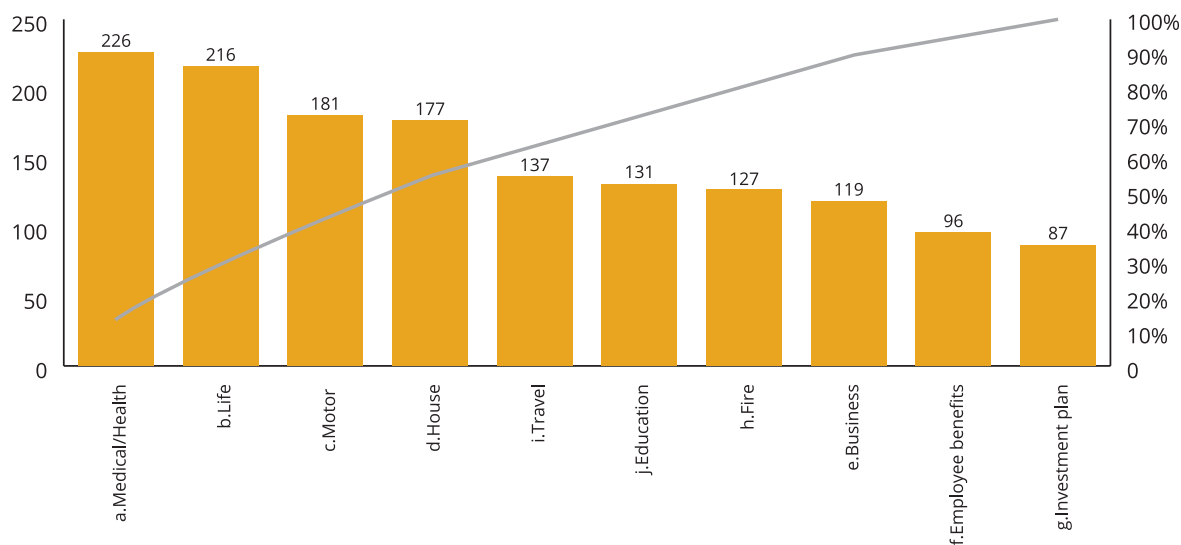
Source: Researcher(s)

Respondents are aware of the protection plans offered by Takaful providers and are familiar with the types of plans available. Medical/health and life are the most popular choices, with 226 and 216 people knowing about this service, respectively, among the possibilities. Travel policy and education are almost equally well-known, with 131 and 137 respondents, respectively. However, the Takaful operator's investment plan is the least famous to the youth among these options.

Figure 4.3.3: Why is Takaful Necessary?
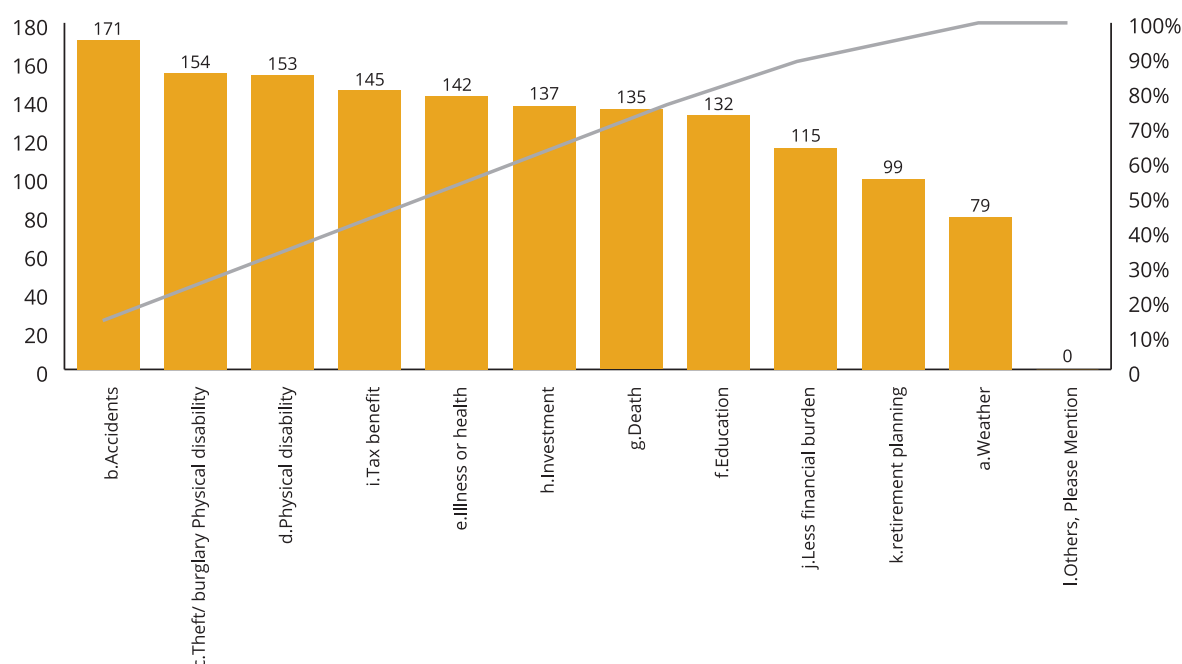
Why is Takaful necessary?

Source: Researcher(s)

All of the responders are aware of the significance of Takaful and understand why it is necessary. Depending on how urgent the situation was, numerous options were considered. Takaful is deemed required in the event of an accident (171 respondents), theft/burglary (154 respondents), and physical impairment (153 respondents), among others. The weather and other conditions are the minor crucial factors to consider.

4.3.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.7 Results of Determining Factors: Religion (primary survey, Central Region)

	Q33	Q34	Q35	Q36	Q37
Average	6.259	6.316	6.154	6.267	6.053
Standard error	1.149	1.173	1.129	1.155	1.113
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	18.057	18.429	17.737	18.157	17.486
Sample size (n)	235	235	235	235	235
Strongly Disagree	2	2	2	2	4
Disagree	1	2	4	3	5
Neutral	20	17	30	18	38
Agree	48	37	45	44	43
Strongly Agree	164	177	154	168	145

Source: Researcher(s)

Figure 4.3.4: Religion

Source: Researcher(s)

The results of determining factors (Religion) are tabulated in Table 4.3.7. Religion is one of the most powerful instruments we have in our possession. Each of the five things surveyed received overwhelming support from the vast majority of respondents, who agreed with each of the five claims. "I choose Takaful since it is religiously permissible.," the most popular response among these five assertions, with a score of 177.

4.3.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.8. Results of Determining Factors: Social (primary survey, Central Region)

	Q38	Q39	Q40	Q41	Q42
Average	5.385	5.587	5.713	5.170	5.356
Standard error	1.036	1.048	1.059	1.026	1.035
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	16.286	16.477	16.639	16.123	16.261
Sample size (n)	235	235	235	235	235
Strongly Disagree	22	12	6	29	24
Disagree	23	15	11	34	26
Neutral	51	50	56	48	46
Agree	56	72	65	54	56
Strongly Agree	83	86	97	70	83

Source: Researcher(s)

Figure 4.3.5: Social

Bar chart showing responses across Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree for Series 1–5.

- Strongly Disagree: 22, 12, 6, 29, 24
- Disagree: 23, 15, 11, 34, 26
- Neutral: 51, 50, 56, 48, 46
- Agree: 56, 72, 65, 54, 56
- Strongly Agree: 83, 86, 97, 70, 83

Legend: Series 1, Series 2, Series 3, Series 4, Series 5
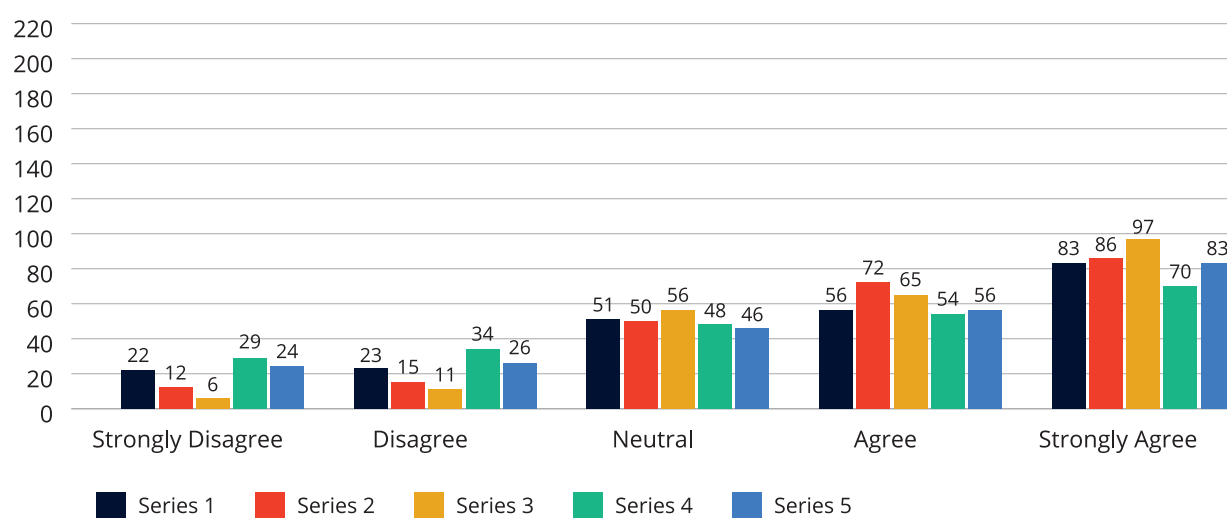
Source: Researcher(s)

The results of determining factors (Social) are tabulated in Table 4.3.8. When it comes to picking Takaful, one of the essential factors is social responsibility. When asked about each of the five items on which they were tested, most participants expressed strong agreement. It received a score of 97 and was voted the most popular response overall. "I choose Takaful because it reduces the social burden (e.g., tax, education, and wealth) " was the most popular response overall.

4.3.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.9 Results of Determining Factors: Product (primary survey, Central Region)

	Q43	Q44	Q45	Q46	Q47
Average	5.968	6.166	6.057	5.947	5.741
Standard error	1.086	1.122	1.102	1.087	1.062
Median	5	5	5	5	4
Mode	5	5	5	5	5
Standard deviation	17.071	17.640	17.321	17.081	16.688
Sample size (n)	235	235	235	235	235
Strongly Disagree	3	1	4	4	9
Disagree	8	7	5	10	11
Neutral	32	16	25	35	47
Agree	71	65	68	60	64
Strongly Agree	121	146	133	126	104

Source: Researcher(s)

Figure 4.3.6: Product Features

Source: Researcher(s)

The results of determining factors (Product) are tabulated in Table 4.3.9. When selecting a Takaful (Islamic insurance) policy, it is also vital to consider aspects such as product quality. Based on the product's characteristics under consideration, five questions are posed. For the five questions, nearly all respondents selected strongly agreed as to their response option. This study's findings revealed that respondents who gave the highest ratings to the statement "I choose a Takaful product that is easy to understand" received the highest rating (146 points).
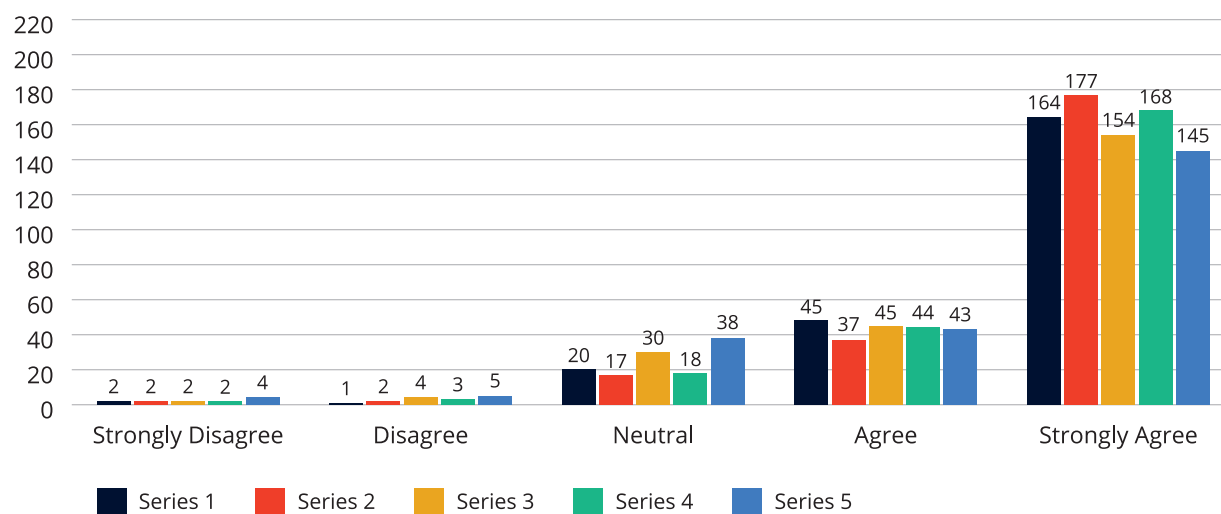
4.3.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.10. Results of Determining Factors: Service (primary survey, Central Region)

	Q48	Q49	Q50	Q51	Q52
Average	6.239	6.259	6.336	6.032	6.348
Standard error	1.145	1.141	1.162	1.096	1.173
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	17.991	17.928	18.258	17.229	18.430
Sample size (n)	235	235	235	235	235
Strongly Disagree	1	0	0	2	0
Disagree	5	3	1	5	3
Neutral	18	15	12	34	12
Agree	49	60	53	64	44
Strongly Agree	162	157	169	130	176

Source: Researcher(s)

Figure 4.3.7: Service Quality, Availability, and Transparency
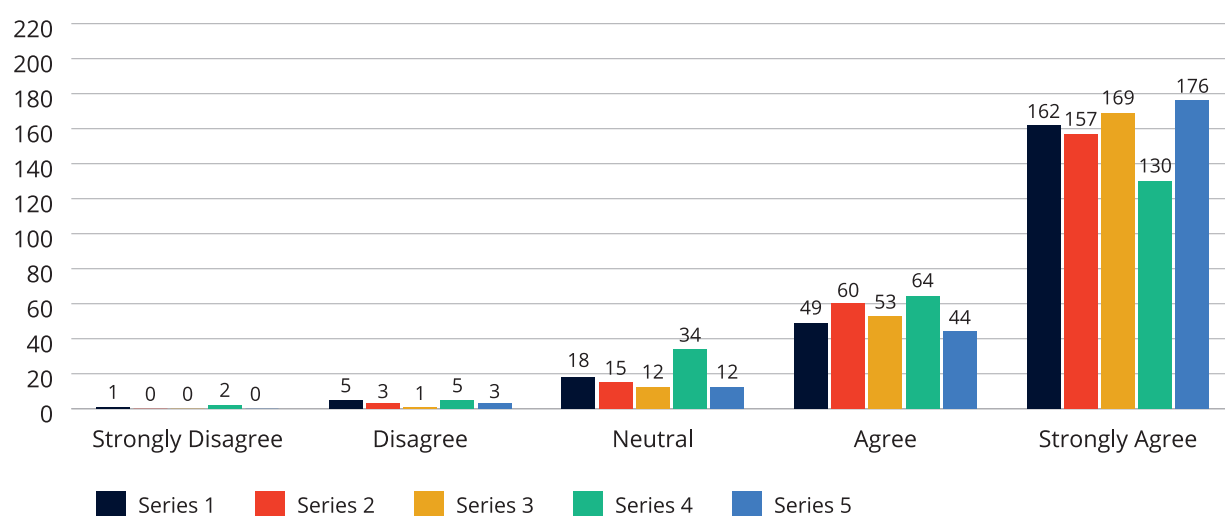
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.3.10. Another essential thing to consider while selecting a Takaful provider is the supplier's service quality, availability, and transparency. The five questions are based on service quality, availability, and transparency, all considered while assessing the company. Most respondents practically agreed with their response option for essentially everyone regarding the five questions.

According to the findings of this study, the statement "I like clear and transparent information provided by Takaful company" received the highest degree of acceptance from participants by a statistically significant margin (176 points).
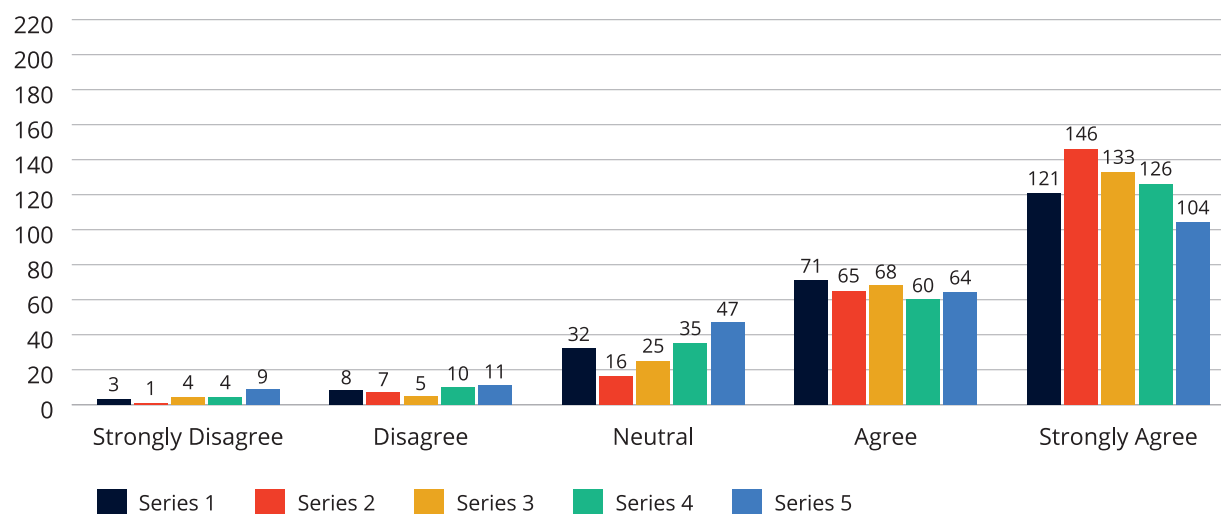
4.3.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.11. Results of Determining Factors: Marketing (primary survey, Central Region)

	Q53	Q54	Q55	Q56	Q57
Average	6.198	6.287	5.879	5.785	6.211
Standard error	1.134	1.159	1.077	1.067	1.135
Median	5	5	4	4	5
Mode	5	5	5	5	5
Standard deviation	17.817	18.217	16.930	16.765	17.836
Sample size (n)	235	235	235	235	235
Strongly Disagree	1	1	3	6	1
Disagree	3	2	10	11	4
Neutral	26	20	47	50	21
Agree	49	42	57	59	53
Strongly Agree	156	170	118	109	156

Source: Researcher(s)

Figure 4.3.8: Marketing
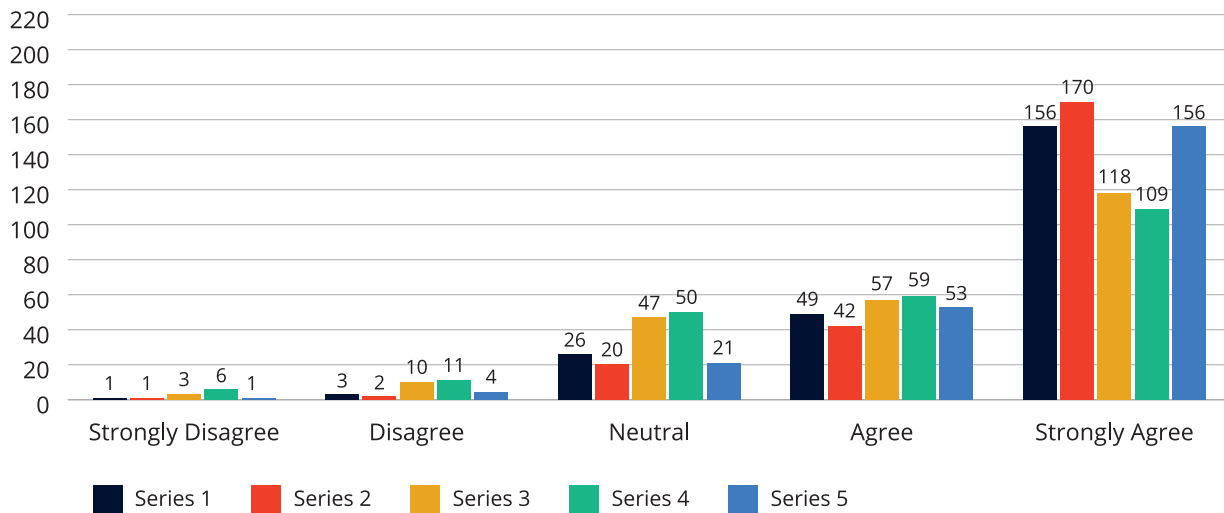
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.3.11. When selecting a Takaful policy, one of the most important considerations is the marketing strategy. To complete the evaluation, answers to five questions based on marketing aspects must be taken into consideration. The overwhelming majority of respondents strongly agreed with their response to each of the five questions, representing the vast number of the answers. In this study, the most favorable response to the statement "I choose a Takaful product if the company clearly describes the advantages and disadvantages." was rewarded with the highest level of approval from individuals who took part in the survey, according to the findings (170 points).

4.3.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.12. Results of Determining Factors: Agents (primary survey, Central Region)

	Q58	Q59	Q60	Q61	Q62
Average	6.231	6.300	6.316	6.348	6.308
Standard error	1.146	1.162	1.164	1.182	1.171
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	18.005	18.261	18.286	18.569	18.396
Sample size (n)	235	235	235	235	235
Strongly Disagree	2	2	2	2	2
Disagree	4	1	1	2	3
Neutral	20	17	13	13	16
Agree	46	44	48	37	38
Strongly Agree	163	171	171	181	176

Source: Researcher(s)

Figure 4.3.9: Agent's Characteristics
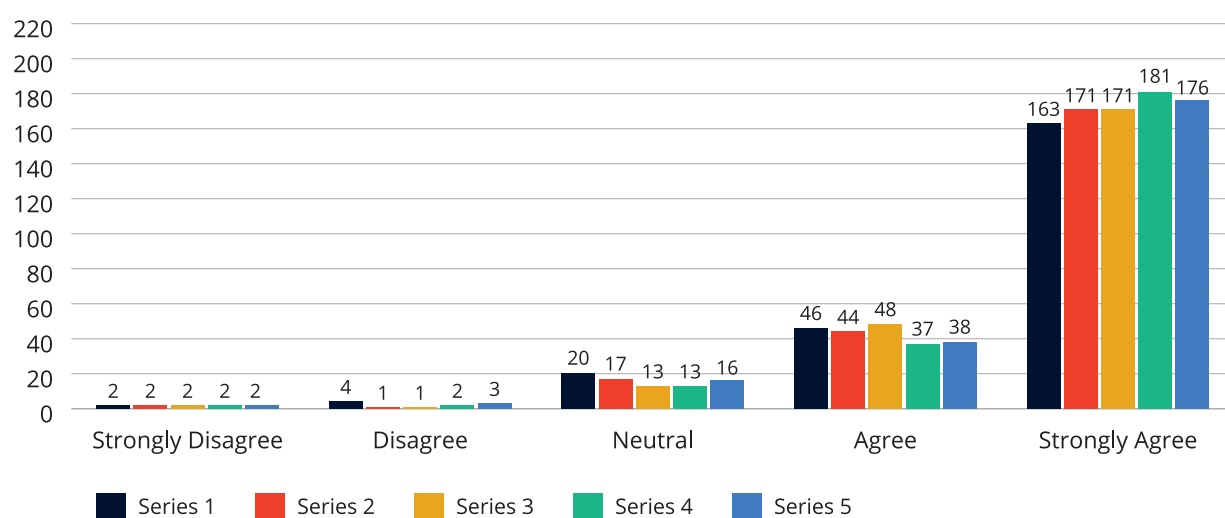
Source: Researcher(s)

The results of determining factors (Agents) are tabulated in Table 4.3.12. When selecting a Takaful policy, the agent or broker handling the transaction is one of the most critical factors. Five questions are created to be answered. The overwhelming majority of respondents strongly agreed with their response option in each of the five survey questions, representing the overwhelming majority of responses overall. According to the findings of this study, the most favorable response to the statement "I prefer the Takaful product if the agents have comprehensive knowledge of the product." received the highest degree of acceptance from those who took part in the survey (181 points). It should be noted that the statements that follow have all been made about the same votes (171). "I purchase Takaful if the agent is ethical and honest" and "I choose Takaful if the agents are proactive in finding solutions."

4.3.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.13. Results of Determining Factors: Willingness (primary survey, Central Region)

	Q63	Q64	Q65	Q66
Average	6.105	6.126	6.158	6.154
Standard error	1.113	1.118	1.118	1.123
Median	5	5	5	5
Mode	5	5	5	5
Standard deviation	17.494	17.572	17.572	17.643
Sample size (n)	235	235	235	235
Strongly Disagree	3	4	1	2
Disagree	4	2	4	2
Neutral	28	27	21	29
Agree	57	56	66	53
Strongly Agree	143	146	143	149

Source: Researcher(s)

Figure 4.3.10: Willingness to Adopt Takaful
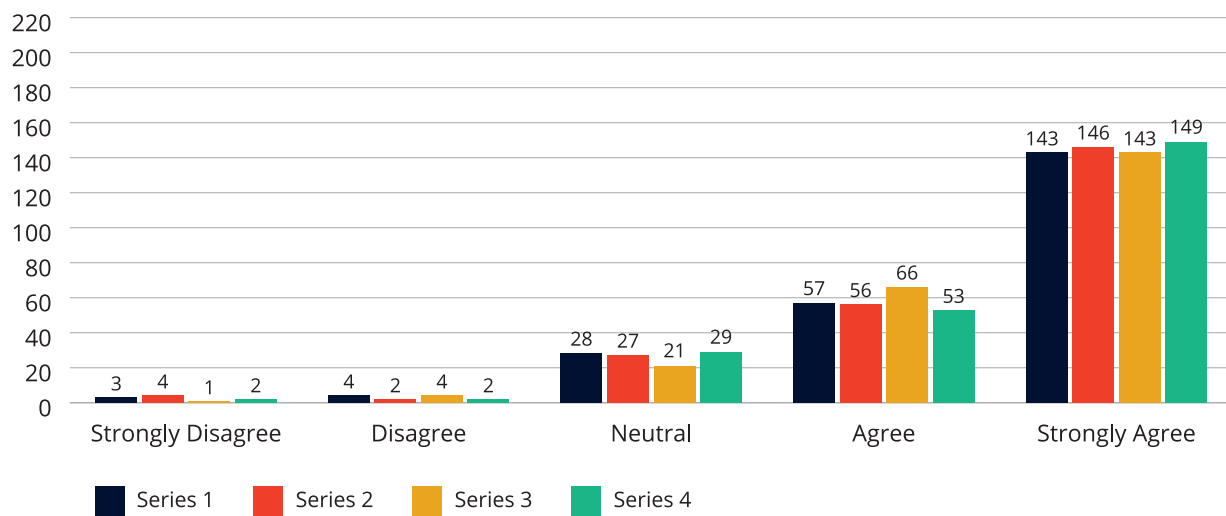
Source: Researcher(s)

The results of determining factors (Willingness) are tabulated in Table 4.3.13. As demonstrated by the 143 respondents who agreed with this position, most respondents, presuming they had a correct understanding of insurance, would prefer to renounce conventional insurance to embrace Takaful instead. When it comes to a sense of what Takaful is and whether or not it is correct, 146 respondents said they would prefer not to use conventional insurance. "I will adopt (participate in) Takaful based on my existing understanding of conventional insurance and Takaful," according to 143 out of 235 participants who responded to the survey question. Over half of those who responded to the study stated that they would consider switching from conventional insurance to Takaful if they knew the differences between the two types of insurance.

4.3.14 DETERMINING FACTORS: DELAY (Q67-Q66 IN THE PRIMARY SURVEY: CENTRAL REGION)

Table 4.3.14 Results of Determining Factors: Delay (primary survey, Central Region)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	2.725	2.822	2.794	2.692	2.781	2.765	2.757	2.741
Standard error	1.256	1.315	1.297	1.239	1.289	1.279	1.274	1.265
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	235	235	235	235	235	235	235	235
Yes	203	227	220	195	217	213	211	207
No	32	8	15	40	18	22	24	28

Source: Researcher(s)

The results of determining factors (Delay) are tabulated in Table 4.3.14. It is determined from the answers to the eight questions why people are not participating in Takaful or what causes are forcing them to delay their involvement. A total of 32 respondents out of 235 respondents believe that Takaful is not a viable alternative to conventional insurance. According to 40 respondents, Takaful will not give the same level of protection as conventional insurance. On the other hand, Takaful has been deemed Shariah-compliant by 227 respondents out of 235 who have responded.

SOUTHERN
REGION

4.4 SOUTHERN REGION

4.4 RESPONDENTS' BACKGROUNDS (PRIMARY SURVEYS: SOUTHERN)

Table 4.4.1 Descriptive statistics of respondents' background (primary survey, Southern Region)

	1 Gender		**2 Age**		**3 Marital**		**4 Ethnicity**	
Average	1.663		2.036		1.111		1.958	
Standard error	0.027		0.054		0.018		0.035	
Median	2		2		1		2	
Mode	2		2		1		2	
Standard deviation	0.473		0.945		0.315		0.607	
Sample size (n)	306		306		306		306	
	1. Male	103	1. 18-20	80	1. Single	272	1. Bumiputera	47
	2. Female	203	2. 21-25	175	2. Married	34	2. Malays	238
	3. Prefer not to say	0	3. 26-30	22			3. Chinese	11
			4. 31-35	18			4. Indians	7
			5. 36-40	11			5. Others	3

Source: Researcher(s)

(continued)

	5 Religion		**6 Education**		**7 Occupation**		**8 Salary**	
Average	1.150		3.935		4.346		5.382	
Standard error	0.032		0.032		0.081		0.075	
Median	1		4		5		6	
Mode	1		4		5		6	
Standard deviation	0.552		0.551		1.413		1.319	
Sample size (n)	306		306		306		306	
	1.Muslim	282	1.Non-Tertiary	1	1.Private sector	28	1.Above RM5000	11
	2.Buddhist	7	2.High school/SPM	6	2.Government sector	28	2.4000-4999	10
	3.Christianity	12	3. College	28	3.Self-employed	7	3.3000-3999	15
	4.Hindus	5	4. Bachelor	253	4. Housewife	1	4.2000-2999	14
	5.Others	0	5. Master	13	5. Students	231	5.1000-1999	21
			6. PhD	5	6. Unemployed	11	6. Less than 1000	235

Source: Researcher(s)

The sample size of the primary survey for the central region was 306. The questionnaire consisted of 6 sections, and the total number of questions was 110, of which the first eight questions asked respondents' background. These eight questions are tabulated in Table 4.4.1. **1 Gender** consists of 3 choices, and the number of respondents selected 1. Male, 2. Female, and 3. Prefer not to say were 103, 203, and none, respectively, indicating that the number of women was a high compared to men. **2 Age** consists of five categories. The number of respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40 were 80, 175, 22, 18, and 11, respectively. Those in the second 21-25 shares had a relatively large ratio, but respondents of other age classes also participated in the primary survey. **3 Marital** status consists of 2 choices and the number of respondents who selected 1. Single (including the widow, divorce), and 2. The married were 272 and 34, indicating that single has a high majority. **4 Ethnicity** consists of 5 choices, and the number of respondents selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others were 47, 238, 11, 7, and 3 respectively, Malays have the highest rate among other categories. **5 Religion** consists of 5 choices, and the number of respondents selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others were 282, 7, 12, and 5, respectively; none respondents fall under another category. Thus, most respondents were Muslims. **6 Education** consists of 6 choices and the number of respondents who selected 1. Non-Tertiary Education, 2. High school/SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs were 1, 6, 28, 253, 13, and 5, respectively, indicating that most respondents obtained Bachelor's. **7 Occupation** consists of 6 choices and the number of respondents who selected 1. The private sector, 2. Government sector, 3. Self-employed, 4. Housewife, 5. Students, and 6. Unemployed were 28, 28, 7, 1, 231, and 11, respectively, indicating high students. Finally, **8 Salary** consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 11, 10, 15, 14, 21, and 235.

4.4.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: SOUTHERN)

Table 4.4.2. Sources of Takaful information (primary survey, Southern Region)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	2.271	1.980	2.618	3.324	2.706	2.732
Standard error	0.073	0.063	0.075	0.080	0.077	0.077
Median	2	2	2	4	3	2.5
Mode	1	1	2	5	2	2
Standard deviation	1.281	1.098	1.306	1.394	1.340	1.353
Sample size (n)	306	306	306	306	306	306
1. Often	113	129	74	41	73	69
2. Sometimes	83	98	85	58	76	84
3. Regularly	45	49	65	50	62	53
4. Usually	44	16	48	75	58	60
5. Always	21	14	34	82	37	40

Source: Researcher(s)

The results of Takaful information sources are tabulated in Table 4.4.2. There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/ broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 113, 83, 45, 44, and 21, respectively. Newspaper/magazine/broacher 129,98,49, 16 and 14 respectively.

Regarding social media, two ways to obtain the information such as Company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 74, 85,65, 48, and 34, respectively. SNS: Instagram/ Twitter/ Facebook etc. 41, 58, 50, 75 and 82 respectively.

It concerned other two ways to obtain the information, such as the Information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 73, 76, 62, 58, and 37, respectively. Information from family members was 69, 84, 53, 60, and 40.

4.4.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: SOUTHERN)

Table 4.4.3 Results of Insurance Awareness (primary survey, Southern Region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	0.458	0.461	0.487	0.500	0.392	0.497
Standard error	0.029	0.029	0.029	0.029	0.028	0.029
Median	0	0	0	0.5	0	0
Mode	0	0	0	0	0	0
Standard deviation	0.499	0.499	0.501	0.501	0.489	0.501
Sample size (n)	306	306	306	306	306	306
1. Yes	140	141	149	153	120	152
2. No	166	165	157	153	186	154

Source: Researcher(s)

The results of conventional insurance awareness are tabulated in Table 4.4.3. Shortly put, negative responses (2. No) predominate in virtually all cases, showing that respondents were not familiar with the characteristics of conventional insurance policies.

4.4.4 INSURANCE KNOWLEDGE (Q16-Q18 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.4 Results of Insurance Knowledge (primary survey, Southern Region)

	Q16	Q17		Q18
Average	0.552	0.797		3.209
Standard error	0.028	0.023		0.069
Median	1	1		4
Mode	1	1		4
Standard deviation	0.498	0.403		1.210
Sample size (n)	306	306		306
1. Yes	169	244	1. For rich	55
2. No	137	62	2. For the middle class	33
			3. For poor	11
			4. For everyone	207

Source: Researcher(s)

The results of insurance knowledge are tabulated in Table 4.4.4. Conventional insurance is a risk management instrument that is widely used. More than half of those who answered the survey questions (169) felt that insurance is the most effective risk mitigation instrument. Most respondents pay attention to ethical value, with 244 of all respondents believing that insurance companies should consider it. The vast majority (207 of the respondents) felt that insurance is a must for all.

4.4.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.5 Results of Takaful Awareness (primary survey, Southern Region)

	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	0.703	0.520	0.595	0.683	0.690	0.614	0.716
Standard error	0.026	0.029	0.028	0.027	0.026	0.028	0.026
Median	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1
Standard deviation	0.458	0.500	0.492	0.466	0.463	0.488	0.452
Sample size (n)	306	306	306	306	306	306	306
1. Yes	215	159	182	209	211	188	219
2. No	91	147	124	97	95	118	87

Source: Researcher(s)

(continued)

The results of Takaful awareness are tabulated in Table 4.4.5. Positive responses outnumber negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful. On the other hand, Takaful is something that most people are familiar with.

Q20			
a. Television	112	g. Market or local people	114
b. Newspaper	8	h. Relatives, friends, or neighbors	262
c. Internet	92	i. Banners	34
d. social media	116	j. Agents	267
e. Radio	41	k. Corporate publicity	12
f. Magazine	14	l. Others	3

Source: Researcher(s)

Figure 4.4.1: Takaful Awareness

How did you become aware of Takaful?

Source: Researcher(s)

Modern society relies heavily on agents and relatives, friends, and neighbors' advice and assistance. These two factors have a considerable impact on the consciousness and understanding of young people. According to the survey results, 267 respondents are familiar with Takaful because of the usage of agents. Out of the three hundred and six responses, two hundred and sixty-two are aware of Takaful due to their use of relatives and friends, compared to two hundred and sixty-two who are not. Among those who answered, just three said they had learned about Takaful through numerous sources, including their parents or instructors. The graph demonstrates that agents are crucial, but the newspaper, magazine, radio, and banner options are the least significant.

4.4.6 TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.6 Results of Takaful Knowledge (primary survey, Southern Region)

	Q27	Q28	Q29	Q30
Average	0.722	0.552	0.503	0.569
Standard error	0.026	0.028	0.029	0.028
Median	1	1	1	1
Mode	1	1	1	1
Standard deviation	0.449	0.498	0.501	0.496
Sample size (n)	306	306	306	306
1. Yes	221	169	154	174
2. No	85	137	152	132

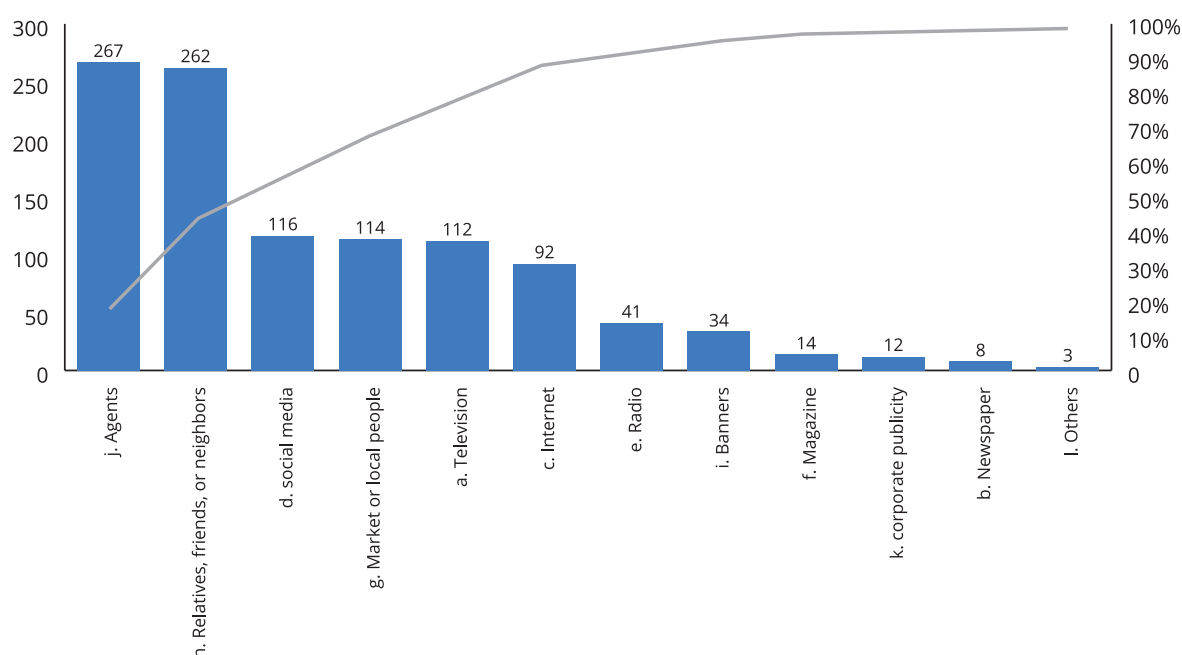*Source: Researcher(s)*

(continued)

The results of Takaful knowledge are tabulated in Table 4.4.6. Positive responses outnumber negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful. The vast majority of those who responded were well-versed in Takaful knowledge.

Q31		Q32	
a.Medical/Health	282	**a.Weather**	75
b.Life	287	**b.Accidents**	290
c.Motor	246	**c.Theft/ burglary Physical disability**	144
d.House	164	**d.Physical disability**	271
e.Business	159	**e.Illness or health**	303
f.employee benefits	143	**f.Education**	194
g.Investment plan	195	**g.Death**	243
h.Fire	220	**h.Investment**	95
i.Travel	79	**i.Tax benefit**	56
j.Education	127	**j.Less financial burden**	67
		k.retirement planning	72
		l.Others, Please Mention	7

Source: Researcher(s)

Figure 4.4.2: Takaful Awareness

Do you know that Takaful offers a wide choice of protection plans such as?
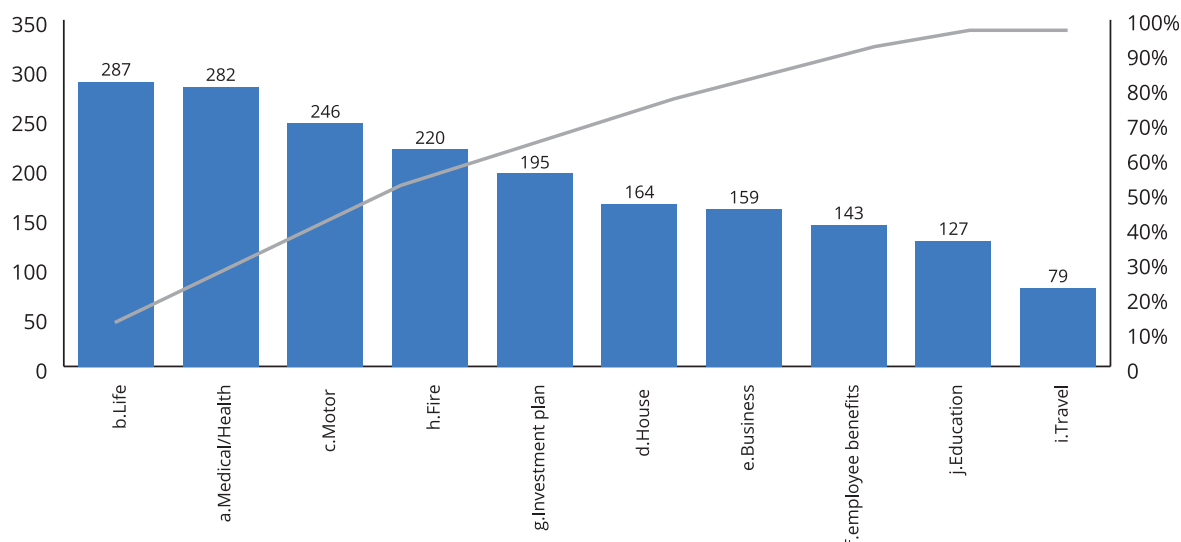
Source: Researcher(s)

Respondents are aware of the protection plans offered by Takaful providers and are familiar with the many sorts of policies that are on the market. When it comes to services, medical/ health and life are the most popular options, with 282 and 287 people knowing about them, respectively, among the options available. With 246 and 220 respondents, respectively, motor policy and fire are nearly as well-known as each other. On the other hand, the travel plan is the least famous of these possibilities among young people.

Figure 4.4.3: Why is Takaful Necessary?
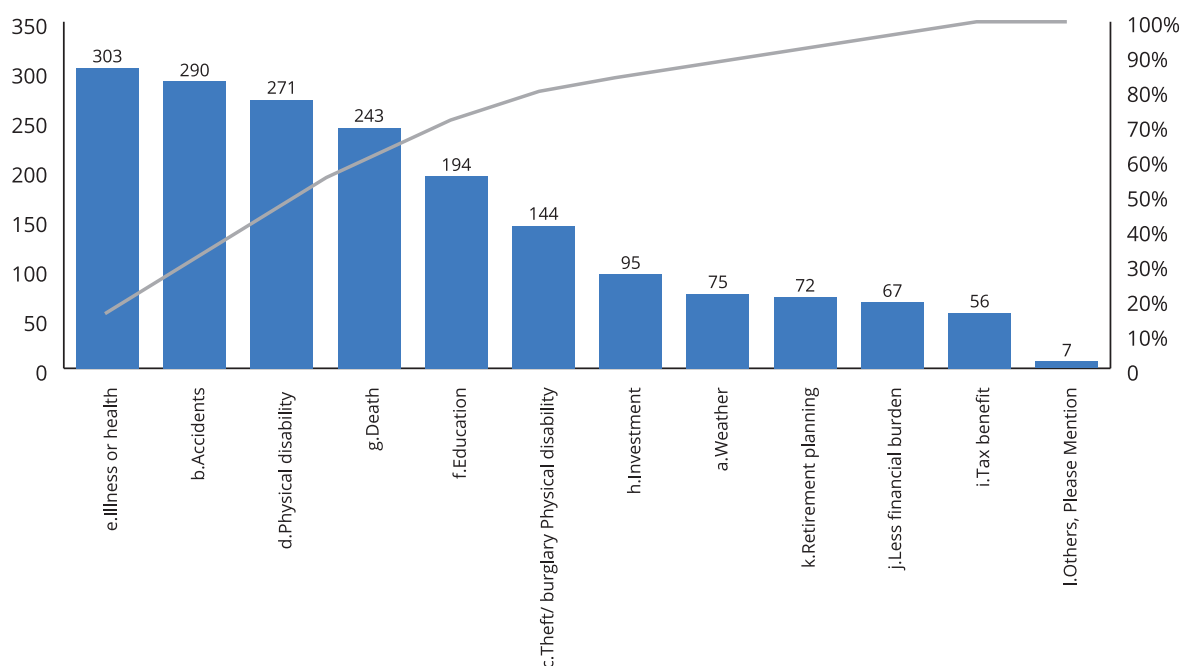
Why is Takaful necessary?

Source: Researcher(s)

All of the respondents are aware of the relevance of Takaful and recognize the reasons for its necessity in today's world. Different options were discussed, depending on how urgent the issue was at the time. For example, takaful is thought necessary in the event of health and illness (303 respondents), an accident (290 respondents), theft/burglary (144 respondents), and physical impairment (271 respondents). The tax benefit and the availability of other options are small but critical elements to consider.

4.4.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.7 Results of Determining Factors: Religion (primary survey, Southern Region)

	Q33	Q34	Q35	Q36	Q37
Average	4.248	4.291	4.095	4.232	4.056
Standard error	0.047	0.046	0.050	0.049	0.052
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.816	0.804	0.873	0.866	0.902
Sample size (n)	306	306	306	306	306
Strongly Disagree	0	0	0	3	2
Disagree	5	6	9	5	5
Neutral	58	49	76	54	89
Agree	99	101	98	100	88
Strongly Agree	144	150	123	144	122

Source: Researcher(s)

Figure 4.4.4: Religion

Source: Researcher(s)

The results of determining factors (Religion) are tabulated in Table 4.4.7. Religion is one of the most potent instruments we have at our disposal. The significant majority of respondents, who agreed with each of the five claims made in the survey, gave overwhelming support to each of the five questions. "I choose Takaful since it is religiously permissible." was the most popular response among these five claims, garnering a score of 150 points.

4.4.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.8 Results of Determining Factors: Social (primary survey, Southern Region)

	Q38	Q39	Q40	Q41	Q42
Average	3.951	3.889	3.944	3.480	3.657
Standard error	0.055	0.055	0.054	0.072	0.071
Median	4	4	4	3	4
Mode	5	4	4	3	5
Standard deviation	0.955	0.959	0.941	1.252	1.240
Sample size (n)	306	306	306	306	306
Strongly Disagree	3	5	5	34	29
Disagree	16	14	14	18	18
Neutral	81	87	72	102	77
Agree	99	104	117	71	87
Strongly Agree	107	96	98	81	95

Source: Researcher(s)

Figure 4.4.5: Social

Source: Researcher(s)

The results of determining factors (Social) are tabulated in Table 4.4.8. One of the essential considerations is social responsibility when choosing a Takaful policy. When asked how they felt about each of the five items on which they were assessed, the vast majority of participants said they felt very strongly. It achieved a score of 107 and was selected as the most popular comment in the overall poll of respondents. "I choose the Takaful product if most of the people around me accept it" was the most common response overall.
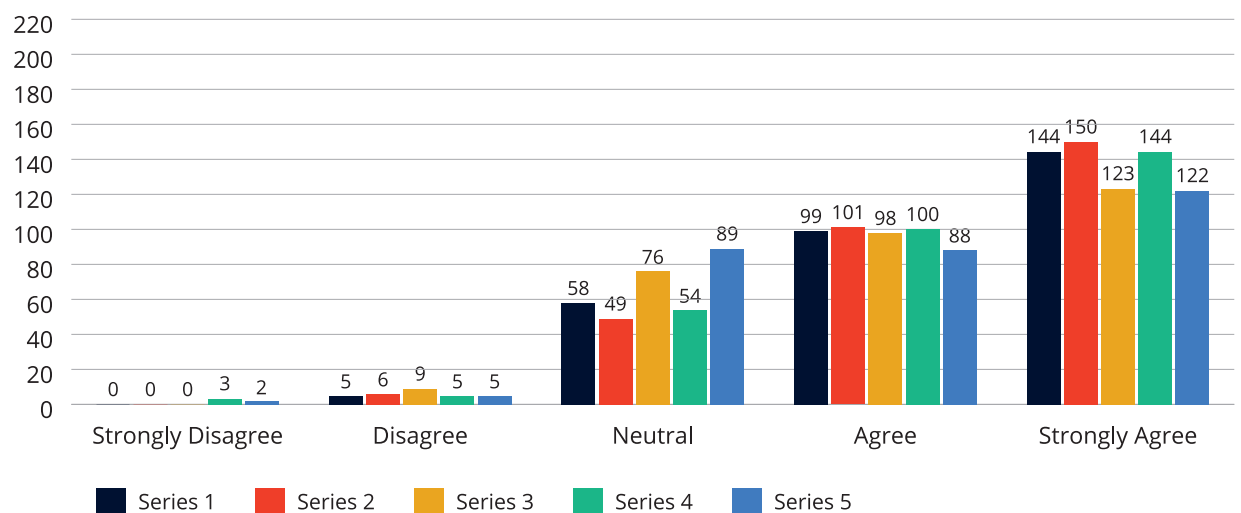
4.4.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.9 Results of Determining Factors: Product (primary survey, Southern Region)

	Q43	Q44	Q45	Q46	Q47
Average	4.114	4.242	4.167	4.042	4.016
Standard error	0.051	0.049	0.049	0.054	0.053
Median	4	4	4	4	4
Mode	5	5	5	5	4
Standard deviation	0.885	0.865	0.866	0.949	0.932
Sample size (n)	306	306	306	306	306
Strongly Disagree	5	4	5	6	6
Disagree	5	5	3	9	8
Neutral	59	47	54	68	70
Agree	118	107	118	106	113
Strongly Agree	119	143	126	117	109

Source: Researcher(s)

Figure 4.4.6: Product Features
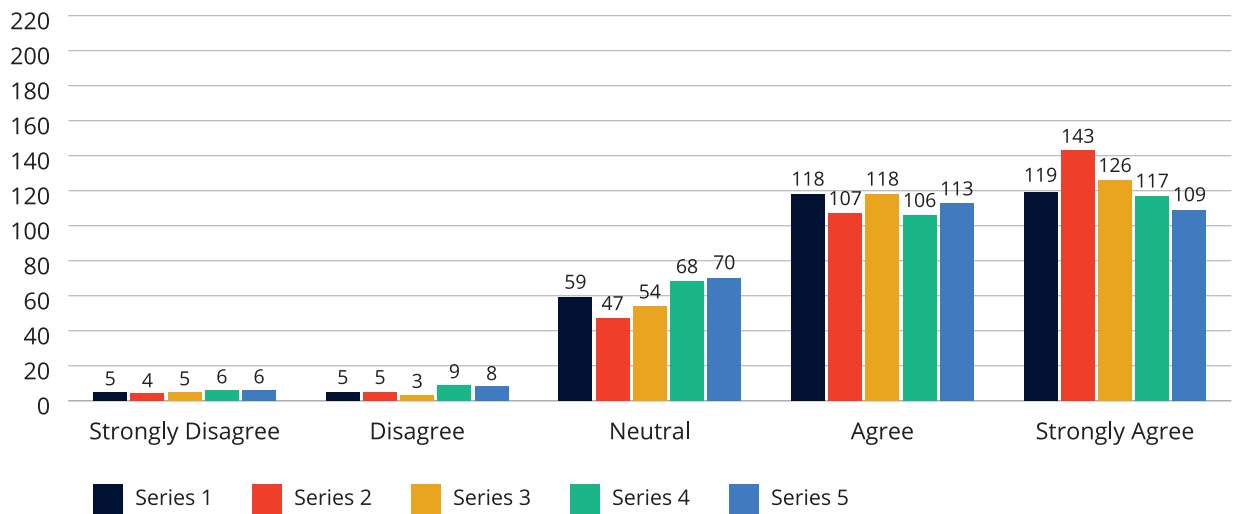
Source: Researcher(s)

The results of determining factors (Product) are tabulated in Table 4.4.9. When choosing a Takaful (Islamic insurance) policy, it is also essential to consider the product's overall quality. Five questions are posed in response to the product's attributes under examination. For the five questions, nearly all of the respondents selected strongly agreed as to their response option for almost all of the questions. Respondents who gave the highest scores to the statement "I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined." obtained the highest ratings in this study, according to the data (143 points).
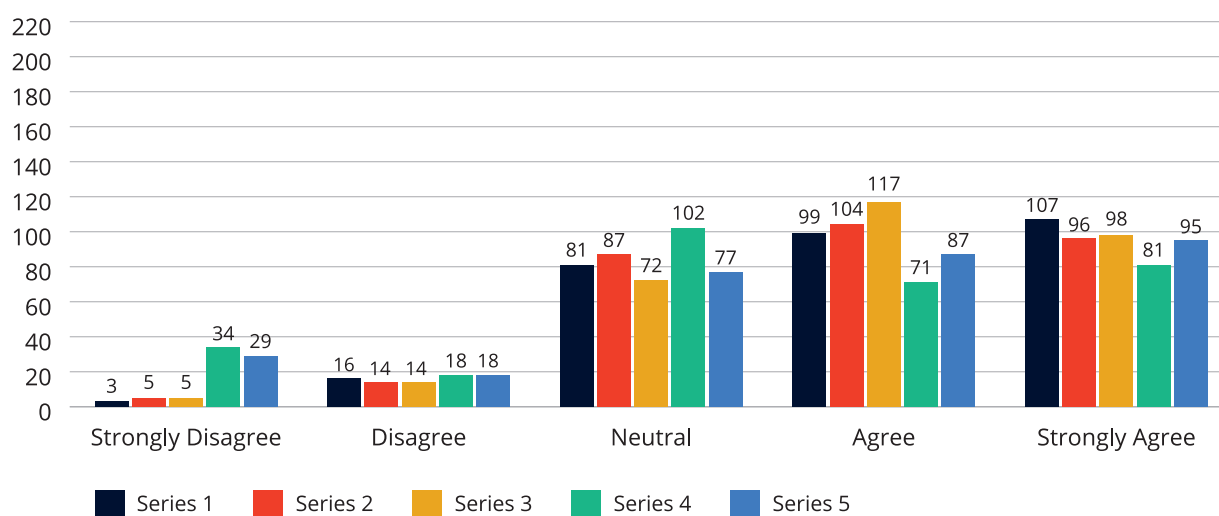
4.4.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.10 Results of Determining Factors: Service (primary survey, Southern Region)

	Q48	Q49	Q50	Q51	Q52
Average	4.350	4.320	4.382	4.183	4.346
Standard error	0.046	0.047	0.046	0.050	0.048
Median	5	4.5	5	4	5
Mode	5	5	5	5	5
Standard deviation	0.813	0.815	0.806	0.883	0.836
Sample size (n)	306	306	306	306	306
Strongly Disagree	3	4	4	4	5
Disagree	3	1	1	2	1
Neutral	39	41	36	66	39
Agree	100	107	98	96	99
Strongly Agree	161	153	167	138	162

Source: Researcher(s)

Figure 4.4.7: Service Quality, Availability, and Transparency
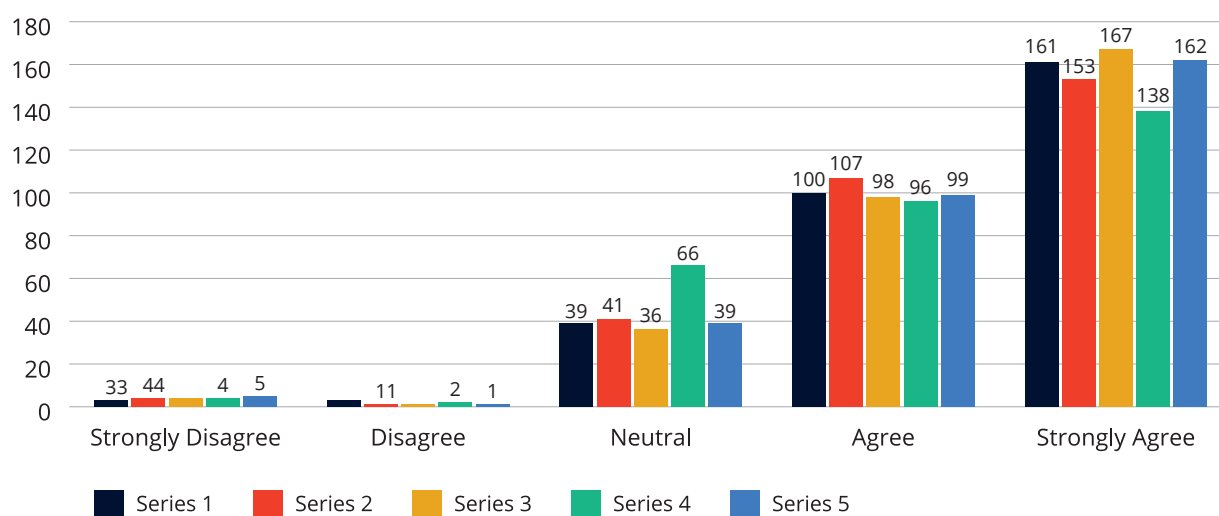
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.4.10. Aspects like Service Quality, Availability, and Transparency should be considered when choosing a Takaful provider. Service Quality, Availability, and Transparency are all factors considered while evaluating a company, and the five questions are based on this. When it came to the five questions, most respondents almost unanimously chose their response option for virtually everyone.

Following the conclusions of this survey, participants expressed the most substantial level of agreement with the statement, "I like excellent service quality, such as customer care." They received the highest degree of acceptance from participants by a statistically significant margin (167 points).

4.4.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.11 Results of Determining Factors: Marketing (primary survey, Southern Region)

	Q53	Q54	Q55	Q56	Q57
Average	4.278	4.294	4.069	4.052	4.216
Standard error	0.048	0.049	0.053	0.054	0.051
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.833	0.852	0.930	0.943	0.894
Sample size (n)	306	306	306	306	306
Strongly Disagree	3	4	5	5	4
Disagree	4	6	9	11	7
Neutral	45	37	65	65	51
Agree	107	108	108	107	101
Strongly Agree	147	151	119	118	143

Source: Researcher(s)

Figure 4.4.8: Marketing
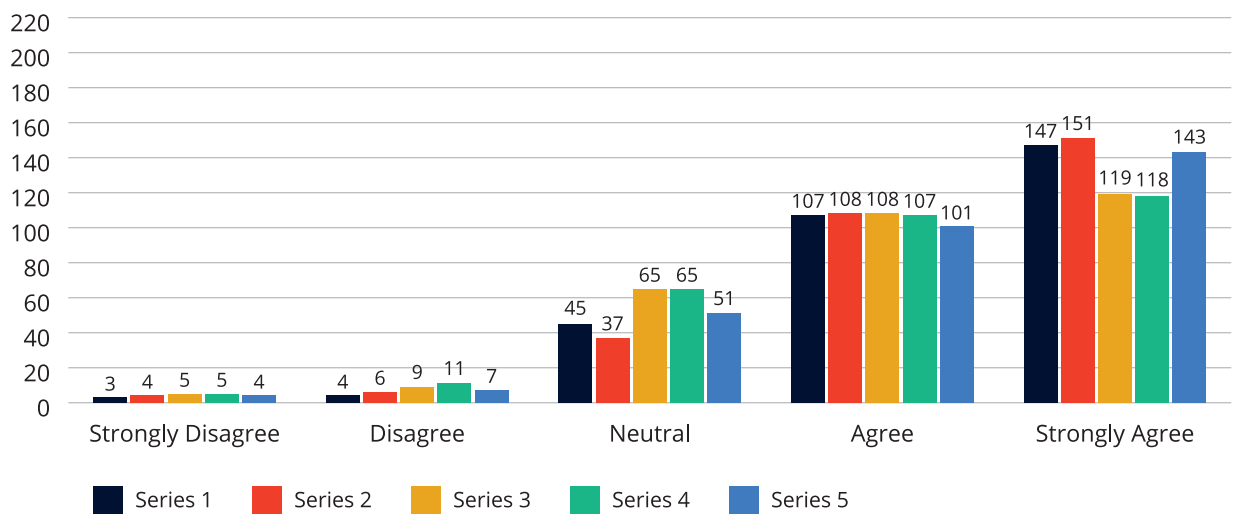
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.4.11. When choosing a Takaful policy, one of the most crucial factors to consider is the company's marketing approach. The evaluation will be completed if all five questions based on marketing aspects taken into consideration as part of the evaluation procedure have been satisfactorily responded to. The overwhelming majority of respondents strongly agreed with their response to each of the five questions, representing most of the answers. The vast majority of the reactions were positive. It was discovered that individuals who participated in this survey gave the most favorable response to the statement, "I choose a Takaful product if the company clearly describes the advantages and disadvantages." This response was rewarded with the highest level of approval from those who took part in the survey (151 points).

4.4.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.12 Results of Determining Factors: Agents (primary survey, Southern Region)

	Q58	Q59	Q60	Q61	Q62
Average	4.373	4.389	4.366	4.363	4.356
Standard error	0.045	0.047	0.047	0.045	0.047
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	0.784	0.815	0.824	0.795	0.822
Sample size (n)	306	306	306	306	306
Strongly Disagree	3	3	3	3	3
Disagree	2	3	3	2	2
Neutral	34	38	41	37	44
Agree	106	90	91	103	91
Strongly Agree	161	172	168	161	166

Source: Researcher(s)

Figure 4.4.9: Agent's Characteristics
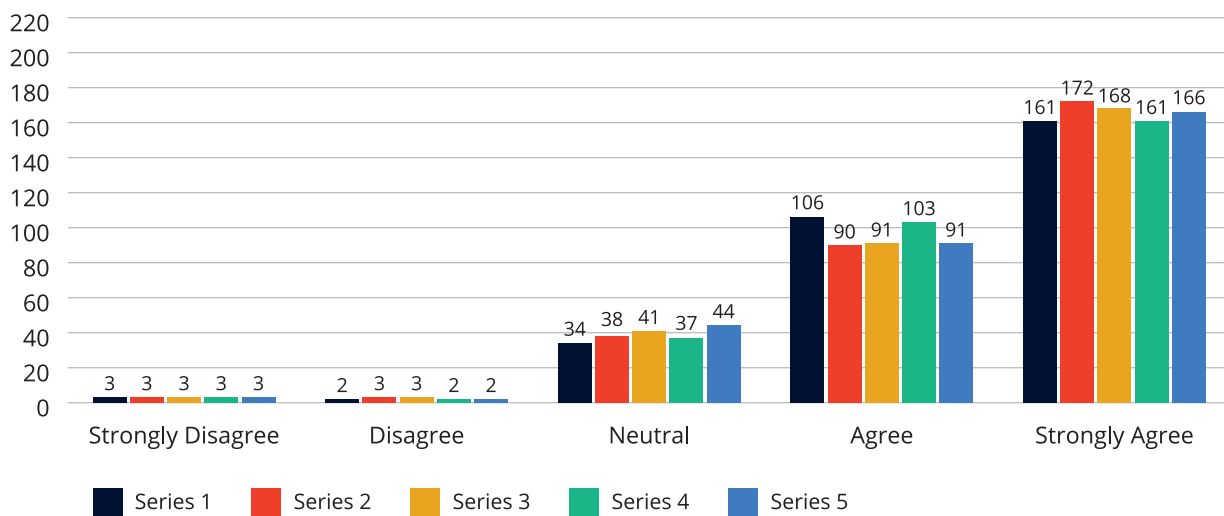
Source: Researcher(s)

The results of determining factors (Agents) are tabulated in Table 4.4.12. When purchasing a Takaful policy, an essential element is an agent or broker managing the transaction. Five questions have been posed and must be answered. Every single response option in each of the five survey questions was highly agreed upon by the overwhelming majority of respondents, representing the overwhelming majority of responses across the board. According to the findings of this study, the most favorable response to the statement "I purchase Takaful if the agent is ethical and honest" received the highest degree of acceptance from those who took part in the survey (172 points). It should be noted that the statements that follow have all been made about the same votes (161). "I prefer a Takaful product if the agent is constantly available and capable of resolving any issues." and "I prefer the Takaful product if the agents have in-depth knowledge of the product."

4.4.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.13 Results of Determining Factors: Willingness (primary survey, Southern Region)

	Q63	Q64	Q65	Q66
Average	4.157	4.160	4.098	4.082
Standard error	0.050	0.050	0.051	0.054
Median	4	4	4	4
Mode	5	5	5	5
Standard deviation	0.869	0.882	0.900	0.939
Sample size (n)	306	306	306	306
Strongly Disagree	3	4	5	6
Disagree	6	5	6	7
Neutral	59	59	62	66
Agree	110	108	114	104
Strongly Agree	128	130	119	123

Source: Researcher(s)

Figure 4.4.10: Willingness to Adopt Takaful
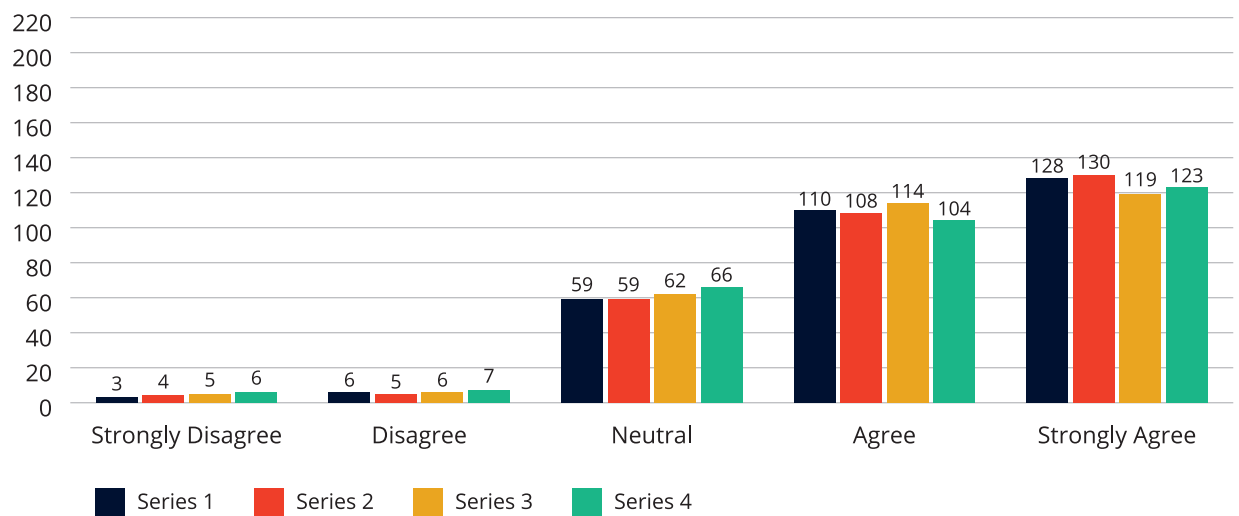
Source: Researcher(s)

The results of determining factors (Willingness) are tabulated in Table 4.4.13. As evidenced by the 128 respondents who agreed with this position, the vast majority of respondents, provided they had a good knowledge of insurance, would prefer to forego conventional insurance and instead embrace Takaful. A total of 130 respondents stated that they would like not to use conventional insurance because they better understood Takaful. In response to the survey question, 119 out of 306 participants said that they would "adopt (participate in) Takaful based on my existing understanding of conventional insurance and Takaful." If people were aware of the differences between conventional insurance and Takaful, more than half of the respondents to the survey claimed that they would consider switching from conventional insurance to Takaful.

4.4.14 DETERMINING FACTORS: DELAY (Q67-Q66 IN THE PRIMARY SURVEY: SOUTHERN)

Table 4.4.14 Results of Determining Factors: Delay (primary survey, Southern Region)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	0.775	0.873	0.817	0.719	0.843	0.814	0.869	0.833
Standard error	0.024	0.019	0.022	0.026	0.021	0.022	0.019	0.021
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	306	306	306	306	306	306	306	306
Yes	237	267	250	220	258	249	266	255
No	69	39	56	86	48	57	40	51

Source: Researcher(s)

The results of determining factors (Delay) are tabulated in Table 4.4.14. The answers to the eight questions determine why people are not engaging in Takaful or what factors are causing them to delay their participation. Thirty-six percent (69 respondents) out of 306 of those who answered the survey felt that Takaful is not a viable alternative to conventional insurance. According to 86 respondents, Takaful does not cover the same risks as conventional insurance. On the other hand, Takaful has been declared Shariah-compliant by 267 respondents out of a total of 306 who have answered the survey question.

EASTERN
REGION

4.5 EASTERN REGION

4.5.1 RESPONDENTS' BACKGROUNDS (PRIMARY SURVEYS: EASTERN)

Table 4.5.1 Descriptive statistics of respondents' background (primary survey, Eastern Region)

		1 Gender		2 Age		3 Marital		4 Ethnicity
Average		1.671		1.815		1.063		1.918
Standard error		0.026		0.040		0.014		0.017
Median		2		2		1		2
Mode		2		2		1		2
Standard deviation		0.471		0.710		0.243		0.307
Sample size (n)		319		319		319		319
	1. Male	105	1. 18-20	108	1. Single	299	1. Bumiputera	28
	2. Female	214	2. 21-25	167	2. Married	20	2. Malays	290
	3. Prefer not to say	0	3. 26-30	41			3. Chinese	0
			4. 31-35	1			4. Indians	1
			5. 36-40	2			5. Others	0

Source: Researcher(s)

(continued)

		5 Religion		6 Education		7 Occupation		8 Salary
Average		1.009		3.630		4.455		5.730
Standard error		0.009		0.041		0.073		0.041
Median		1		4		5		6
Mode		1		4		5		6
Standard deviation		0.168		0.736		1.304		0.737
Sample size (n)		319		319		319		319
	1.Muslim	318	1.Non-Tertiary	0	1.Private sector	28	1.Above RM5000	1
	2.Buddhist	0	2.High school/ SPM	34	2.Government sector	13	2.4000-4999	2
	3.Christianity	0	3. College	65	3.Self-employed	14	3.3000-3999	7
	4.Hindus	1	4. Bachelor	205	4. Housewife	5	4.2000-2999	12
	5.Others	0	5. Master	15	5. Students	249	5.1000-1999	28
			6. PhD	0	6. Unemployed	10	6. Less than 1000	269

Source: Researcher(s)

The sample size of the primary survey for the central region was 319. The questionnaire consisted of 6 sections, and the total number of questions was 110, of which the first eight questions asked respondents' background. These eight questions are tabulated in Table 4.5.1.**1 Gender** consists of 3 choices, and the number of respondents selected 1. Male, 2. Female, and 3. Prefer not to say were 105, 214, and none, respectively, indicating that the number of women was a high compared to men. **2 Age** consists of five categories. The number of respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40 were 108, 167, 41, 1, and 2, respectively. Those in the second 21-25 shares had a relatively large ratio, but respondents of other age classes also participated in the primary survey. **3 Marital** status consists of 2 choices and the number of respondents who selected 1. Single (including the widow, divorce), and 2. The married were 299 and 20, indicating that single has a high majority. **4 Ethnicity** consists of 5 choices, and the number of respondents selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others were 28, 290, 0, 0, and 0 respectively, Malays have the highest rate among other categories. **5 Religion** consists of 5 choices, and the number of respondents selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others were 318, 0, 0, 1, and 0, respectively; none respondents fall under Buddhist, Christianity, and another category. Thus, most respondents were Muslims, and only one fell under the Hindu category. **6 Education** consists of 6 choices and the number of respondents who selected 1. Non-Tertiary Education, 2. High school/SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs were 0, 34, 65, 205, 15, and 0, respectively, indicating that most respondents obtained Bachelor's. **7 Occupation** consists of 6 choices and the number of respondents who selected 1. The private sector, 2. Government sector, 3. Self-employed, 4. Housewife, 5. Students, and 6. Unemployed were 28, 13, 14, 5, 249, and 10, respectively, indicating high students. Finally, **8 Salary** consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 1, 2,7,12, 28, and 269.

4.5.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: EASTERN)

Table 4.5.2 Sources of Takaful information (primary survey, Eastern Region)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	2.069	1.862	2.191	2.975	2.511	2.571
Standard error	0.064	0.058	0.070	0.076	0.072	0.071
Median	2	2	2	3	2	2
Mode	1	1	1	2	2	2
Standard deviation	1.139	1.034	1.258	1.355	1.281	1.267
Sample size (n)	319	319	319	319	319	319
1. Often	127	151	123	47	88	76
2. Sometimes	99	96	92	92	88	95
3. Regularly	50	46	48	65	60	68
4. Usually	30	17	32	52	58	50
5. Always	13	9	24	63	25	30

Source: Researcher(s)

The results of Takaful information sources are tabulated in Table 4.5.2. There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 127, 99, 50, 30, and 13, respectively. Newspaper/magazine/broacher 151,9 6, 46, 17 and 9 respectively.

Regarding social media, two ways to obtain the information such as Company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 123, 92,48, 32, and 24, respectively. SNS: Instagram/ Twitter/ Facebook etc. 47, 92, 65, 52 and 63 respectively.

It concerned other two ways to obtain the information, such as the Information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 88, 88, 60, 58, and 25, respectively. Information from family members was 76, 95, 68, 50, and 0.

4.5.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: EASTERN)

Table 4.5.3 Results of Insurance Awareness (primary survey, Eastern Region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	0.270	0.633	0.483	0.655	0.561	0.652
Standard error	0.025	0.027	0.028	0.027	0.028	0.027
Median	0	1	0	1	1	1
Mode	0	1	0	1	1	1
Standard deviation	0.444	0.483	0.500	0.476	0.497	0.477
Sample size (n)	319	319	319	319	319	319
1. Yes	86	202	154	209	179	208
2. No	233	117	165	110	140	111

Source: Researcher(s)

The conventional insurance awareness survey results are presented in Table 4.5.3 of this report. In short, negative responses (2. No) predominate in two cases, showing that respondents were not aware of the characteristics of traditional insurance policies. In the remaining circumstances, affirmative responses dominated, indicating that respondents were aware of the features of conventional insurance.

4.5.4 INSURANCE KNOWLEDGE (Q16-Q18 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.4 Results of Insurance Knowledge (primary survey, Eastern Region)

	Q16	Q17		Q18
Average	0.574	0.821		2.850
Standard error	0.028	0.021		0.073
Median	1	1		4
Mode	1	1		4
Standard deviation	0.495	0.384		1.304
Sample size (n)	319	319		319
1. Yes	183	262	1. For rich	85
2. No	136	57	2. For the middle class	43
			3. For poor	26
			4. For everyone	165

Source: Researcher(s)

The results of insurance knowledge are tabulated in Table 4.5.4 Conventional insurance is a risk management instrument that is widely used. More than half of those who answered the survey questions (183) felt that insurance is the most effective risk mitigation strategy. Most respondents pay attention to ethical value, with 262 respondents believing insurance companies should consider it. The vast majority of respondents (165) agree that insurance is a need for everyone.

4.5.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.5 Results of Takaful Awareness (primary survey, Eastern Region)

	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	0.749	0.608	0.718	0.796	0.815	0.633	0.765
Standard error	0.024	0.027	0.025	0.023	0.022	0.027	0.024
Median	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1
Standard deviation	0.434	0.489	0.451	0.403	0.389	0.483	0.425
Sample size (n)	319	319	319	319	319	319	319
1. Yes	239	194	229	254	260	202	244
2. No	80	125	90	65	59	117	75

Source: Researcher(s)

(continued)

The results of Takaful awareness are tabulated in Table 4.5.5. Positive responses outnumber negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful.

	Q20		
a. Television	138	**g. Market or local people**	116
b. Newspaper	121	**h. Relatives, friends, or neighbors**	234
c. Internet	270	**i. Banners**	77
d. social media	281	**j. Agents**	266
e. Radio	81	**k. Corporate publicity**	42
f. Magazine	74	**l. Others**	138

Source: Researcher(s)

Figure 4.5.1: Takaful Awareness

How did you become aware of Takaful?
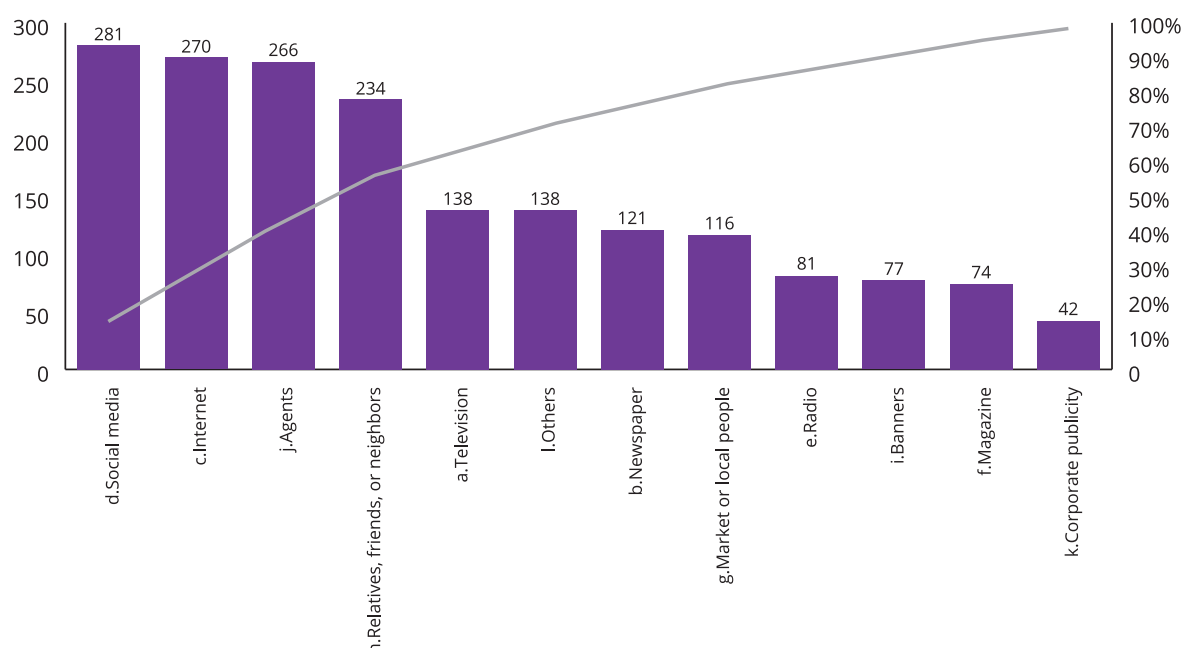
Source: Researcher(s)

Modern society relies heavily on social media, the internet, agents, relatives, friends, and neighbors. These four factors substantially impact young people's awareness and knowledge. A total of 270 respondents are aware of Takaful because they use the internet, and a total of 286 respondents are aware of Takaful because they use social media. Because of the agents, 266 respondents are familiar with Takaful. Out of three hundred and nineteen respondents, two hundred and thirty-four are aware of Takaful as they heard about it from their relatives and friends.

4.5.6. TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.6. Results of Takaful Knowledge (primary survey, Eastern Region)

|	Q27	Q28	Q29	Q30
Average	0.868	0.655	0.605	0.618
Standard error	0.019	0.027	0.027	0.027
Median	1	1	1	1
Mode	1	1	1	1
Standard deviation	0.339	0.476	0.490	0.487
Sample size (n)	319	319	319	319
1. Yes	277	209	193	197
2. No	42	110	126	122

Source: Researcher(s)

(continued)

The results of Takaful knowledge are tabulated in Table 4.5.6. Positive responses outnumber the negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful. The vast majority of those who responded were well-versed in Takaful knowledge.

	Q31		Q32
a.Medical/Health	300	a.Weather	178
b.Life	281	b.Accidents	295
c.Motor	231	c.Theft/ burglary Physical disability	234
d.House	182	d.Physical disability	259
e.Business	138	e.Illness or health	263
f.employee benefits	162	f.Education	244
g.Investment plan	188	g.Death	292
h.Fire	221	h.Investment	185
i.Travel	214	i.Tax benefit	168
j.Education	215	j.Less financial burden	287
		k.retirement planning	193
		l.Others, Please Mention	0

Source: Researcher(s)

Figure 4.5.2: Takaful Awareness

Do you know that Takaful offers a wide choice of protection plans such as?
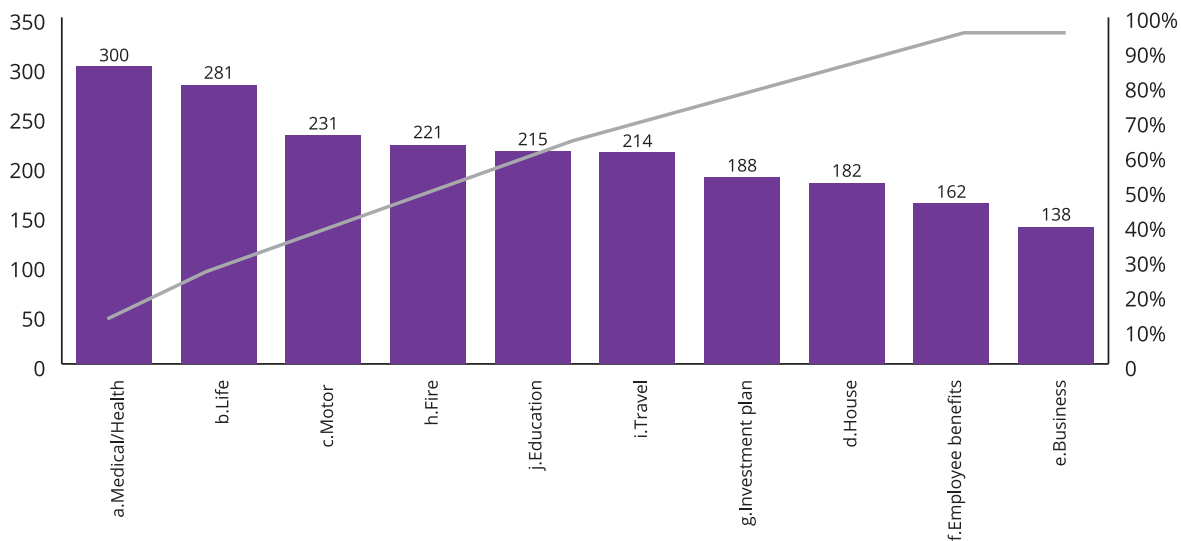
Source: Researcher(s)

Respondents are aware of the protection plans offered by Takaful providers and are familiar with the different types of plans on the market. Medical/health and life insurance are the most common options, with 300 and 281 persons, respectively, aware of this service among the possibilities listed above. With 231 and 221 replies, respectively, motor policy and fire are nearly as well-known as each other.

Figure 4.5.3: Why is Takaful Necessary?

Why is Takaful necessary?
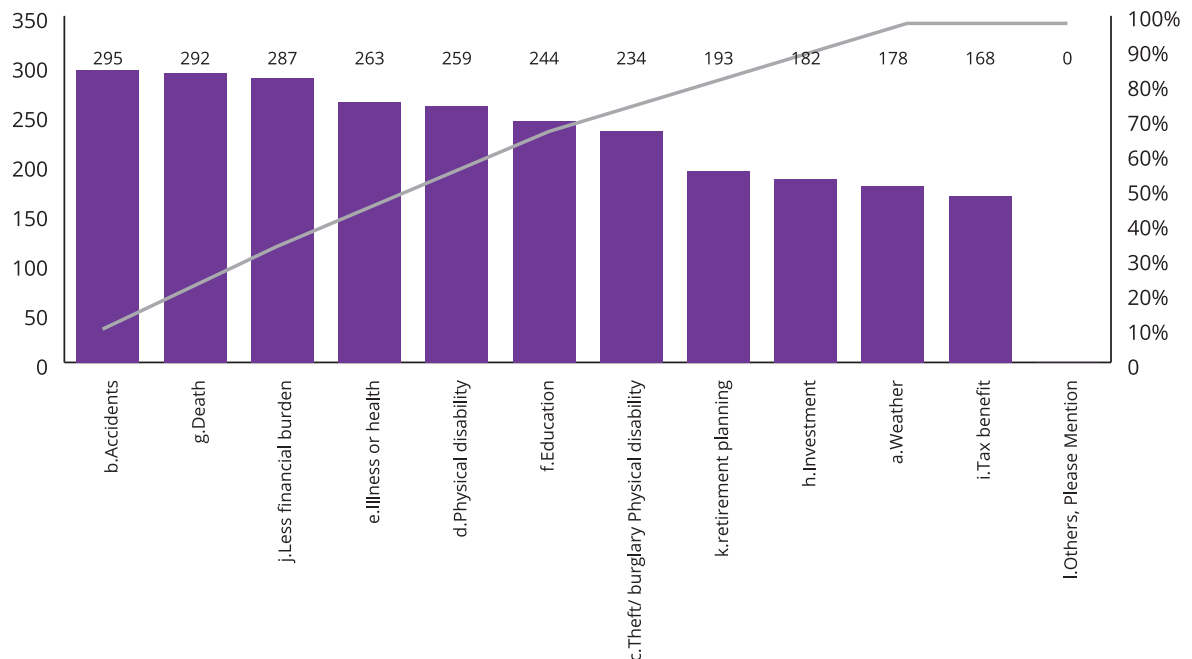
Source: Researcher(s)

All of the respondents are aware of the significance of Takaful and recognize the reasons for its necessity in today's world. Different options were discussed, depending on how urgent the issue was at the time. It is deemed necessary in the event of an accident (295 respondents), less financial burden (287 respondents), illness and health (259 respondents), education (263), or physical impairment (259 respondents), among other scenarios.

4.5.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.7 Results of Determining Factors: Religion (primary survey, Eastern Region)

	Q33	Q34	Q35	Q36	Q37
Average	4.307	4.386	4.213	4.382	4.163
Standard error	0.048	0.046	0.048	0.045	0.049
Median	5	5	4	5	4
Mode	5	5	5	5	5
Standard deviation	0.861	0.816	0.861	0.807	0.879
Sample size (n)	319	319	319	319	319
Strongly Disagree	3	3	3	3	3
Disagree	3	1	4	1	4
Neutral	57	47	61	45	71
Agree	86	87	105	92	101
Strongly Agree	170	181	146	178	140

Source: Researcher(s)

Figure 4.5.4: Religion
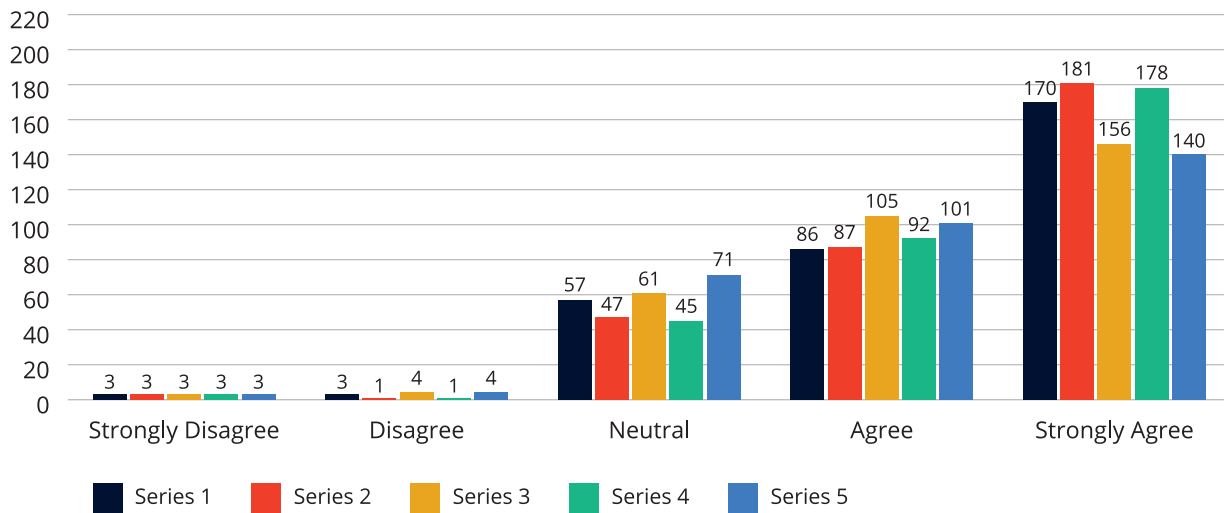
Source: Researcher(s)

The results of determining factors (Religion) are tabulated in Table 4.5.7. Religion is one of the most effective tools we have at our disposal. The significant majority of respondents, who agreed with each of the five claims made in the survey, gave overwhelming support to each of the five questions. Among these five claims, "I choose Takaful since it is religiously permissible" was the most popular response, garnering a score of 181.

4.5.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.8. Results of Determining Factors: Social (primary survey, Eastern Region)

	Q38	Q39	Q40	Q41	Q42
Average	3.887	3.771	3.962	3.564	3.752
Standard error	0.057	0.055	0.055	0.065	0.066
Median	4	4	4	4	4
Mode	5	3	4	3	5
Standard deviation	1.009	0.991	0.983	1.155	1.186
Sample size (n)	319	319	319	319	319
Strongly Disagree	7	7	9	20	23
Disagree	18	18	11	30	20
Neutral	86	105	73	102	75
Agree	101	100	116	84	96
Strongly Agree	107	89	110	83	105

Source: Researcher(s)

Figure 4.5.5: Social
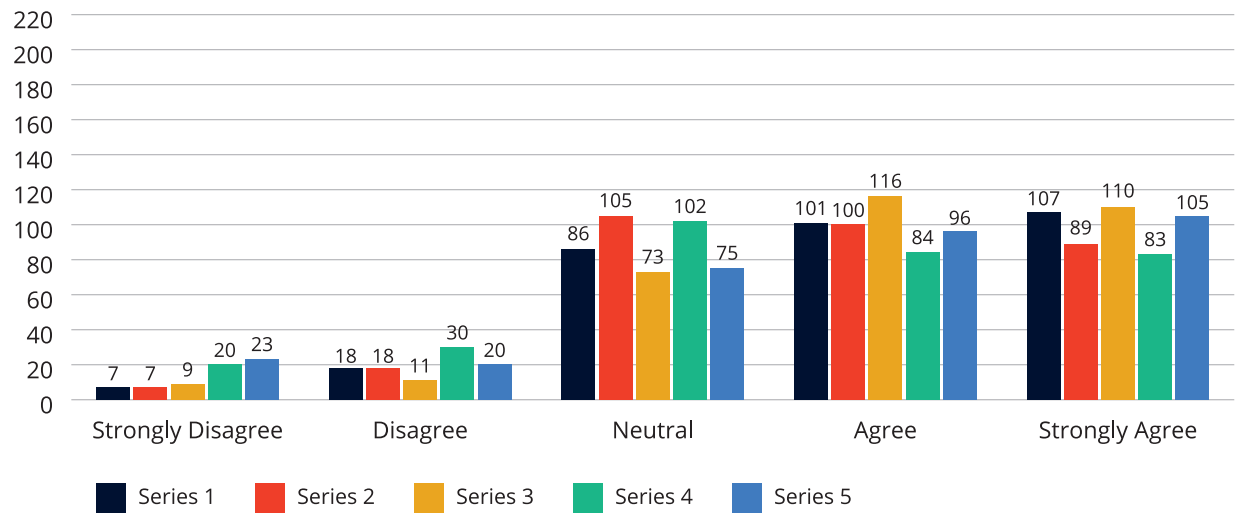
Source: Researcher(s)

The results of determining factors (Social) are tabulated in Table 4.5.8. When choosing a Takaful policy, one of the most critical considerations is social responsibility. When asked how they felt about each of the five items on which they were assessed, most of the participants said they felt very strongly. It achieved a score of 107 and was selected as the most popular comment in the overall poll of respondents. "I choose the Takaful product if most of the people around me accept it" was the most common response overall.

4.5.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.9 Results of Determining Factors: Product (primary survey, Eastern Region)

	Q43	Q44	Q45	Q46	Q47
Average	4.204	4.354	4.216	4.116	4.082
Standard error	0.046	0.044	0.045	0.051	0.051
Median	4	5	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.828	0.779	0.809	0.916	0.904
Sample size (n)	319	319	319	319	319
Strongly Disagree	2	2	2	5	4
Disagree	4	3	4	8	7
Neutral	59	39	53	63	73
Agree	116	111	124	112	110
Strongly Agree	138	164	136	131	125

Source: Researcher(s)

Figure 4.5.6: Product Features
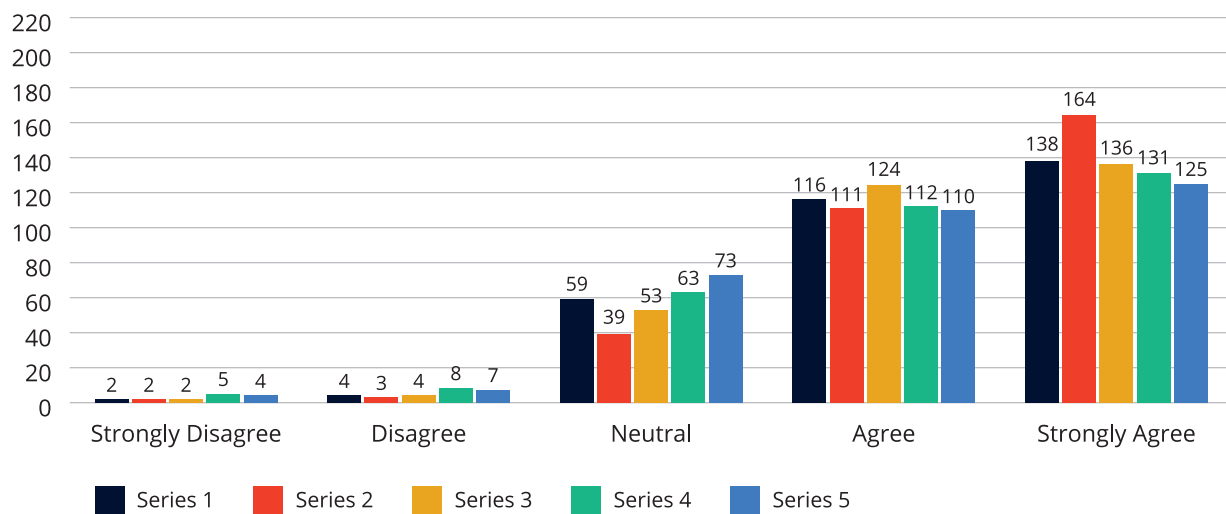
Source: Researcher(s)

The results of determining factors (Product) are tabulated in Table 4.5.9. When choosing a Takaful (Islamic insurance) policy, it is also essential to consider the product's overall quality. Five questions are posed in response to the product's attributes under examination. For the five questions, nearly all of the respondents selected strongly agreed as to their response option for almost all of the questions. Respondents who gave the highest scores to the statement "I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined." obtained the highest ratings in this study, according to the data (164 points).

4.5.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.10. Results of Determining Factors: Service (primary survey, Eastern Region)

	Q48	Q49	Q50	Q51	Q52
Average	4.414	4.398	4.461	4.085	4.426
Standard error	0.043	0.043	0.042	0.052	0.043
Median	5	5	5	4	5
Mode	5	5	5	5	5
Standard deviation	0.759	0.766	0.747	0.923	0.769
Sample size (n)	319	319	319	319	319
Strongly Disagree	1	1	1	4	1
Disagree	2	4	3	6	5
Neutral	41	37	34	81	34
Agree	95	102	91	96	96
Strongly Agree	180	175	190	132	183

Source: Researcher(s)

Figure 4.5.7: Service Quality, Availability, and Transparency
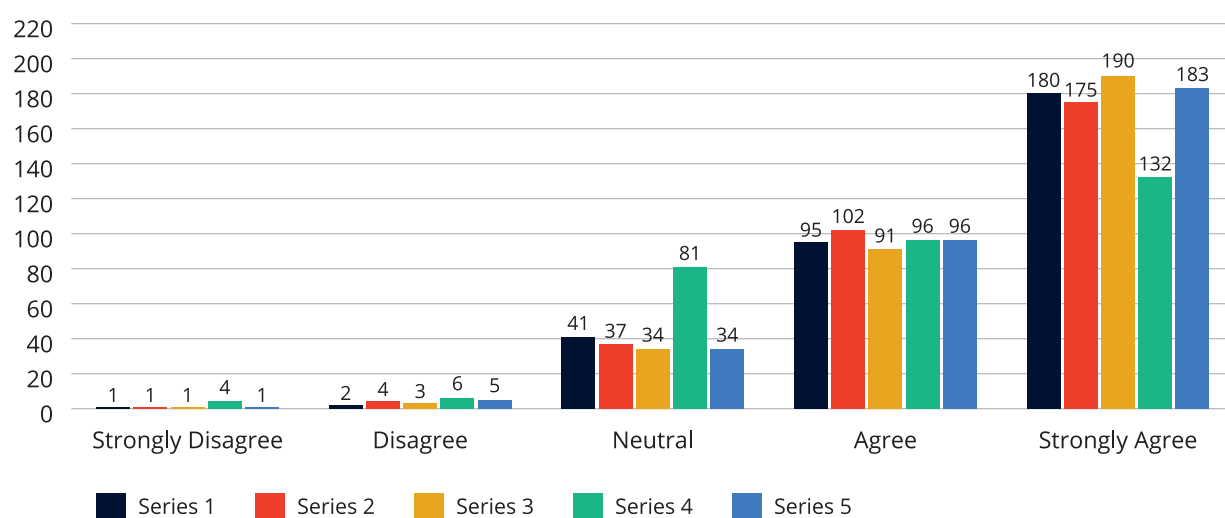
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.5.10. Another essential factor to consider while choosing a Takaful provider is the supplier's service quality, availability, and transparency. The five questions are based on service quality, availability, and transparency, all considered while evaluating the organization. Most respondents largely agreed with their response option for essentially everyone regarding the five questions.

According to the findings of this survey, the statement "I like excellent service quality, such as customer care" earned the highest level of acceptability from participants by a statistically significant margin (190 points).

4.5.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.11. Results of Determining Factors: Marketing (primary survey, Eastern Region)

	Q53	Q54	Q55	Q56	Q57
Average	4.373	4.404	4.191	4.110	4.342
Standard error	0.046	0.045	0.050	0.052	0.046
Median	5	5	4	4	5
Mode	5	5	5	5	5
Standard deviation	0.822	0.799	0.885	0.934	0.824
Sample size (n)	319	319	319	319	319
Strongly Disagree	3	3	5	5	3
Disagree	3	3	3	6	4
Neutral	43	36	61	75	42
Agree	93	97	107	96	102
Strongly Agree	177	180	143	137	168

Source: Researcher(s)

Figure 4.5.8: Marketing
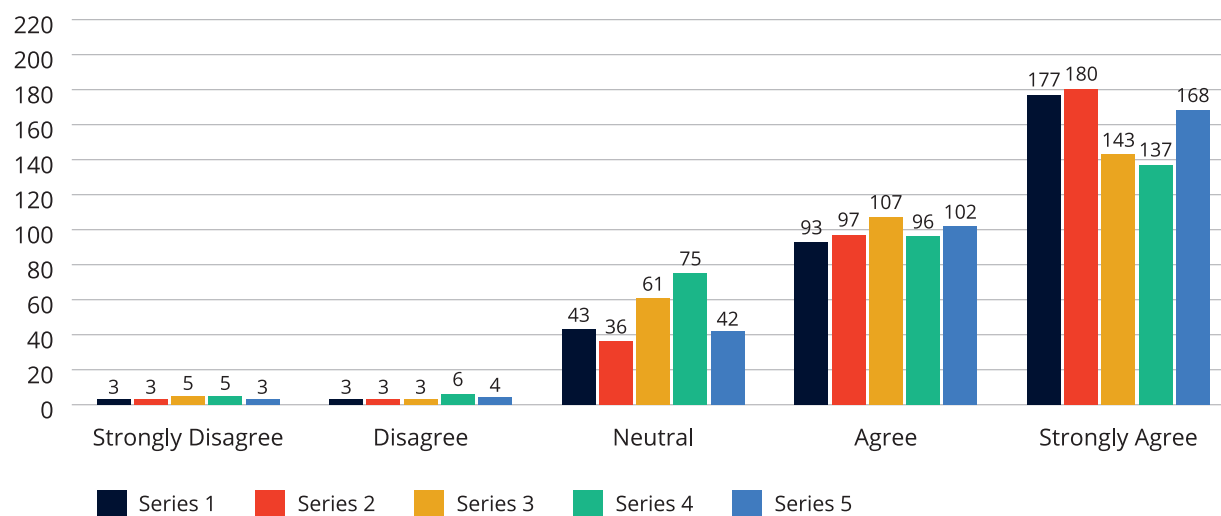
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.5.11. When purchasing a Takaful policy, one of the most significant considerations is the marketing technique employed by the provider. To complete the evaluation, it is vital to respond to five questions based on marketing aspects taken into consideration as part of the evaluation approach. The overwhelming majority of respondents strongly agreed with their response to each of the five questions, accounting for most answers. According to the findings of this study, the most favorable response to the statement "I choose a Takaful product if the company clearly describes the advantages and disadvantages." was rewarded with the most significant level of approval from those who took part in the poll (180 points).

4.5.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.12. Results of Determining Factors: Agents (primary survey, Eastern Region)

	Q58	Q59	Q60	Q61	Q62
Average	4.470	4.517	4.473	4.483	4.508
Standard error	0.040	0.040	0.040	0.040	0.040
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	0.708	0.713	0.717	0.717	0.713
Sample size (n)	319	319	319	319	319
Strongly Disagree	2	2	2	2	2
Disagree	1	0	1	1	1
Neutral	25	29	27	27	26
Agree	108	88	103	100	94
Strongly Agree	183	200	186	189	196

Source: Researcher(s)

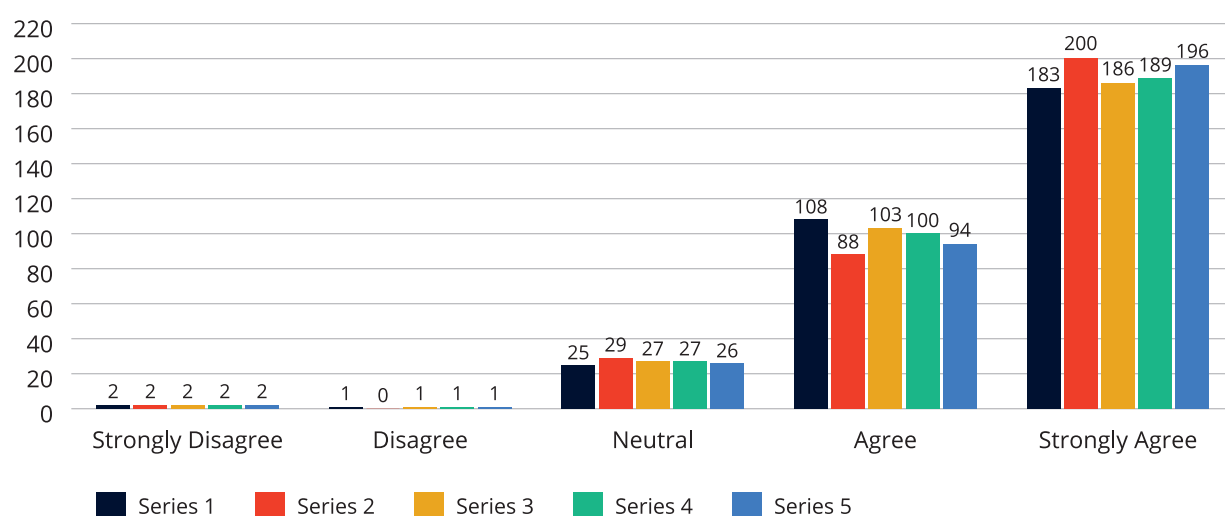**Figure 4.5.9: Agent's Characteristics**

Source: Researcher(s)

The results of determining factors (Agents) are tabulated in Table 4.5.12. When choosing a Takaful policy, one of the most critical considerations is the agent or broker who will handle the transaction. Five questions are posed. The vast majority of respondents strongly agreed with their response option for each of the five survey questions, which accounted for most replies overall. According to the study's findings, the most favorable reaction to the statement "I purchase Takaful if the agent is ethical and honest" earned the highest level of acceptability from individuals who participated in the poll (200 points). It should be noted that the following statement has been given the second highest possible score (196). "I choose Takaful products if the agents are accountable."

4.5.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.13 Results of Determining Factors: Willingness (primary survey, Eastern Region)

	Q63	Q64	Q65	Q66
Average	4.295	4.345	4.251	4.273
Standard error	0.049	0.047	0.046	0.046
Median	5	5	4	4
Mode	5	5	5	5
Standard deviation	0.880	0.839	0.816	0.827
Sample size (n)	319	319	319	319
Strongly Disagree	5	4	3	3
Disagree	6	4	0	5
Neutral	42	40	58	44
Agree	103	101	111	117
Strongly Agree	163	170	147	150

Source: Researcher(s)

Figure 4.5.10: Willingness to Adopt Takaful
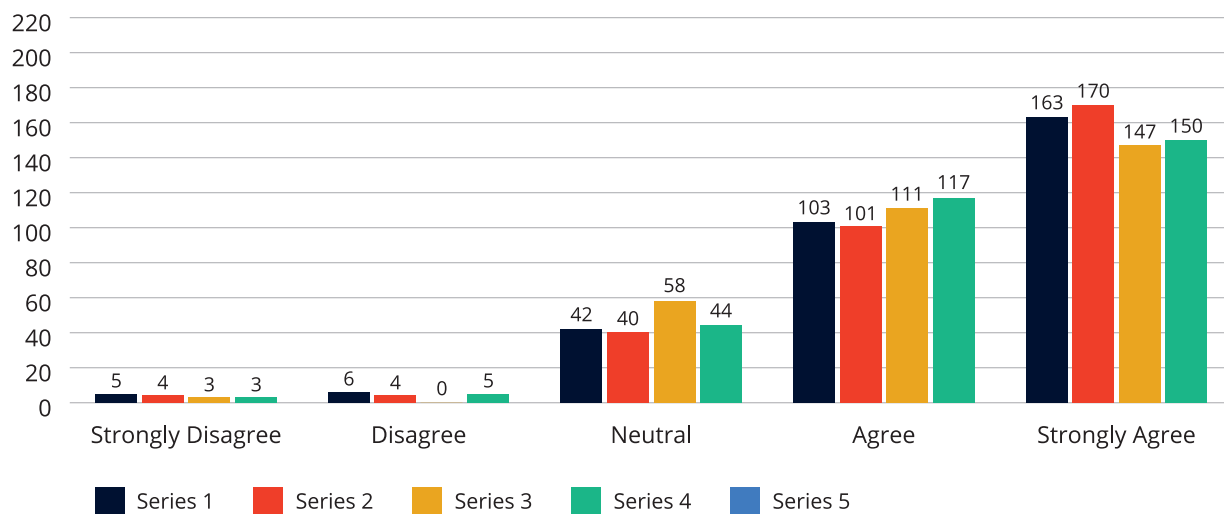
Source: Researcher(s)

The results of determining factors (Willingness) are tabulated in Table 4.5.13. As evidenced by the 163 respondents who agreed with this position, the majority of respondents, assuming a correct understanding of insurance, would prefer to forego traditional insurance in favor of Takaful. Regarding understanding what Takaful is and whether it is accurate, 170 respondents indicated avoiding conventional insurance. "I will adopt (participate in) Takaful based on my current understanding of conventional insurance and Takaful," said 147 of 319 poll respondents. One hundred fifty respondents said they would consider switching from conventional insurance to Takaful if they knew the distinctions between the two types of insurance.

4.5.14 DETERMINING FACTORS: DELAY (Q67-Q66 IN THE PRIMARY SURVEY: EASTERN)

Table 4.5.14. Results of Determining Factors: Delay (primary survey, Eastern Region)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	0.755	0.925	0.887	0.680	0.824	0.837	0.881	0.893
Standard error	0.024	0.015	0.018	0.026	0.021	0.021	0.018	0.017
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	319	319	319	319	319	319	319	319
Yes	241	295	283	217	263	267	281	285
No	78	24	36	102	56	52	38	34

Source: Researcher(s)

The results of determining factors (Delay) are tabulated in Table 5.14. The responses to the eight questions reveal why people are not engaging in Takaful or delaying their participation. 78 respondents out of 319 believe that Takaful is not a feasible substitute for traditional insurance. Takaful does not cover the same risks as conventional insurance, according to 102 respondents. On the other hand, Takaful has been deemed Shariah-compliant by 295 of 319 respondents.

BORNEO
REGION

4.6 BORNEO REGION

4.6.1 RESPONDENTS' BACKGROUNDS (Q1-Q8 IN PRIMARY SURVEYS: BORNEO REGION)

Table 4.6.1. Descriptive statistics of respondents' background (primary survey, Borneo Region)

	1 Gender		**2 Age**		**3 Marital**		**4 Ethnicity**	
Average	1.737		1.629		1.022		1.667	
Standard error	0.025		0.036		0.008		0.060	
Median	2		2		1		1	
Mode	2		2		1		1	
Standard deviation	0.441		0.647		0.148		1.059	
Sample size (n)	315		315		315		315	
	1. Male	83	1. 18-20	136	1. Single	308	1. Bumiputera	177
	2. Female	232	2. 21-25	167	2. Married	7	2. Malays	112
	3. Prefer not to say	0	3. 26-30	8			3. Chinese	3
			4. 31-35	1			4. Indians	0
			5. 36-40	3			5. Others	23

Source: Researcher(s)

(continued)

	5 Religion		**6 Education**		**7 Occupation**		**8 Salary**	
Average	1.724		3.368		4.784		5.800	
Standard error	0.055		0.040		0.052		0.040	
Median	1		3		5		6	
Mode	1		4		5		6	
Standard deviation	0.973		0.708		0.930		0.710	
Sample size (n)	315		315		315		315	
	1.Muslim	201	1.Non-Tertiary	2	1.Private sector	10	1.Above RM5000	2
	2.Buddhist	2	2.High school/ SPM	33	2.Government sector	10	2.4000-4999	2
	3.Christianity	111	3. College	130	3.Self-employed	5	3.3000-3999	4
	4.Hindus	0	4. Bachelor	147	4. Housewife	2	4.2000-2999	10
	5.Others	1	5. Master	3	5. Students	274	5.1000-1999	13
			6. PhD	0	6. Unemployed	14	6. Less than 1000	284

Source: Researcher(s)

The sample size of the primary survey for the Borneo region was 315. The questionnaire consisted of 6 sections, and the total number of questions was 110, of which the first eight questions asked respondents' background. These eight questions are tabulated in Table 4.6.1. **1 Gender** consists of 3 choices, and the number of respondents selected 1. Male, 2. Female, and 3. Prefer not to say were 83, 232, and none, respectively, indicating that the number of women was a high compared to men. **2 Age** consists of five categories. The number of respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40 were 136, 167, 8, 1, and 3, respectively. Those in the second 21-25 shares had a relatively large ratio, but respondents of other age classes also participated in the primary survey. **3 Marital** status consists of 2 choices and the number of respondents who selected 1. Single (including the widow, divorce), and 2. The married were 308 and 7, indicating that single has a high majority. **4 Ethnicity** consists of 5 choices, and the number of respondents selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others were 177, 112, 3, 0, and 23. Bumiputera has the highest rate among other categories. **5 Religion** consists of 5 choices, and the number of respondents selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others were 201, 2, 0, 111, 0, and 1, respectively; none of the respondents fall under the Hindus category. Thus, most respondents were Muslims, and 111 fell under Christianity. **6 Education** consists of 6 choices and the number of respondents who selected 1. Non-Tertiary Education, 2. High school/SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs were 2, 33, 130, 147, 3, and 0, respectively, indicating that most respondents obtained bachelor's and college degrees. **7 Occupation** consists of 6 choices and the number of respondents who selected 1. The private sector, 2. Government sector, 3. Self-employed, 4. Housewife, 5. Students, and 6. Unemployed were 10, 10, 5, 2, 274, and 14, respectively, indicating that students are high. Finally, **8 Salary** consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 2, 2,4,10, 13, and 284.

4.6.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: BORNEO REGION)

Table 4.6.2. Sources of Takaful information (primary survey, Borneo Region)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	2.333	1.917	2.479	3.092	2.524	2.603
Standard error	0.070	0.058	0.073	0.081	0.074	0.075
Median	2	2	2	3	2	2
Mode	1	1	1	2	1	1
Standard deviation	1.242	1.025	1.295	1.446	1.310	1.330
Sample size (n)	315	315	315	315	315	315
	2.333	1.917	2.479	3.092	2.524	2.603
1. Often	100	144	92	51	93	83
2. Sometimes	94	85	85	84	75	83
3. Regularly	60	57	60	43	62	58
4. Usually	38	26	51	59	59	58
5. Always	23	3	27	78	26	33

Source: Researcher(s)

The results of Takaful information sources are tabulated in Table 4.6.2. There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/ broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 100, 94, 60, 38, and 23, respectively. Newspaper/magazine/broacher 144, 85, 57, 26 and 3, respectively.

Regarding social media, two ways to obtain the information such as Company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always were 92, 85, 60, 51, and 27 respectively. SNS: Instagram/ Twitter/ Facebook etc. 51, 84, 43, 59, and 78 respectively.

It concerned other two ways to obtain the information, such as the Information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always were 93, 75, 62, 59, and 26, respectively. Information from family members was 83, 83, 58, 58, and 33.

4.6.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: BORNEO REGION)

Table 4.6.3. Results of Insurance Awareness (primary survey, Borneo Region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	0.435	0.305	0.470	0.406	0.317	0.371
Standard error	0.028	0.026	0.028	0.028	0.026	0.027
Median	0	0	0	0	0	0
Mode	0	0	0	0	0	0
Standard deviation	0.497	0.461	0.500	0.492	0.466	0.484
Sample size (n)	315	315	315	315	315	315
1. Yes	137	96	148	128	100	117
2. No	178	219	167	187	215	198

Source: Researcher(s)

The results of conventional insurance awareness are tabulated in Table 4.6.3. Overall, negative responses (2. No) predominated in all circumstances, showing that respondents were unaware of the characteristics of conventional insurance.

4.6.4 INSURANCE KNOWLEDGE (Q16-Q18 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.4. Results of Insurance Knowledge (primary survey, Borneo Region)

	Q16	Q17		Q18
Average	0.590	0.775		3.429
Standard error	0.028	0.024		0.060
Median	1	1		4
Mode	1	1		4
Standard deviation	0.493	0.419		1.060
Sample size (n)	315	315		315
1. Yes	186	244	1. For rich	38
2. No	129	71	2. For the middle class	24
			3. For poor	18
			4. For everyone	235

Source: Researcher(s)

The results of conventional knowledge are tabulated in Table 4.6.4. Conventional insurance is a risk management instrument that is widely used. More than half of those who answered the survey questions (186) felt that insurance is the most effective risk mitigation instrument. Most respondents pay attention to ethical value, with 244 of all respondents believing that insurance companies should consider it. The vast majority of respondents (235) agree that insurance is essential for everyone to have.

4.6.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.5. Results of Takaful Awareness (primary survey, Borneo Region)

|	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	0.603	0.460	0.508	0.638	0.629	0.562	0.600
Standard error	0.028	0.028	0.028	0.027	0.027	0.028	0.028
Median	1	0	1	1	1	1	1
Mode	1	0	1	1	1	1	1
Standard deviation	0.490	0.499	0.501	0.481	0.484	0.497	0.491
Sample size (n)	315	315	315	315	315	315	315
1. Yes	190	145	160	201	198	177	189
2. No	125	170	155	114	117	138	126

Source: Researcher(s)

(continued)

The results of Takaful awareness are tabulated in Table 4.6.5. Positive responses outnumber negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful. However, 170 respondents were unaware that Takaful is interest-free.

	Q20		
a. Television	244	g. Market or local people	175
b. Newspaper	162	h. Relatives, friends, or neighbors	272
c. Internet	270	i. Banners	279
d. social media	279	j. Agents	286
e. Radio	140	k. Corporate publicity	101
f. Magazine	44	l. Others	244

Source: Researcher(s)

Figure 4.6.1: Takaful Awareness

How did you become aware of Takaful?
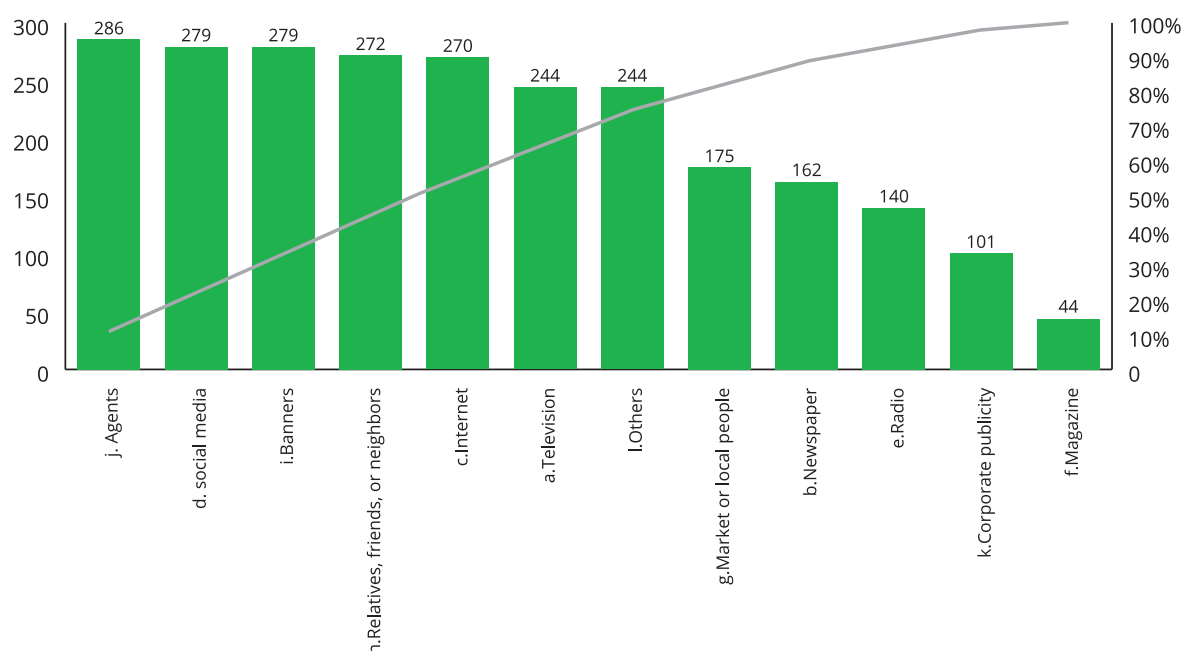
Source: Researcher(s)

Modern culture relies heavily on social media, the internet, agents, banners, television, relatives, friends, and neighbors. These five factors have a substantial impact on the consciousness and understanding of young people. Two hundred and seventy-five respondents are aware of Takaful because of the internet usage, and two hundred and seventy-nine respondents are aware of Takaful because of the use of social media. As a result of the agents, 286 respondents are familiar with Takaful insurance. In part, this is because banners are visible to 279 of those who responded. Out of three hundred and fifteen respondents, two hundred and seventy-two are aware of Takaful due to their relatives and friends.

4.6.6 TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.6 Results of Takaful Knowledge (primary survey, Borneo Region)

|	Q27	Q28	Q29	Q30
Average	0.641	0.470	0.390	0.495
Standard error	0.027	0.028	0.028	0.029
Median	1	0	0	0
Mode	1	0	0	0
Standard deviation	0.480	0.500	0.489	0.507
Sample size (n)	315	315	315	315
1. Yes	202	148	123	154
2. No	113	167	192	160

Source: Researcher(s)

(continued)

The results of Takaful knowledge are tabulated in Table 4.6.6. Negative responses predominated in all but one of the questions, showing that respondents were unfamiliar with the qualities of Takaful.

	Q31		Q32
a.Medical/Health	306	a.Weather	91
b.Life	304	b.Accidents	308
c.Motor	290	c.Theft/ burglary Physical disability	173
d.House	295	d.Physical disability	296
e.Business	188	e.Illness or health	301
f.employee benefits	188	f.Education	239
g.Investment plan	185	g.Death	304
h.Fire	227	h.Investment	281
i.Travel	199	i.Tax benefit	207
j.Education	227	j.Less financial burden	256
		k.retirement planning	274
		l.Others, Please Mention	0

Source: Researcher(s)

Figure 4.6.2: Takaful Awareness

Do you know that Takaful offers a wide choice of protection plans such as?
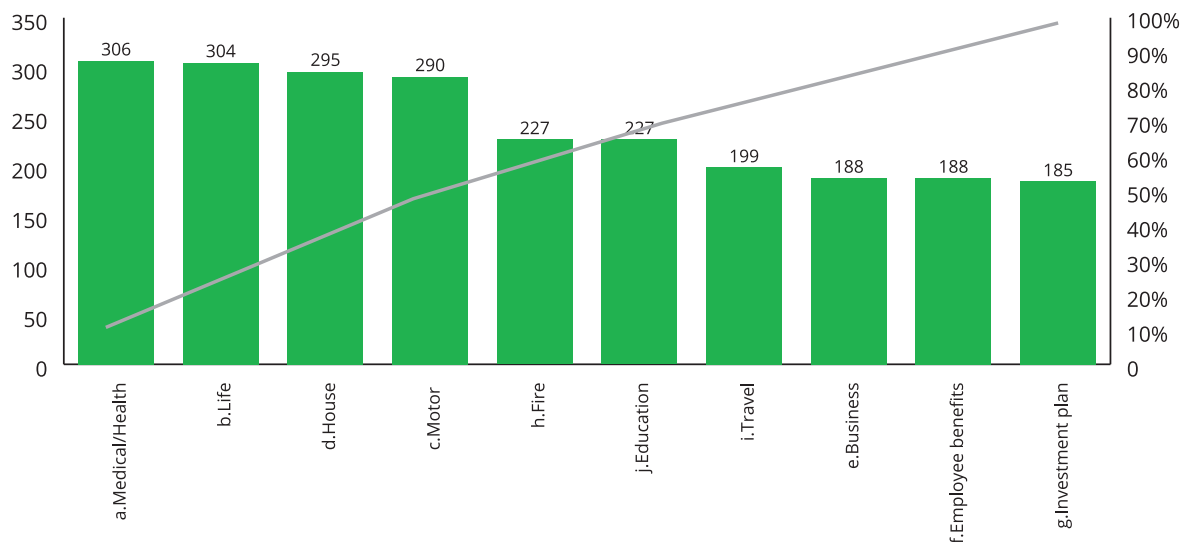
Source: Researcher(s)

Respondents are aware of the protection plans offered by Takaful providers and are familiar with the many sorts of policies that are on the market. Medical/health and life protection are the most popular options, with 306 and 304 persons, respectively, being aware of the existence of these services among the possibilities. With 290 and 295 respondents, motor coverage and home topics are nearly as well-known.

Figure 4.6.3: Why is Takaful Necessary?
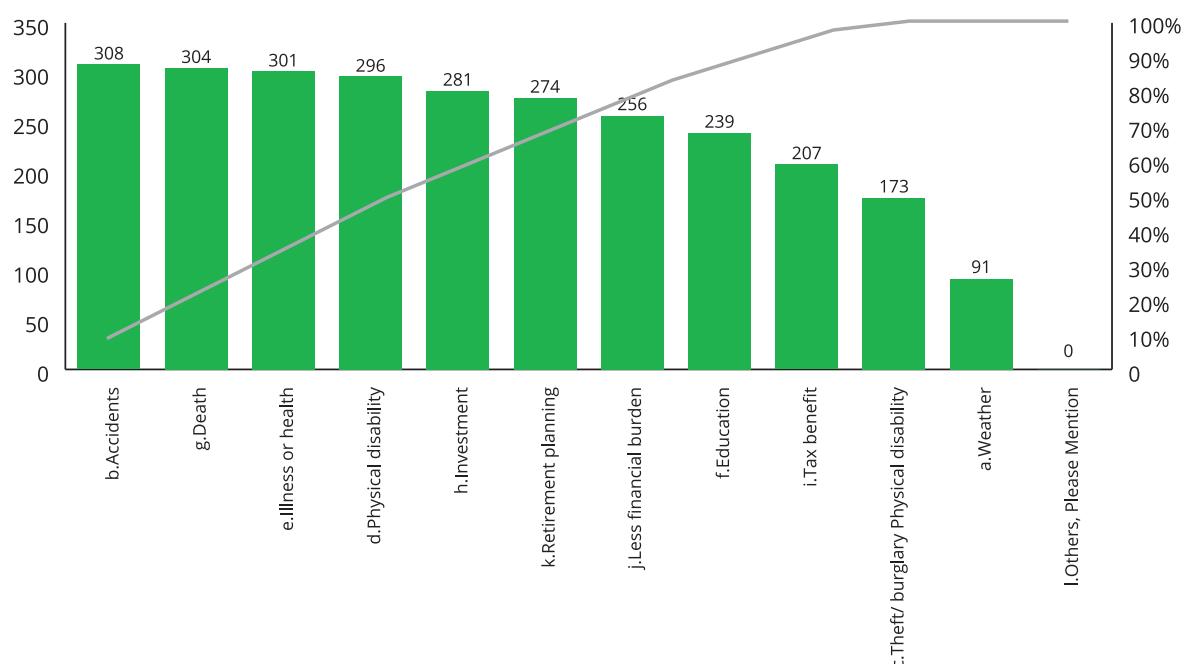
Why is Takaful necessary?

Source: Researcher(s)

All of the respondents are aware of the relevance of Takaful and recognize the reasons for its necessity in today's world. Different options were discussed, depending on how urgent the issue was at the time. The use of takaful is deemed necessary in the event of an accident (308 respondents), less financial burden (256 respondents), illness and health (301 respondents), education (239 respondents), and physical impairment (296 respondents). It is also deemed necessary in death (304 respondents) and investment (281 respondents).

4.6.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.7 Results of Determining Factors: Religion (primary survey, Borneo Region)

	Q33	Q34	Q35	Q36	Q37
Average	3.978	3.990	3.829	4.025	3.832
Standard error	0.047	0.050	0.051	0.049	0.049
Median	4	4	4	4	4
Mode	4	5	3	4	4
Standard deviation	0.827	0.883	0.911	0.870	0.863
Sample size (n)	315	315	315	315	315
Strongly Disagree	2	1	3	2	2
Disagree	2	6	12	6	8
Neutral	93	100	108	85	112
Agree	122	96	105	111	112
Strongly Agree	96	112	87	111	81

Source: Researcher(s)

Figure 4.6.4: Religion
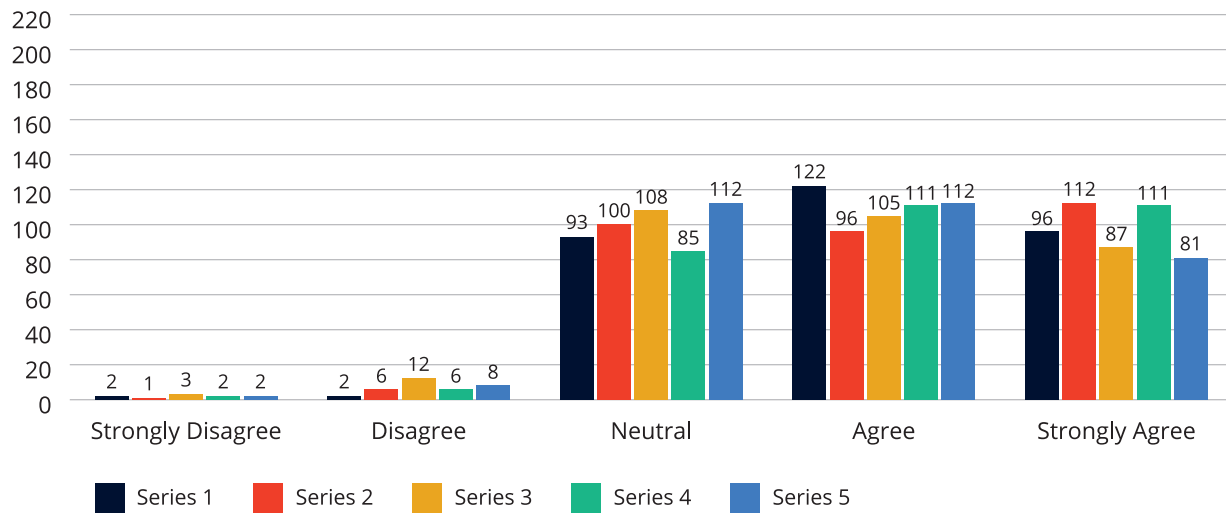
Series 1 · Series 2 · Series 3 · Series 4 · Series 5

Source: Researcher(s)

The results of determining factors (Religion) are tabulated in Table 4.6.7. Religion is one of the most potent tools we have at our hands. Almost all support was given to each of the five statements made in the poll by the vast majority of those who participated. Among these five assertions, "I chose Takaful because of its ethical and transparent nature" was the most popular response, earning a score of 122 points.

4.6.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.8 Results of Determining Factors: Social (primary survey, Borneo Region)

	Q38	Q39	Q40	Q41	Q42
Average	3.670	3.610	3.829	3.448	3.683
Standard error	0.051	0.052	0.049	0.056	0.054
Median	4	4	4	3	4
Mode	3	3	4	3	3
Standard deviation	0.902	0.922	0.868	0.987	0.955
Sample size (n)	315	315	315	315	315
Strongly Disagree	5	8	2	15	7
Disagree	15	12	9	19	14
Neutral	122	135	111	141	125
Agree	110	100	112	90	95
Strongly Agree	63	60	81	50	74

Source: Researcher(s)

Figure 4.6.5: Social
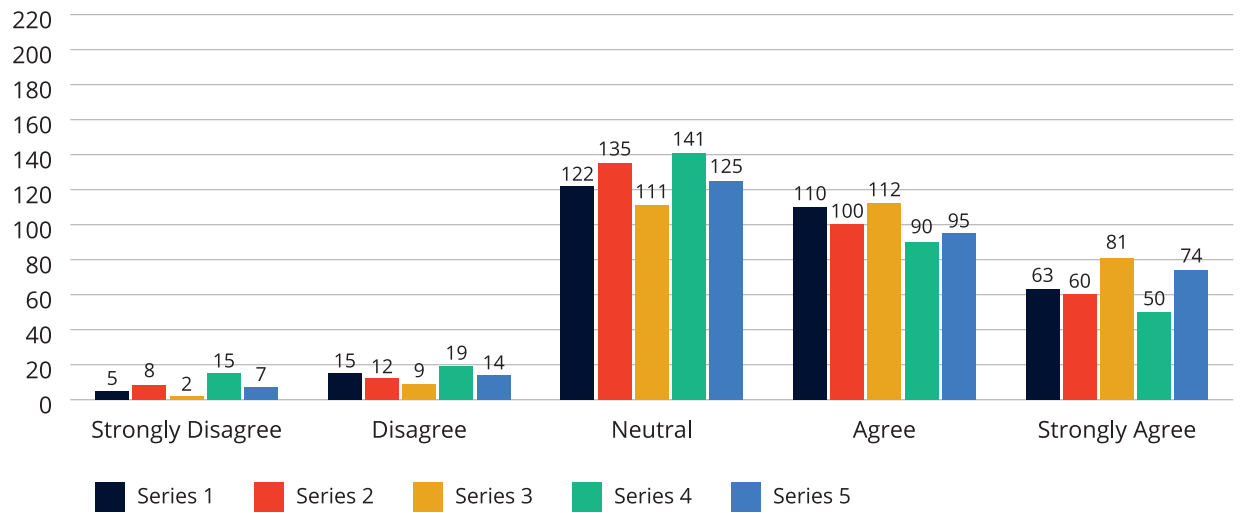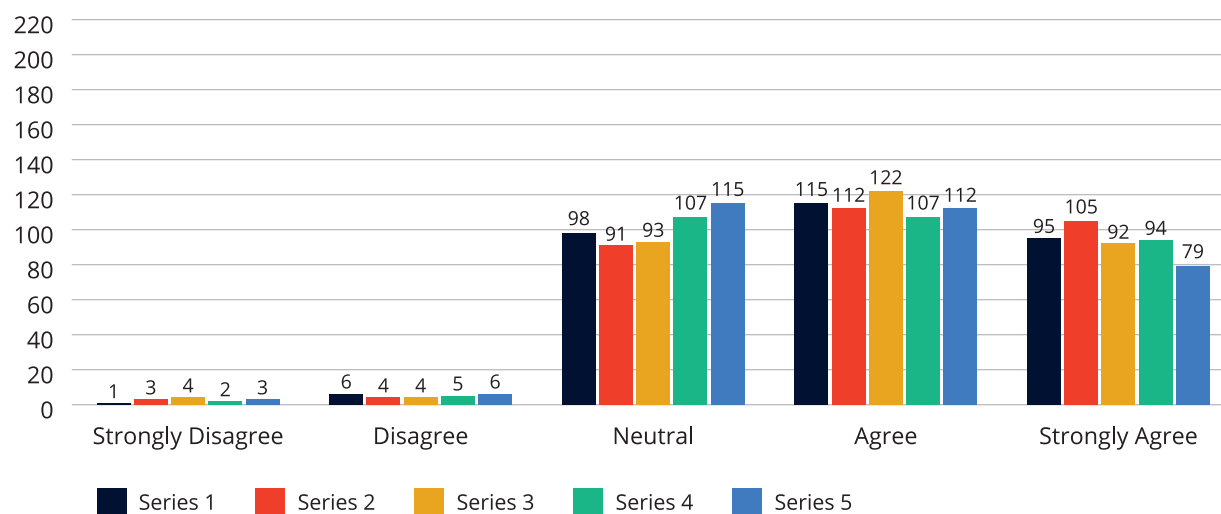

Source: Researcher(s)

The results of determining factors (Social) are tabulated in Table 4.6.8. One of the essential considerations is social responsibility when choosing a Takaful policy. When asked how they felt about each of the five items on which they were assessed, the majority of participants stated that they were indifferent. It achieved a score of 135 and was voted the most popular response in the entire survey. Among those who responded, "I chose the Takaful product after checking with my colleagues and coworkers" was the most frequently stated reason.

4.6.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.9 Results of Determining Factors: Product (primary survey, Borneo Region)

	Q43	Q44	Q45	Q46	Q47
Average	3.943	3.990	3.933	3.908	3.819
Standard error	0.048	0.049	0.049	0.049	0.049
Median	4	4	4	4	4
Mode	4	4	4	4	3
Standard deviation	0.846	0.872	0.866	0.868	0.865
Sample size (n)	315	315	315	315	315
Strongly Disagree	1	3	4	2	3
Disagree	6	4	4	5	6
Neutral	98	91	93	107	115
Agree	115	112	122	107	112
Strongly Agree	95	105	92	94	79

Source: Researcher(s)

Figure 4.6.6: Product Features
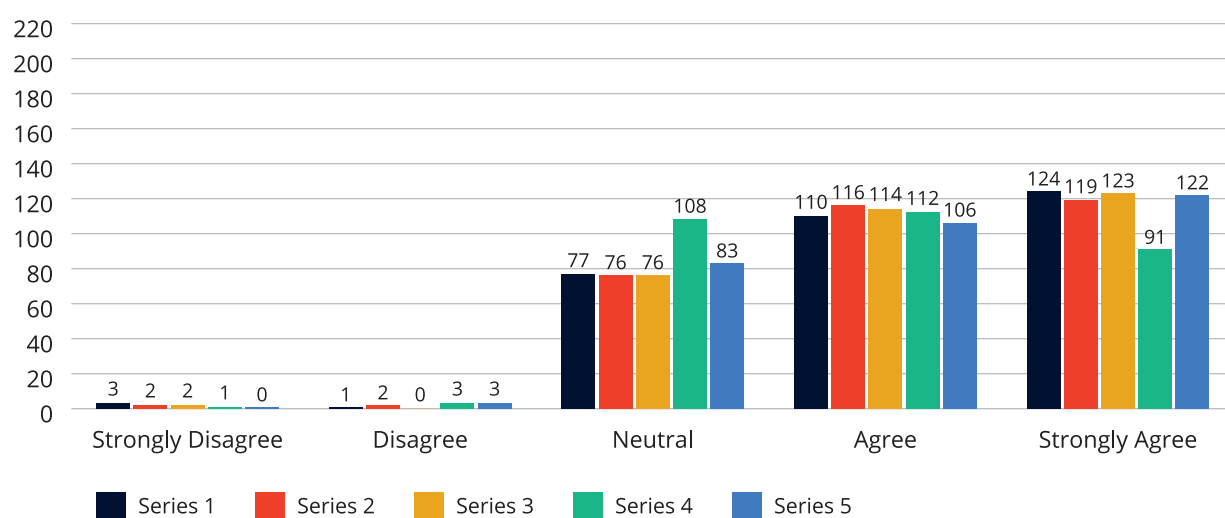

Source: Researcher(s)

The results of determining factors (Product) are tabulated in Table 4.6.9. When choosing a Takaful (Islamic insurance) policy, it is also essential to consider the product's overall quality. Five questions are posed in response to the product's attributes under examination. For the five questions, nearly all of the respondents selected an option that they agreed with or strongly agreed with, and almost all of them picked it. The findings of this survey revealed that respondents who gave the highest scores to the statement "I select the Takaful product if it is flexible enough to be customized based on my needs" obtained the highest rating in this category (122 points).

4.6.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.10. Results of Determining Factors: Service (primary survey, Borneo Region)

	Q48	Q49	Q50	Q51	Q52
Average	4.114	4.105	4.130	3.917	4.095
Standard error	0.048	0.047	0.046	0.047	0.047
Median	4	4	4	4	4
Mode	5	5	5	4	5
Standard deviation	0.852	0.832	0.821	0.833	0.843
Sample size (n)	315	315	315	315	315
Strongly Disagree	3	2	2	1	1
Disagree	1	2	0	3	3
Neutral	77	76	76	108	83
Agree	110	116	114	112	106
Strongly Agree	124	119	123	91	122

Source: Researcher(s)

Figure 4.6.7: Service Quality, Availability, and Transparency

Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.6.10. The supplier's service quality, availability, and transparency should be considered when choosing a Takaful provider. Service quality, availability, and transparency are all factors considered while evaluating a company, and the five questions are based on that. When it came to the five questions, most respondents practically agreed with their response option for essentially everyone.

This research discovered that the statement "I appreciate an online service that is open 24 hours a day, seven days a week, to manage emergencies" was true for most participants. A statistically significant margin obtained the most excellent level of acceptability among participants (124 points).

4.6.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.11. Results of Determining Factors: Marketing (primary survey, Borneo Region)

	Q53	Q54	Q55	Q56	Q57
Average	3.990	4.067	3.832	3.819	3.994
Standard error	0.047	0.046	0.049	0.049	0.047
Median	4	4	4	4	4
Mode	4	4	3	3	4
Standard deviation	0.831	0.821	0.863	0.861	0.833
Sample size (n)	315	315	315	315	315
Strongly Disagree	1	1	3	3	1
Disagree	3	1	3	4	2
Neutral	95	87	121	120	98
Agree	115	113	105	108	111
Strongly Agree	101	113	83	80	103

Source: Researcher(s)

Figure 4.6.8: Marketing
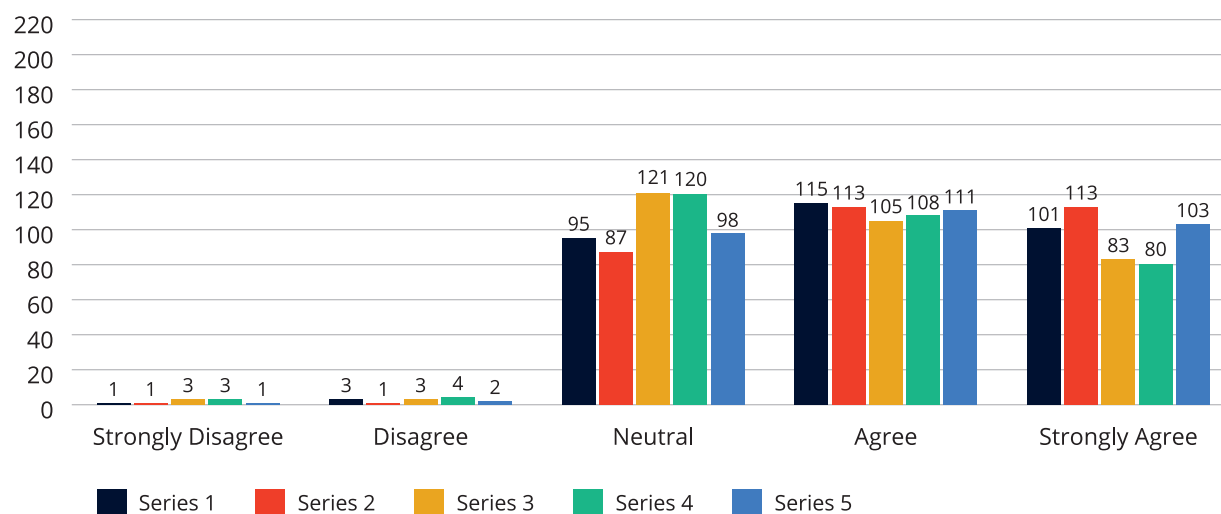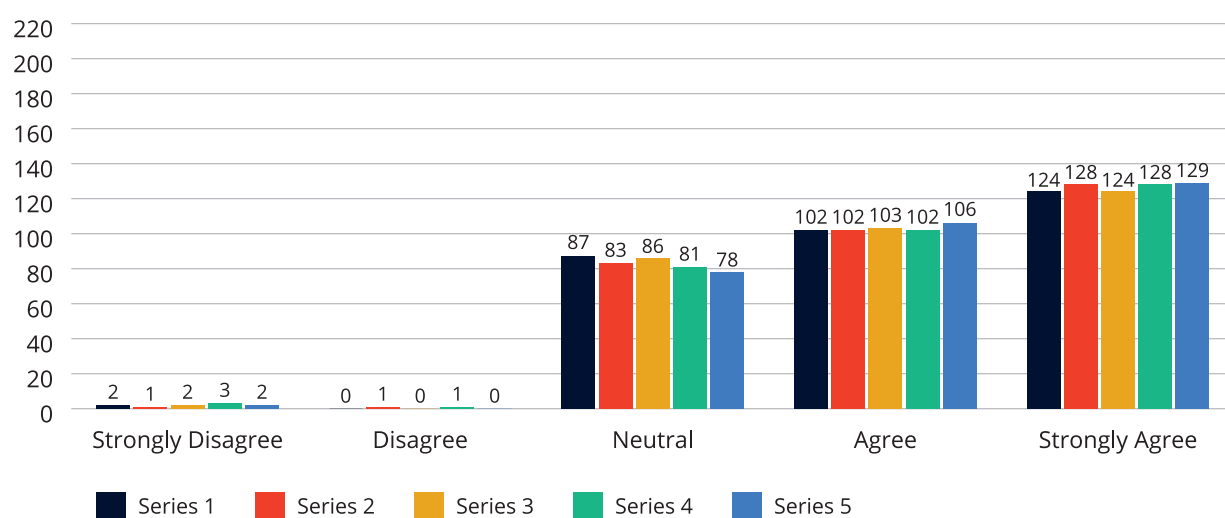

Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 4.6.11. When choosing a Takaful policy, one of the most crucial factors to consider is the company's marketing approach. The evaluation will be completed if all five questions based on marketing aspects taken into consideration as part of the evaluation procedure have been satisfactorily responded to. Each of the five questions received an overwhelming majority of responses that were either agreed or strongly agreed with their answers, indicating the vast majority of all possible replies. People who participated in this survey gave the most favorable responses to the statement "I purchase the Takaful product if the pamphlets include accurate, readable, and engaging information," was rewarded with the highest level of approval from individuals who took part in the survey, according to the findings (115 points).

4.6.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.12. Results of Determining Factors: Agents (primary survey, Borneo Region)

	Q58	Q59	Q60	Q61	Q62
Average	4.098	4.127	4.102	4.114	4.143
Standard error	0.048	0.047	0.048	0.049	0.047
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.848	0.835	0.846	0.867	0.834
Sample size (n)	315	315	315	315	315
Strongly Disagree	2	1	2	3	2
Disagree	0	1	0	1	0
Neutral	87	83	86	81	78
Agree	102	102	103	102	106
Strongly Agree	124	128	124	128	129

Source: Researcher(s)

Figure 4.6.9: Agent's Characteristics
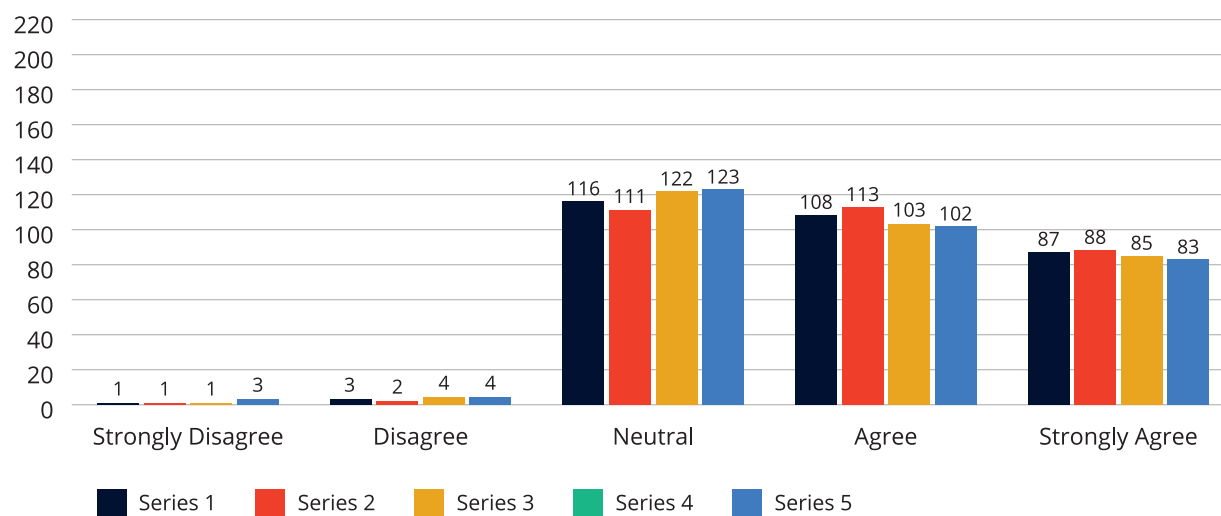

Source: Researcher(s)

The results of determining factors (Agents) are tabulated in Table 4.6.12. Choosing a Takaful coverage through a Takaful agent or broker is one of the most significant considerations when purchasing a Takaful policy. Five questions have been formulated and must be answered. Every response option in each of the five survey questions was highly agreed upon by the overwhelming majority of respondents, which matched the overwhelming majority of responses across the whole poll. This study discovered that the statement "I choose Takaful products if the agents are accountable" received the highest degree of acceptance from those who took part in the survey (129 points). Also, it should be emphasized that all of the assertions that follow have been given the second-highest possible score (128). "I purchase Takaful if the agent is ethical and honest" and "I prefer the Takaful product if the agents have in-depth knowledge of the product."

4.6.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.13. Results of Determining Factors: Willingness (primary survey, Borneo Region)

	Q63	Q64	Q65	Q66
Average	3.879	3.905	3.848	3.819
Standard error	0.047	0.046	0.048	0.049
Median	4	4	4	4
Mode	3	4	3	3
Standard deviation	0.836	0.824	0.846	0.872
Sample size (n)	315	315	315	315
Strongly Disagree	1	1	1	3
Disagree	3	2	4	4
Neutral	116	111	122	123
Agree	108	113	103	102
Strongly Agree	87	88	85	83

Source: Researcher(s)

Figure 4.6.10: Willingness to Adopt Takaful

Source: Researcher(s)

The results of determining factors (Willingness) are tabulated in Table 4.6.13. As demonstrated by the 87 respondents who agreed with this position, presuming they had a correct understanding of insurance, they would prefer to renounce conventional insurance to embrace Takaful instead. When it comes to a sense of what Takaful is and whether or not it is correct, 88 respondents said they would prefer not to use conventional insurance. "I will adopt (participate in) Takaful based on my existing understanding of conventional insurance and Takaful," according to 85 out of 315 participants who responded to the survey question. Eighty-three respondents to the study stated that they would consider switching from conventional insurance to Takaful if they knew the differences between the two types of insurance.

4.6.14 DETERMINING FACTORS: DELAY (Q67-Q66 IN THE PRIMARY SURVEY: BORNEO REGION)

Table 4.6.14. Results of Determining Factors: Delay (primary survey, Borneo Region)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	0.768	0.883	0.800	0.778	0.851	0.838	0.895	0.835
Standard error	0.024	0.018	0.023	0.023	0.020	0.021	0.017	0.021
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	315	315	315	315	315	315	315	315
Yes	242	278	252	245	268	264	282	263
No	73	37	63	70	47	51	33	52

Source: Researcher(s)

The results of determining factors (Delay) are tabulated in Table 4.6.14. It is determined from the answers to the eight questions why people are not participating in Takaful or what causes are forcing them to delay their involvement. A total of 73 respondents out of 315 respondents believe that Takaful is not a viable alternative to conventional insurance. According to 70 respondents, Takaful does not cover the same risks as conventional insurance. On the other hand, Takaful has been deemed Shariah-compliant by 278 respondents out of 315 who have responded.

Part Five
FINDINGS (COMPILATION OF ALL REGIONS)

5.1 RESPONDENTS' BACKGROUNDS (Q1-Q8 IN PRIMARY SURVEYS: WHOLE REGIONS)

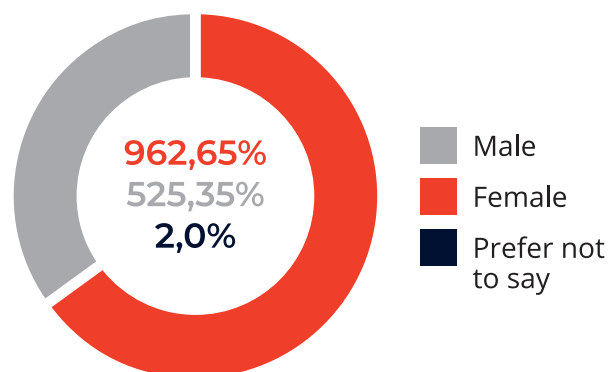**Table 5.1. Descriptive statistics of respondents' background (primary survey, whole regions)**

	1 Gender		**2 Age**		**3 Marital**		**4 Ethnicity**	
Average		1.649		2.032		1.123		1.866
Standard error		0.012		0.027		0.009		0.016
Median		2		2		1		2
Mode		2		2		1		2
Standard deviation		0.480		1.050		0.328		0.629
Sample size (n)		1489		1489		1489		1489
	1. Male	525	1. 18-20	488	1. Single	1306	1. Bumiputera	319
	2. Female	962	2. 21-25	700	2. Married	183	2. Malays	1114
	3. Prefer not to say	2	3. 26-30	143			3. Chinese	19
			4. 31-35	82			4. Indians	11
			5. 36-40	76			5. Others	26

Source: Researcher(s)

(continued)

	5 Religion		**6 Education**		**7 Occupation**		**8 Salary**	
Average		1.192		3.638		4.080		5.281
Standard error		0.015		0.022		0.041		0.035
Median		1		4		5		6
Mode		1		4		5		6
Standard deviation		0.596		0.841		1.596		1.364
Sample size (n)		1489		1489		1489		1489
	1.Muslim	1343	1.Non-Tertiary	10	1.Private sector	236	1.Above RM5000	70
	2.Buddhist	14	2.High school/ SPM	154	2.Government sector	100	2.4000-4999	37
	3.Christianity	125	3. College	343	3.Self-employed	77	3.3000-3999	70
	4.Hindus	6	4. Bachelor	868	4. Housewife	20	4.2000-2999	101
	5.Others	1	5. Master	86	5. Students	1008	5.1000-1999	160
			6. PhD	28	6. Unemployed	48	6. Less than 1000	1051

Source: Researcher(s)

Figure 5.1: Gender

962,65%
525,35%
2,0%

Male
Female
Prefer not to say

Source: Researcher(s)

The primary questionnaire sampled 1489 respondents from the Northern, Central, Southern, Eastern, and Borneo regions. The questionnaire was divided into six sections and contained 110 questions. The first eight questions inquired about respondents' backgrounds. The first question is gender; it includes three options and the percentages of respondents who chose 1. Male, 2. Female, and 3. I prefer not to say. The respondents who participated in this survey were 525 (35 percent), 962 (65 percent), and 2, respectively, indicating that the proportion of women was higher than that of men.

Figure 5.2: Age

700,48%
488,33%
143,10%
76,5%
82,5%

18-20
21-25
26-30
31-35
36-40

Source: Researcher(s)
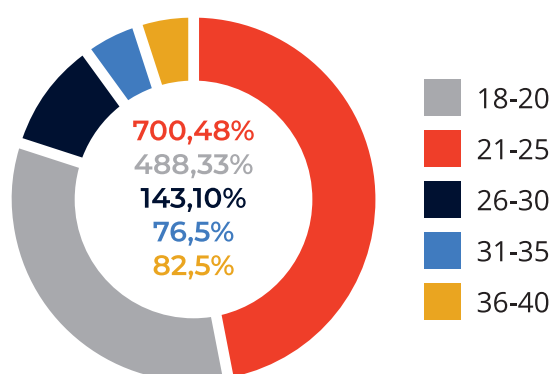
The second question regarding age is divided into five categories: Respondents who selected 1. 18-20, 2. 21-25, 3. 26-30, 4. 31-35, and 5. 36-40. According to the results, the respondents who participated in this survey were 488, 700, 143, 82, and 76 in each of the five categories. An exceptionally substantial proportion of respondents in the second 21-25 age group took part in the primary poll, although respondents from all other age groups were included.

Figure 5.3: Marital Status

1306,88%
183,12%

Single
Married

Source: Researcher(s)
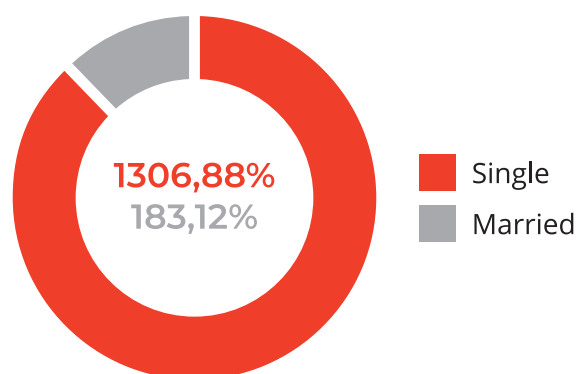
The third question, which asks about marital status, has two options, and the number of respondents selected 1. Single (including widows and divorcees) and 2. Married. The respondents who participated in this survey were 1306 (88 percent) were single, while 183 (12 percent) were married, showing that singles constitute a significant majority.

Figure 5.4: Ethnicity
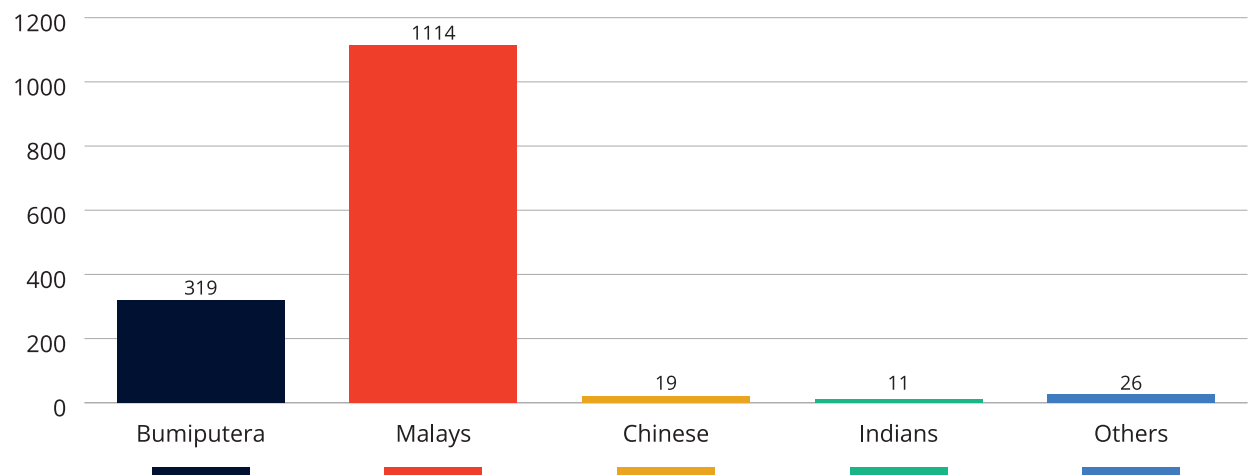
Source: Researcher(s)

There are five options for the fourth question, which is ethnicity. The number of respondents who selected 1. Bumiputera, 2. Malays, 3. Chinese, 4. Indians, and 5. Others. According to the results, the respondents who participated in this survey were 319, 1114, 19, 11, and 26, respectively, with Malays having the highest rate among the other categories.

Figure 5.5: Religion
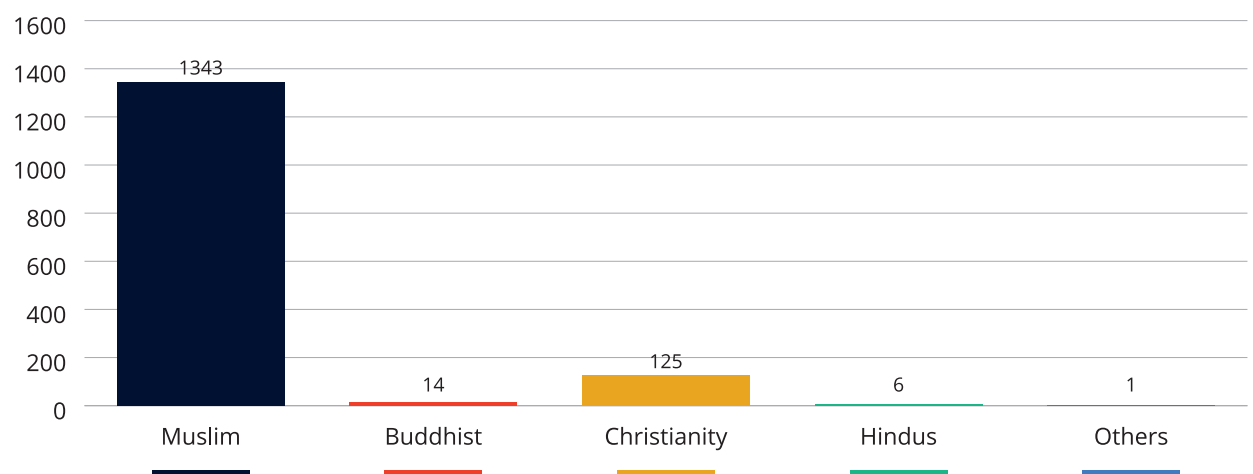
Source: Researcher(s)

The fifth question, which is about religion, had five options, and the number of respondents who selected 1. Muslim, 2. Buddhist, 3. Christianity, 4. Hindus, and 5. Others. The respondents who participated in this survey were 1343, 14, 125, 6, and 1 for each option, respectively. As a result, the vast majority of responders were Muslims.

Figure 5.6: Education
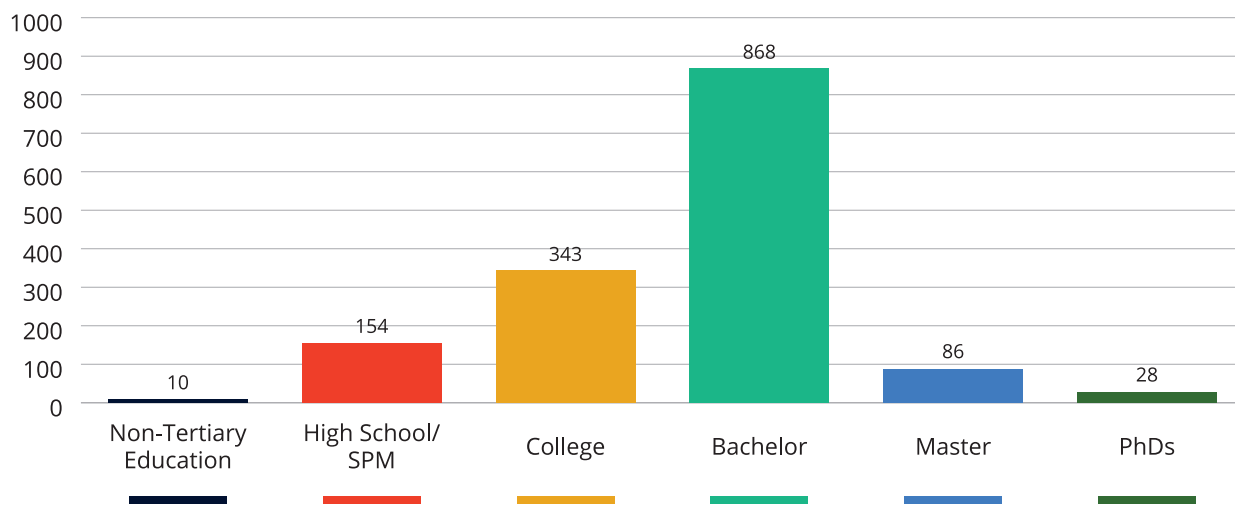
Source: Researcher(s)

The sixth question about education has six options and the number of respondents who chose 1. Non-Tertiary Education, 2. High school/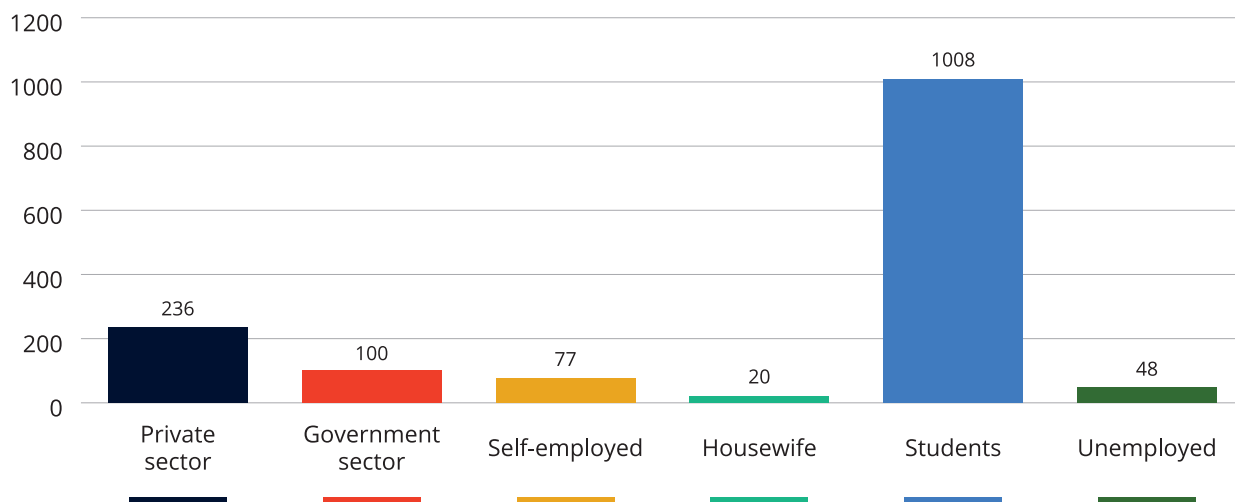SPM, 3. College, 4. Bachelor, 5. Master, and 6. PhDs. The respondents who participated in this survey were 10, 154, 343, 868, 86, and 28, respectively, indicating that most respondents obtained Bachelor's degrees.

Figure 5.7: Occupation

Source: Researcher(s)

The seventh is about occupation, which has six options. The number of respondents chose 1. the private sector, 2. the government sector, 3. the self-employed, 4. the housewife, 5. students, and 6. the unemployed. The respondents who participated in this survey were 236, 100, 77, 20, 1008, and 48, respectively, indicating that the proportion of students is high.

Figure 5.8: Salary
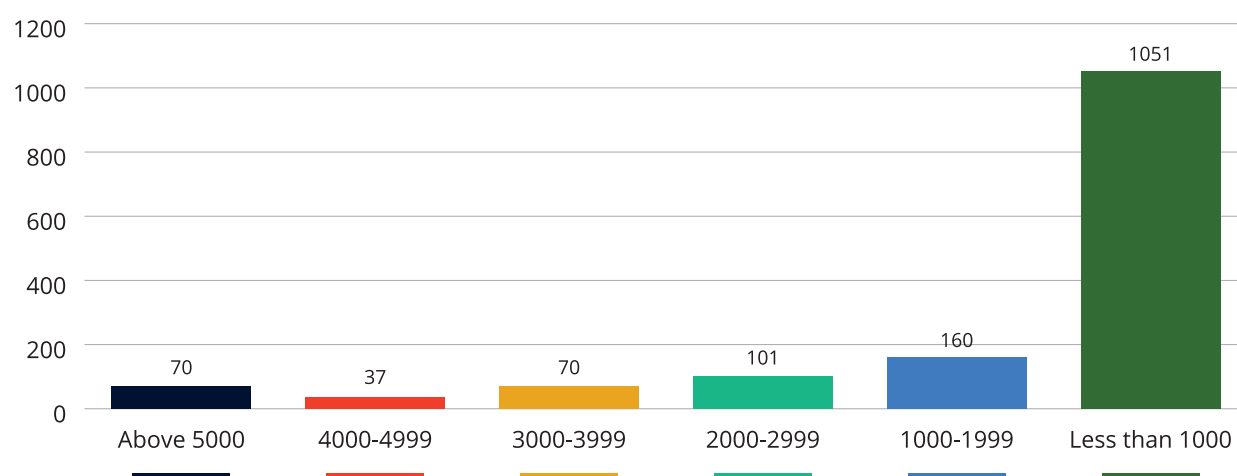
Source: Researcher(s)

Finally, the eight-question is Salary consists of 6 choices, and the number of respondents selected 1. above RM 5000, 2. RM 4000-4999, 3. RM 3000-3999, 4. RM 2000-2999, 5. RM 1000-1999, and 6. Less than RM 1000 were 70, 37,70,101, 160, and 1051. Among the choices who earn less than RM 1000 were the highest number.

5.2 SOURCES OF TAKAFUL INFORMATION (Q9 IN PRIMARY SURVEYS: WHOLE REGIONS)

The results of Takaful information sources are tabulated in Table 5.2.

Table 5.2. Sources of Takaful information (primary survey, whole regions)

	9.1 Mass Media		9.2. Social Media		9.3. Others	
	1.1 Television	1.2 Newspaper/ Magazine/ Brochure	2.1 Company's web site	2.2 SNS: Instagram/ Twitter/ Facebook etc	3.1 Information from friends	3.2 Information from family members
Average	2.160	1.892	2.444	3.095	2.621	2.603
Standard error	0.031	0.027	0.034	0.036	0.034	0.034
Median	2	2	2	3	2	2
Mode	1	1	2	2	2	2
Standard deviation	1.206	1.034	1.297	1.396	1.294	1.310
Sample size (n)	1489	1489	1489	1489	1489	1489
1. Often	558	679	438	217	354	363
2. Sometimes	470	458	439	399	427	440
3. Regularly	216	226	267	236	282	271
4. Usually	155	86	203	300	281	255
5. Always	90	40	142	337	145	160

Source: Researcher(s)

Figure 5.9: Sources of Takaful Information
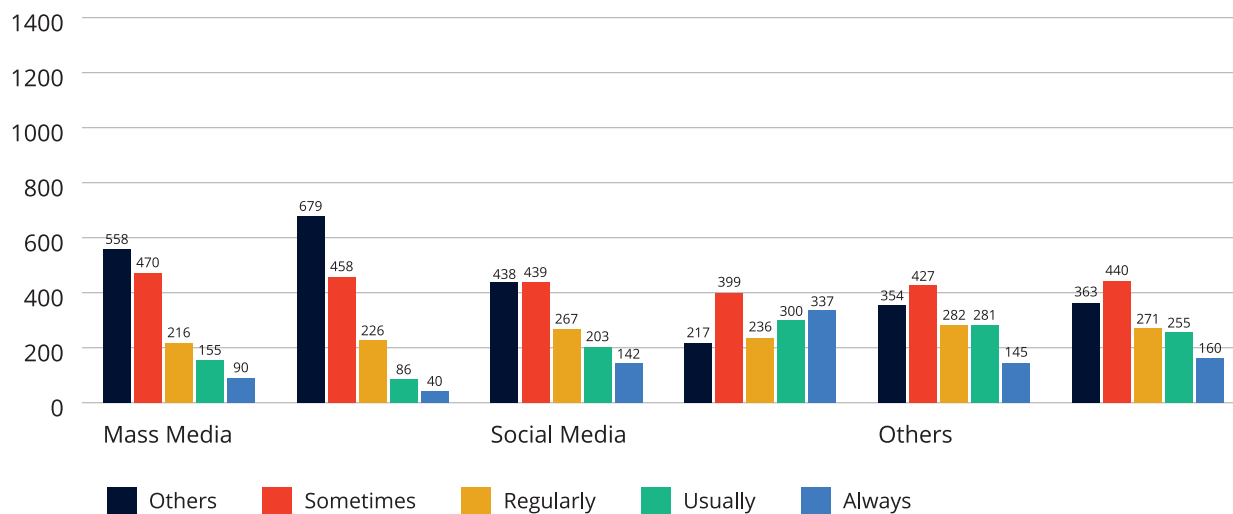
Source: Researcher(s)

There are two ways to obtain the information regarding the mass media: television and newspaper/magazine/broacher, Television and Newspaper consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always. The respondents who participated in this survey were 558, 470, 216, 155, and 90, respectively. Newspaper/magazine/broacher 679, 458, 226, 86 and 40 respectively.

There are two ways to obtain information regarding social media, such as the company's website and SNS: Instagram/ Twitter/ Facebook, etc. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 5. Always. The respondents who participated in this survey were 438, 439, 267, 203, and 142. SNS: Instagram/ Twitter/ Facebook etc. were 217, 399, 236, 300 and 337 respectively.

It concerned other two ways to obtain the information, such as the information from friends and family members. Both consist of 5 choices and the number of respondents who selected 1. Often, 2. sometimes, 3. Regularly, 4. Usually and 3. Always. The respondents who participated in this survey were 354, 427, 282, 281, and 145. Information from family members was 363, 440, 271, 255, and 160.

5.3 INSURANCE AWARENESS (Q10-Q15 IN PRIMARY SURVEYS: WHOLE REGIONS)

The results of conventional insurance awareness are tabulated in Table 5.3.

Table 5.3 Results of Insurance Awareness (primary survey, whole region)

	Q10	Q11	Q12	Q13	Q14	Q15
Average	0.447	0.547	0.537	0.582	0.496	0.546
Standard error	0.013	0.013	0.013	0.013	0.013	0.013
Median	0	1	1	1	0	1
Mode	0	1	1	1	0	1
Standard deviation	0.497	0.498	0.499	0.493	0.500	0.498
Sample size (n)	1489	1489	1489	1489	1489	1489
1. Yes	665	814	799	866	739	813
2. No	824	675	690	623	750	676

Source: Researcher(s)

Figure 5.10: Insurance Awareness
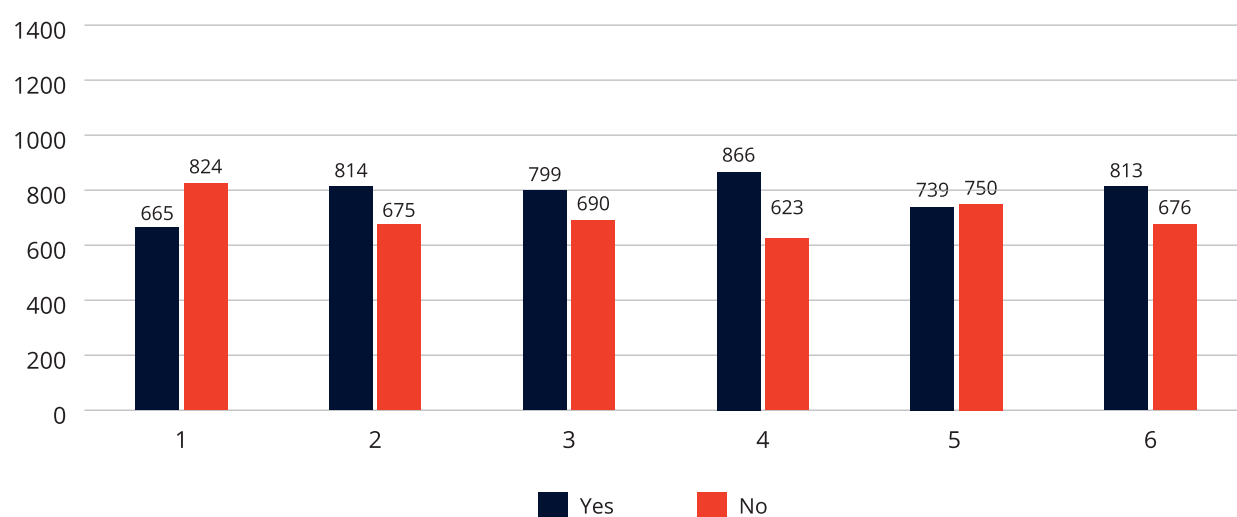
Source: Researcher(s)

Insurance Awareness (Q10-Q15)

In terms of insurance awareness, most respondents are aware of insurance and its qualities, except for two responses that do not. The negative answers are the following: "Are you familiar with the concept of conventional insurance?" and "are you aware that conventional insurance practices include an element of gambling?".

5.4 INSURANCE KNOWLEDGE (Q16-Q18 IN THE PRIMARY SURVEY: WHOLE REGIONS)

The results of insurance knowledge are tabulated in Table 5.4.

Table 5.4 Results of Insurance Knowledge (primary survey, whole region)

	Q16	Q17		Q18
Average	0.614	0.815		3.138
Standard error	0.013	0.010		0.032
Median	1	1		4
Mode	1	1		4
Standard deviation	0.487	0.389		1.234
Sample size (n)	1489	1489		1489
1. Yes	914	1213	1. For rich	296
2. No	575	276	2. For the middle class	157
			3. For poor	81
			4. For everyone	955

Source: Researcher(s)

Figure 5.11: Insurance as a Risk Management
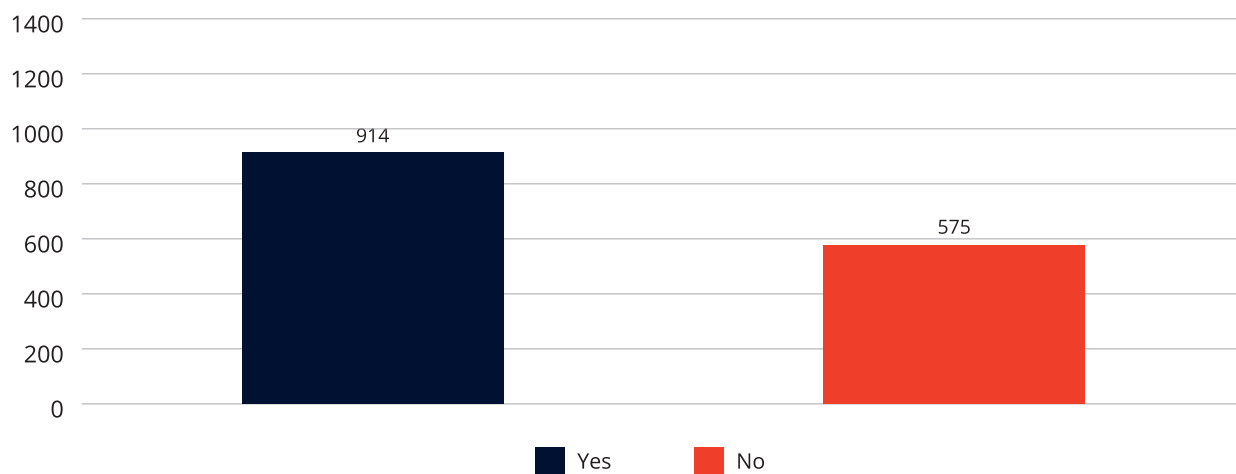
Source: Researcher(s)

Conventional insurance is a risk management tool commonly utilized in the financial industry. Nine hundred and fourteen respondents to the poll (914) agreed that insurance is the most effective risk mitigation tool available.

Figure 5.12: Conventional Insurance Should Take Ethical Values into Account
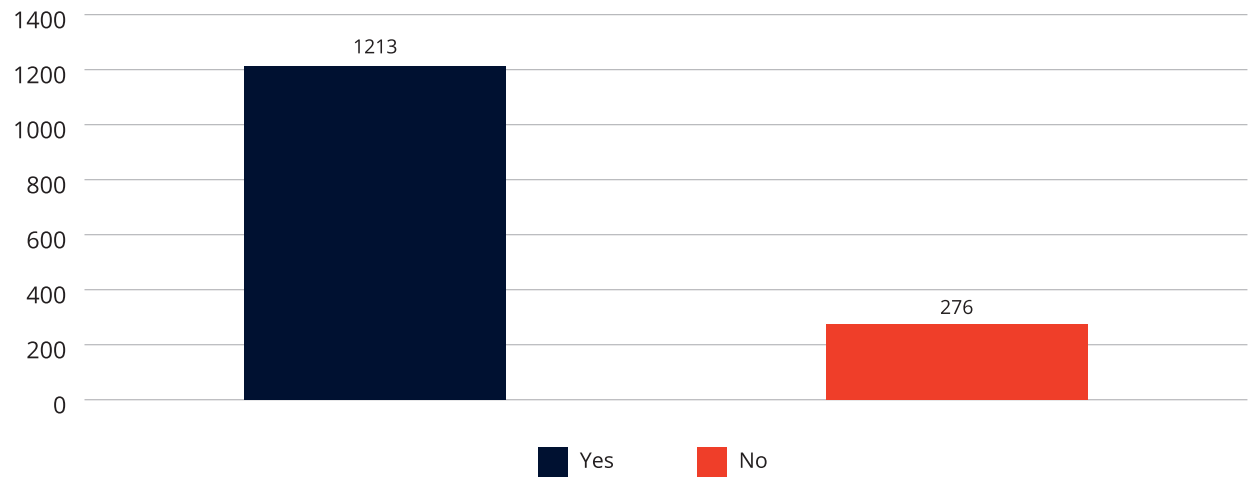
Source: Researcher(s)

Most respondents pay attention to ethical value, with 1213 respondents believing insurance companies should consider it.

Figure 5.13: Which Group of people should have Insurance
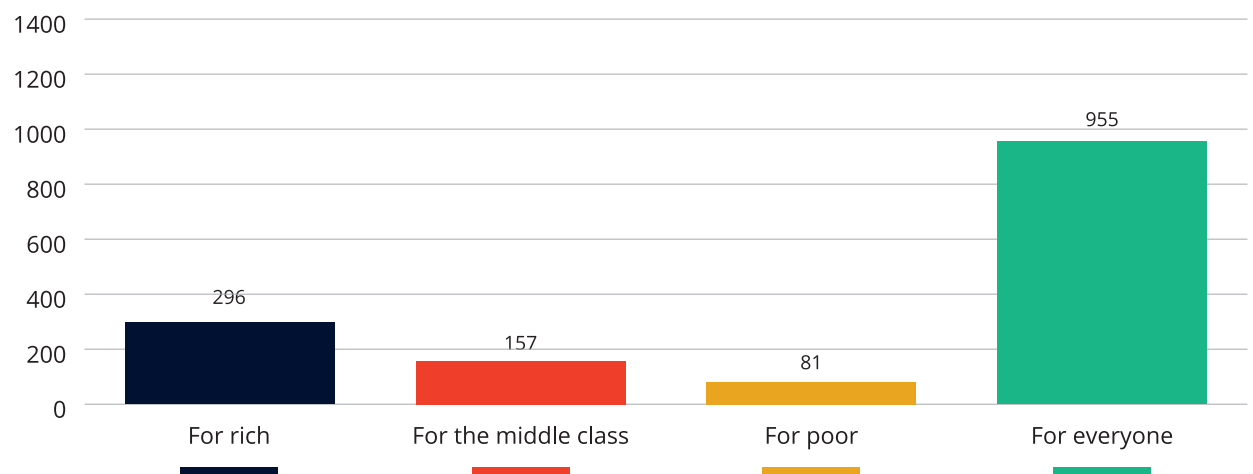
Source: Researcher(s)

Insurance plays a critical part in the functioning of society. Everyone is in desperate need of it. The following is a response to the question, "Which category of people do you believe ought to have conventional insurance?" The majority of those who answered the survey felt that insurance is vital for everyone.

5.5 TAKAFUL AWARENESS (Q19-Q26 IN THE PRIMARY SURVEY: WHOLE REGIONS)

The results of Takaful awareness are tabulated in Table 5.5

Table 5.5. Results of Takaful Awareness (primary survey, whole regions)

	Q19	Q21	Q22	Q23	Q24	Q25	Q26
Average	0.735	0.590	0.672	0.763	0.762	0.666	0.747
Standard error	0.011	0.013	0.012	0.011	0.011	0.012	0.011
Median	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1
Standard deviation	0.441	0.492	0.470	0.425	0.426	0.472	0.435
Sample size (n)	1489	1489	1489	1489	1489	1489	1489
1. Yes	1095	878	1001	1136	1134	992	1113
2. No	394	611	488	353	355	497	376

Source: Researcher(s)

(continued)

	Q20		
a. Television	680	**g. Market or local people**	581
b. Newspaper	404	**h. Relatives, friends, or neighbors**	1012
c. Internet	973	**i. Banners**	501
d. social media	1030	**j. Agents**	1124
e. Radio	335	**k. Corporate publicity**	234
f. Magazine	187	**l. Others**	22

Source: Researcher(s)

Figure 5.14: Takaful Awareness
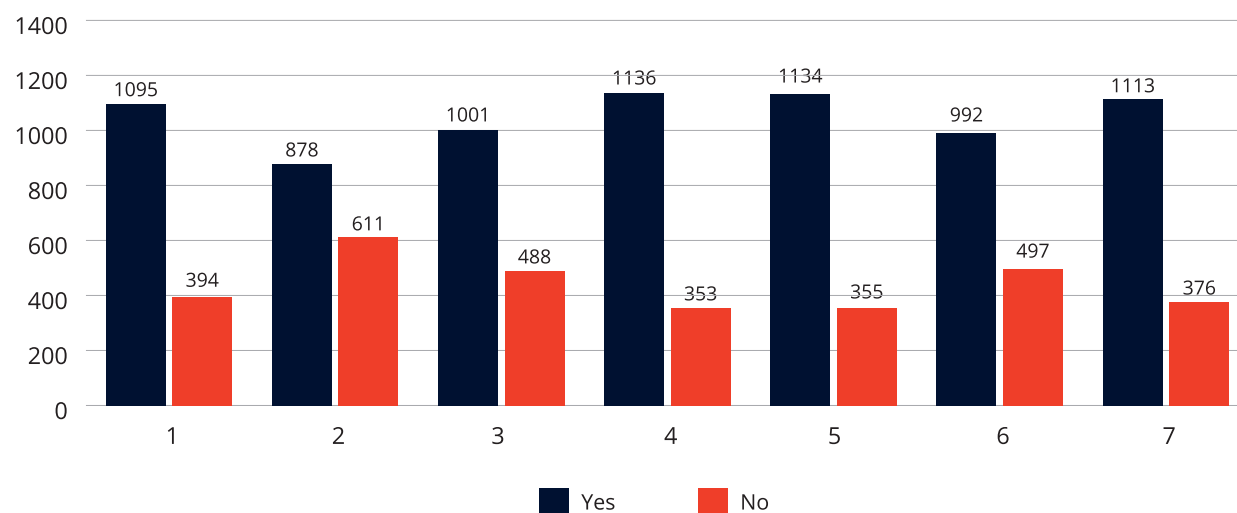
Source: Researcher(s)

Eight questions were designed to draw attention to Takaful. Respondents comprehend the qualities of Takaful and are aware of Takaful in all circumstances, as evidenced by the overwhelming majority of affirmative responses to all questions.

Figure 5.15: Takaful Awareness

How did you become aware of Takaful?
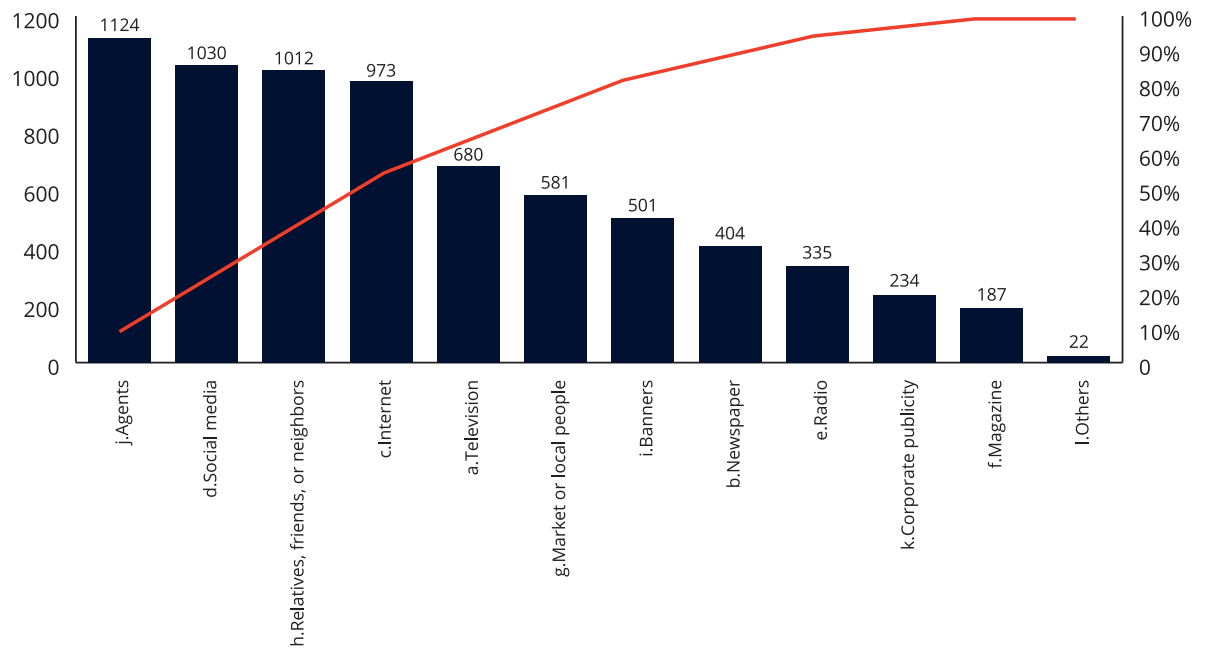
Source: Researcher(s)

Agents, social media, family, friends, neighbors, and the internet and television strongly depend on contemporary society. 6 factors have a substantial impact on the consciousness and understanding of young people. Among those aware of Takaful, 1124 say it is because of agents. 1030 says it is because of social media. One thousand twelve say they know relatives, friends, or neighbors. Aside from that, 973 respondents are aware of Takaful because they have used the internet, while 688 respondents are aware of Takaful because they have watched television. The fact that other categories such as markets and banners have an effect is also observed.

5.6. TAKAFUL KNOWLEDGE (Q27-Q32 IN THE PRIMARY SURVEY: WHOLE REGIONS)

The results of Takaful knowledge are tabulated in Table 5.6.

Table 5.6. Results of Takaful Knowledge (primary survey, whole regions)

	Q27	Q28	Q29	Q30
Average	0.805	0.627	0.582	0.621
Standard error	0.010	0.013	0.013	0.013
Median	1	1	1	1
Mode	1	1	1	1
Standard deviation	0.397	0.484	0.493	0.487
Sample size (n)	1489	1489	1489	1489
1. Yes	1198	933	867	922
2. No	291	556	622	566

Source: Researcher(s)

(continued)

	Q31		Q32
a.Medical/Health	1400	**a.Weather**	548
b.Life	1369	**b.Accidents**	1282
c.Motor	1190	**c.Theft/ burglary Physical disability**	908
d.House	1056	**d.Physical disability**	1180
e.Business	772	**e.Illness or health**	1200
f.Employee benefits	729	**f.Education**	989
g.Investment plan	790	**g.Death**	1155
h.Fire	971	**h.Investment**	885
i.Travel	815	**i.Tax benefit**	768
j.Education	877	**j.Less financial burden**	882
		k.retirement planning	774
		l.Others, Please Mention	11

Source: Researcher(s)

Figure 5.16: Takaful Knowledge
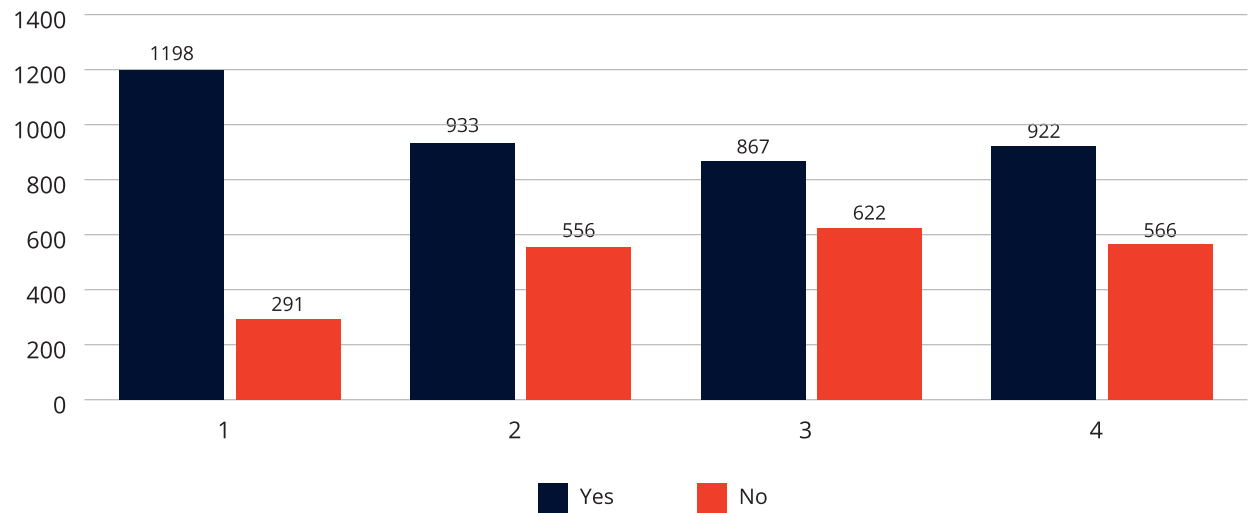
Positive responses outnumber negative responses in all questions, indicating that respondents are familiar with the attributes of Takaful. The vast majority of those who responded were well-versed in Takaful knowledge.

Figure 5.17: Takaful Offers a Wide Choice of Protection

Do you know that Takaful offers a wide choice of protection plans such as?
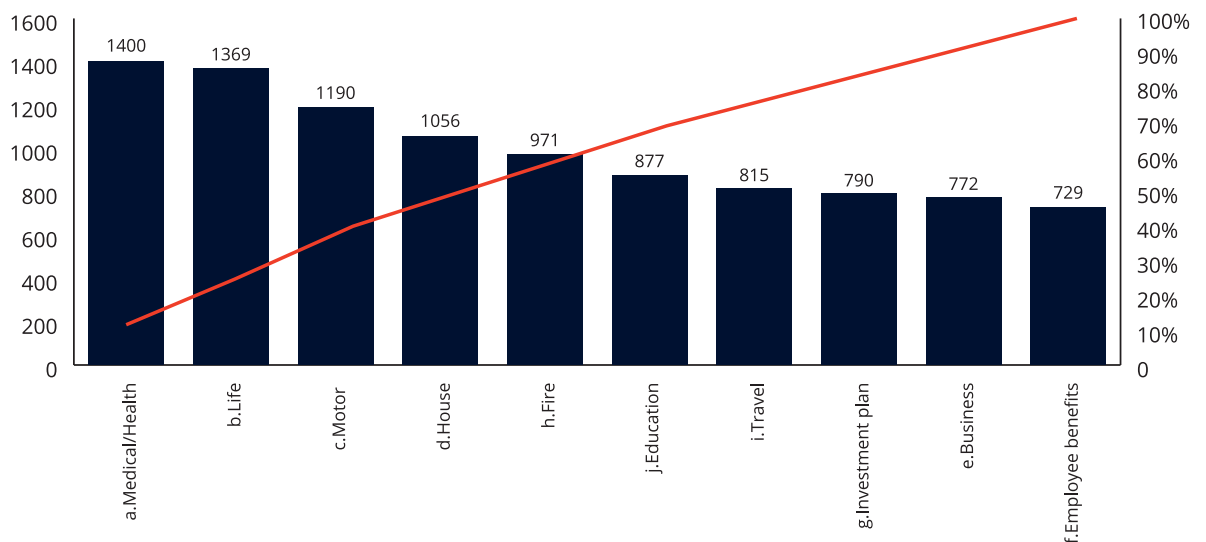
Respondents are aware of the protection plans given by Takaful providers and are conversant with the many types of protection plans accessible to them. Medical/health and life insurance are the most popular options, with 1400 and 1369 persons knowing about these services, respectively. Motor policy and house are well-known, with 1190 and 1056 respondents, respectively.

Figure 5.18: Why is Takaful Necessary?
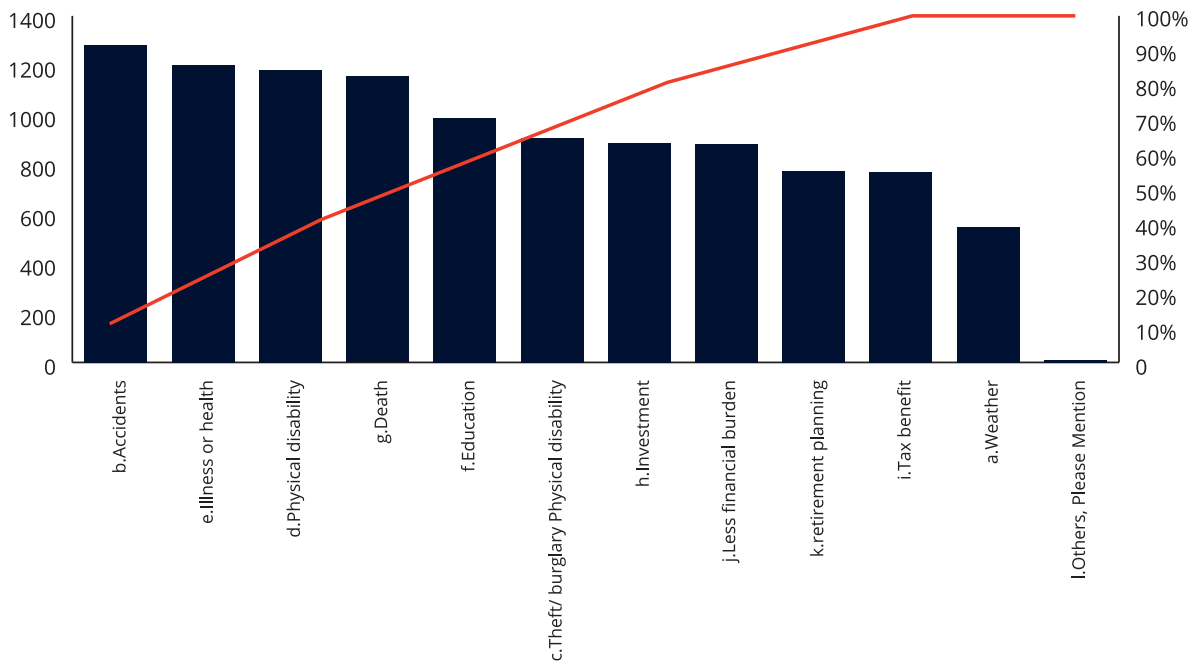
Why is Takaful necessary?

Source: Researcher(s)

All of the respondents are aware of the relevance of Takaful and recognize the reasons for its necessity in today's world. Different options were discussed, depending on how urgent the issue was at the time. Takaful is regarded as necessary in the event of an accident (1282 respondents), disease and health (1200 respondents), physical incapacity (1180 respondents), death (1155 respondents), education (989 respondents), and theft (908 respondents).

5.7 DETERMINING FACTORS: RELIGION (Q33-Q37 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.7 Results of Determining Factors: Religion (primary survey, whole regions)

	Q33	Q34	Q35	Q36	Q37
Average	4.285	4.340	4.156	4.319	4.120
Standard error	0.022	0.022	0.024	0.022	0.024
Median	5	5	4	5	4
Mode	5	5	5	5	5
Standard deviation	0.851	0.847	0.912	0.854	0.913
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	11	10	12	11	14
Disagree	18	19	38	24	27
Neutral	267	250	335	243	377
Agree	432	386	425	412	420
Strongly Agree	761	824	679	799	651

Source: Researcher(s)

Figure 5.19: Religion

Source: Researcher(s)

The results of determining factors (Religion) are tabulated in Table 5.7. When choosing Takaful, religion is one of the most powerful tools available. The significant majority of respondents, who agreed with each of the five statements made in the survey, gave overwhelming support to each of the five questions posed. "I choose Takaful since it is religiously permissible," says the most common response among these five statements, earning a score of 824.

5.8 DETERMINING FACTORS: SOCIAL (Q38-Q42 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.8 Results of Determining Factors: Social (primary survey, whole regions)

	Q38	Q39	Q40	Q41	Q42
Average	3.819	3.800	3.973	3.531	3.726
Standard error	0.028	0.026	0.025	0.031	0.031
Median	4	4	4	4	4
Mode	5	4	5	3	5
Standard deviation	1.065	1.010	0.953	1.187	1.179
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	50	40	26	113	98
Disagree	99	83	54	132	105
Neutral	406	449	378	487	391
Agree	450	480	507	366	408
Strongly Agree	484	437	524	391	487

Source: Researcher(s)

Figure 5.20: Social

Source: Researcher(s)

The results of determining factors (Social) are tabulated in Table 5.8. One of the most critical considerations is social when deciding on a Takaful policy. When asked how they felt about each of the five items on which they were assessed, the vast majority of participants said they felt very strongly. A total of 524 points were awarded to it, and it was considered the most popular comment in general. "I choose Takaful because it reduces the social burden (e.g., tax, education, and wealth)" was the most generally stated reason for choosing the Takaful product.
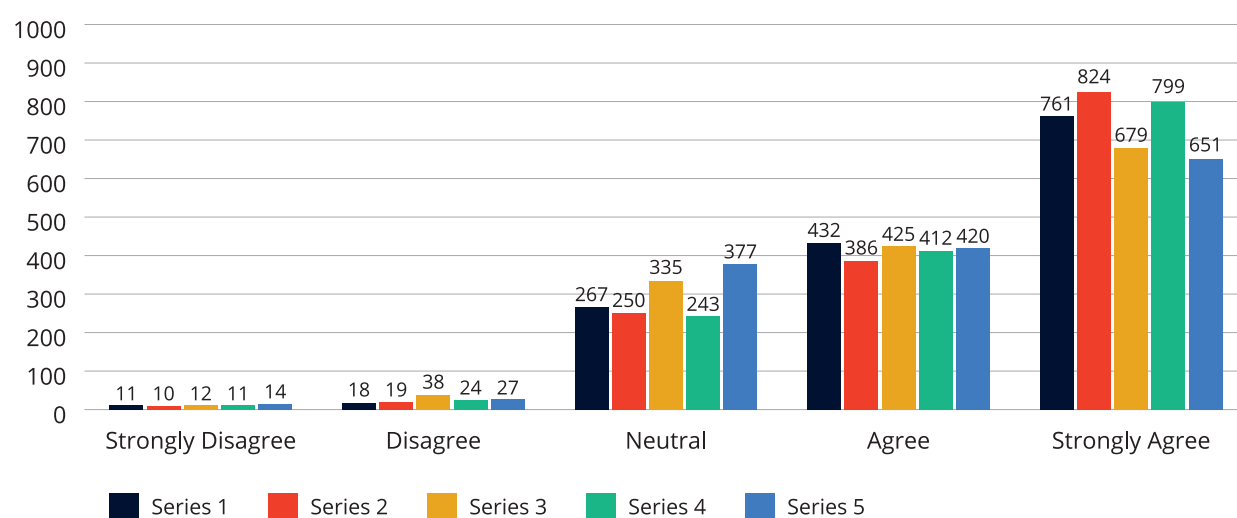
5.9 DETERMINING FACTORS: PRODUCT (Q43-Q47 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.9 Results of Determining Factors: Product (primary survey, whole regions)

	Q43	Q44	Q45	Q46	Q47
Average	4.151	4.284	4.184	4.096	4.010
Standard error	0.022	0.022	0.022	0.024	0.024
Median	4	4	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.868	0.832	0.861	0.920	0.936
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	12	10	15	19	22
Disagree	32	23	24	38	43
Neutral	297	235	278	337	383
Agree	526	487	527	482	491
Strongly Agree	622	734	645	613	550

Source: Researcher(s)

Figure 5.21: Product Features
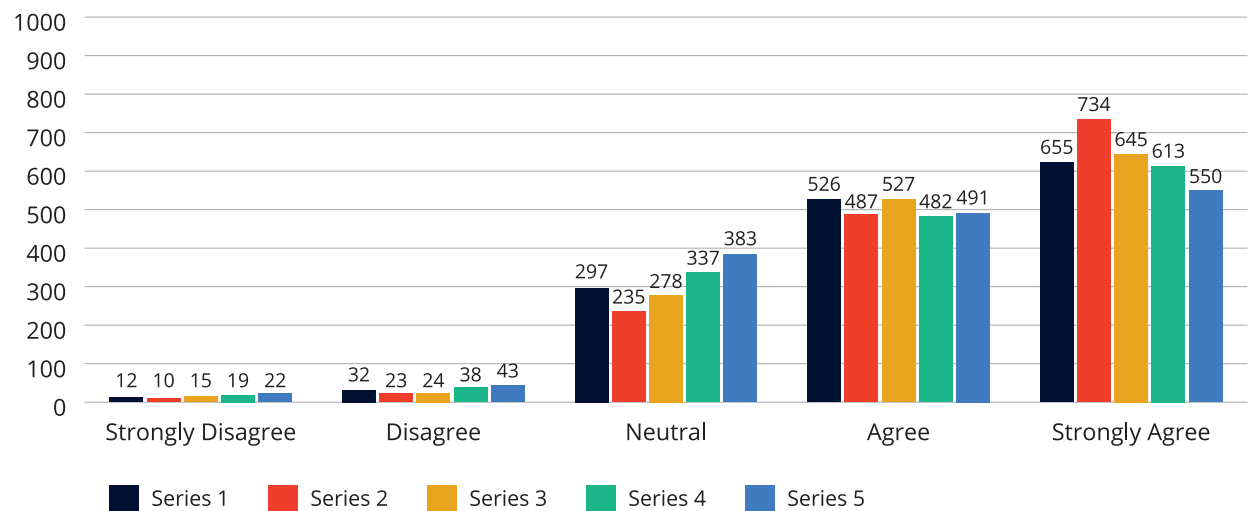
Source: Researcher(s)

The results of determining factors (Product) are tabulated in Table 5.9. When selecting a Takaful (Islamic insurance) policy, it is also vital to consider aspects such as product quality. Based on the product's characteristics under consideration, five questions are posed. For the five questions, nearly all respondents selected strongly agreed as to their response option. This study's findings revealed that respondents who gave the highest ratings to the statement " I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined." received the highest rating (734 points).
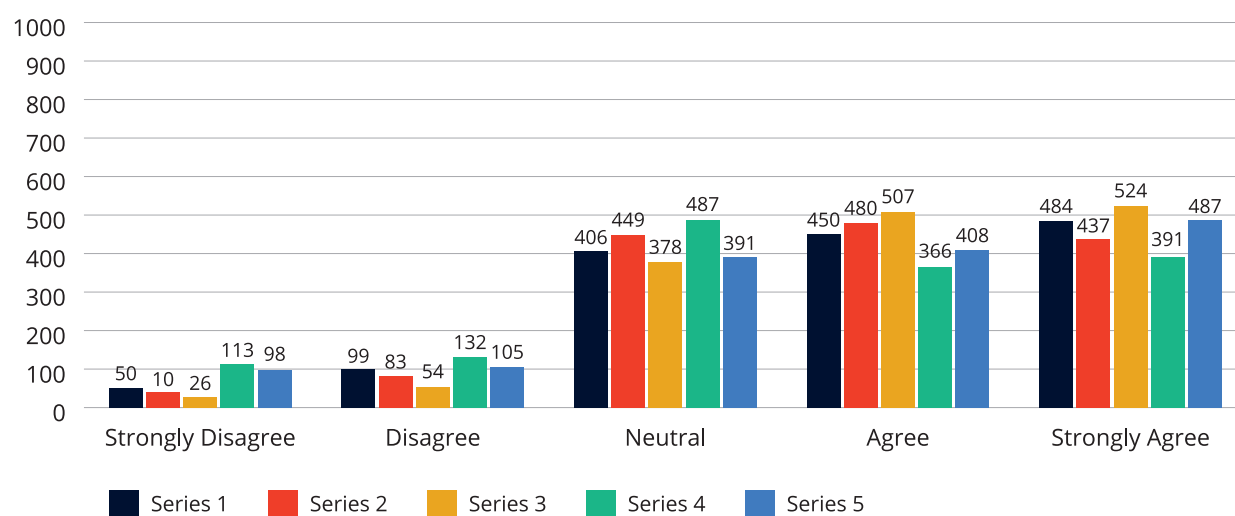
5.10 DETERMINING FACTORS: SERVICE (Q48-Q52 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.10 Results of Determining Factors: Service (primary survey, whole regions)

	Q48	Q49	Q50	Q51	Q52
Average	4.355	4.342	4.401	4.138	4.385
Standard error	0.021	0.021	0.020	0.023	0.021
Median	5	5	5	4	5
Mode	5	5	5	5	5
Standard deviation	0.812	0.799	0.774	0.882	0.798
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	8	8	8	12	7
Disagree	18	16	10	22	17
Neutral	218	212	189	352	204
Agree	438	476	452	466	429
Strongly Agree	807	777	830	637	832

Source: Researcher(s)

Figure 5.22: Service Quality, Availability. And Transparency
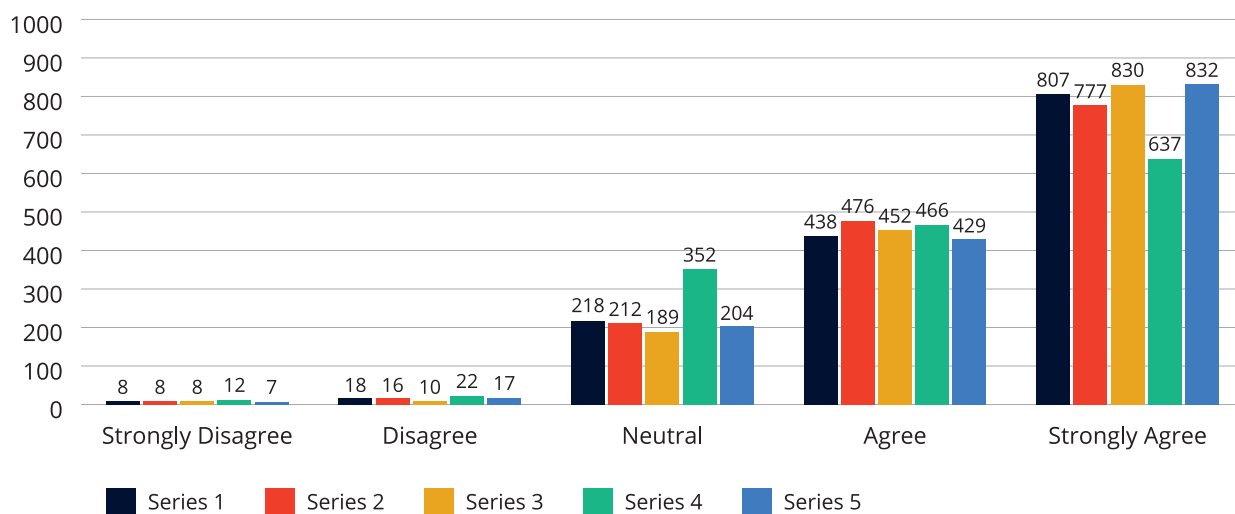
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 5.10. Another essential factor to consider while selecting a Takaful provider is the supplier's service quality, availability, and transparency. The five questions are based on service quality, availability, and transparency, all considered while assessing the company. Most respondents practically agreed with their response option for essentially everyone regarding the five questions. According to the findings of this study, the statements "I like clear and transparent information provided by Takaful company" (832 points), and "I like excellent service quality, such as customer care" received the highest degree of acceptance from participants by a statistically significant margin (830 points).

5.11 DETERMINING FACTORS: SERVICE (Q53-Q57 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.11 Results of Determining Factors: Marketing (primary survey, whole regions)

	Q53	Q54	Q55	Q56	Q57
Average	4.291	4.347	4.071	4.052	4.277
Standard error	0.021	0.021	0.024	0.024	0.022
Median	5	5	4	4	4
Mode	5	5	5	5	5
Standard deviation	0.827	0.811	0.922	0.934	0.840
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	8	9	17	20	10
Disagree	15	15	40	42	20
Neutral	262	221	362	367	256
Agree	454	449	472	472	465
Strongly Agree	750	795	598	588	738

Source: Researcher(s)

Figure 5.23: Marketing
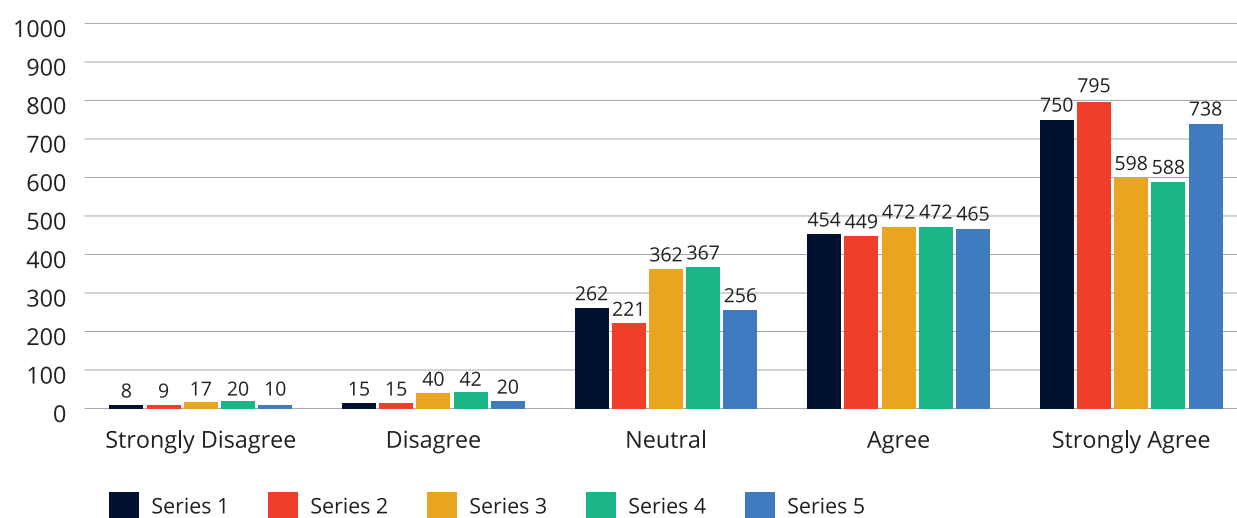
Source: Researcher(s)

The results of determining factors (Service) are tabulated in Table 5.11. When selecting a Takaful policy, one of the most important considerations is the marketing strategy. To complete the assessment, it is necessary to answer five questions based on marketing aspects taken into consideration as part of the evaluation procedure. The overwhelming majority of respondents strongly agreed with their response to each of the five questions, representing the vast number of the answers. In this study, the most favorable response to the statement "I choose a Takaful product if the company clearly describes the advantages and disadvantages" was rewarded with the highest level of approval from individuals who took part in the survey, according to the findings (795 points).

5.12 DETERMINING FACTORS: AGENTS (Q58-Q62 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.12 Results of Determining Factors: Agents (primary survey, whole regions)

	Q58	Q59	Q60	Q61	Q62
Average	4.373	4.408	4.383	4.402	4.411
Standard error	0.021	0.021	0.021	0.021	0.021
Median	5	5	5	5	5
Mode	5	5	5	5	5
Standard deviation	0.795	0.793	0.800	0.798	0.796
Sample size (n)	1489	1489	1489	1489	1489
Strongly Disagree	9	9	10	11	10
Disagree	13	10	10	10	11
Neutral	203	204	210	199	198
Agree	453	408	429	419	408
Strongly Agree	811	858	830	850	862

Source: Researcher(s)

Figure 5.24: Agent's Characteristics
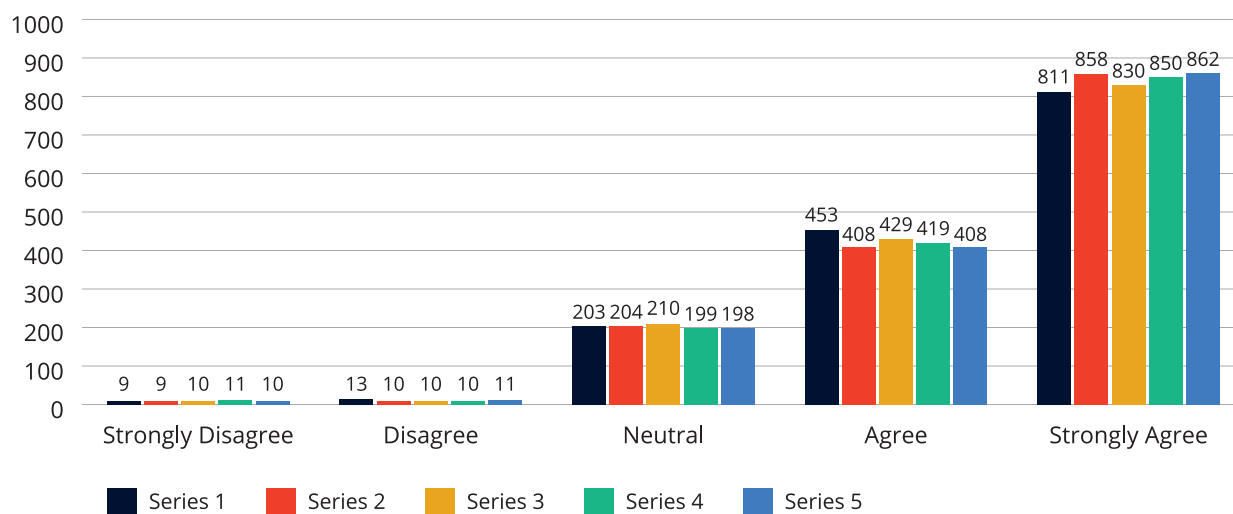
Source: Researcher(s)

The results of determining factors (Agents) are tabulated in Table 5.12. When selecting a Takaful policy, the agent or broker handling the transaction is one of the most critical factors. Five questions are created to be answered. The overwhelming majority of respondents strongly agreed with their response option in each of the five survey questions, representing the overwhelming majority of responses overall. According to the findings of this study, the most favorable response to the statement "I choose Takaful products if the agents are accountable" received the highest degree of acceptance from those who took part in the survey (862 points). It should be noted that the statements that follow have all been made the second-highest score (858 points); I purchase Takaful if the agent is ethical and honest."

5.13 DETERMINING FACTORS: WILLINGNESS (Q63-Q66 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.13. Results of Determining Factors: Willingness (primary survey, whole regions)

	Q63	Q64	Q65	Q66
Average	4.196	4.223	4.171	4.163
Standard error	0.023	0.023	0.022	0.023
Median	4	4	4	4
Mode	5	5	5	5
Standard deviation	0.879	0.870	0.862	0.905
Sample size (n)	1489	1489	1489	1489
Strongly Disagree	13	15	12	21
Disagree	28	19	20	23
Neutral	295	287	316	313
Agree	471	466	495	467
Strongly Agree	682	702	646	665

Source: Researcher(s)

Figure 5.25: Willingness to Adopt Takaful
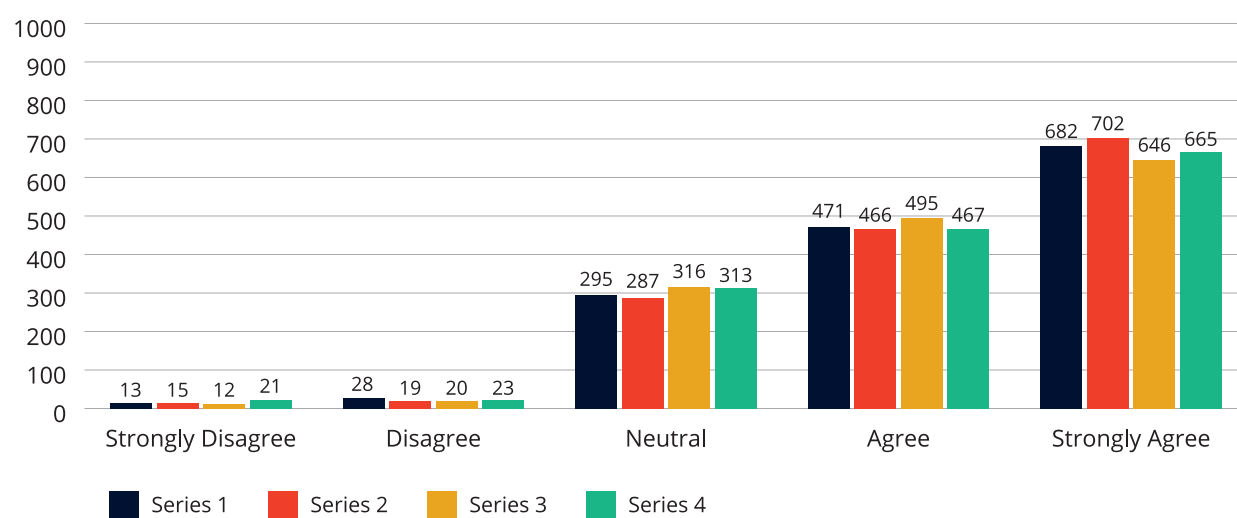
Source: Researcher(s)

The results of determining factors (Willingness) are tabulated in Table 5.13. As demonstrated by the 682 respondents who agreed with this position, most respondents, presuming they had a correct understanding of insurance, would prefer to renounce conventional insurance to embrace Takaful instead. When it comes to a sense of what Takaful is and whether or not it is correct, 702 respondents said they would prefer not to use conventional insurance. "I will adopt (participate in) Takaful based on my existing understanding of conventional insurance and Takaful," according to 646 out of 1489 participants who responded to the survey question. 665 respondents to the study stated that they would consider switching from conventional insurance to Takaful if they knew the differences between the two types of insurance.

5.14 DETERMINING FACTORS: DELAY (Q67-Q66 IN THE PRIMARY SURVEY: WHOLE REGIONS)

Table 5.14 Results of Determining Factors: Delay (primary survey, whole regions)

	Q67	Q68	Q69	Q70	Q71	Q72	Q73	Q74
Average	0.787	0.909	0.855	0.752	0.852	0.850	0.876	0.859
Standard error	0.011	0.007	0.009	0.011	0.009	0.009	0.009	0.009
Median	1	1	1	1	1	1	1	1
Mode	1	1	1	1	1	1	1	1
Sample size (n)	1489	1489	1489	1489	1489	1489	1489	1489
Yes	1172	1354	1273	1119	1269	1266	1305	1279
No	317	135	216	370	220	223	184	210

Source: Researcher(s)

Figure 5.26: Factors that will Delay Takaful's Adoption
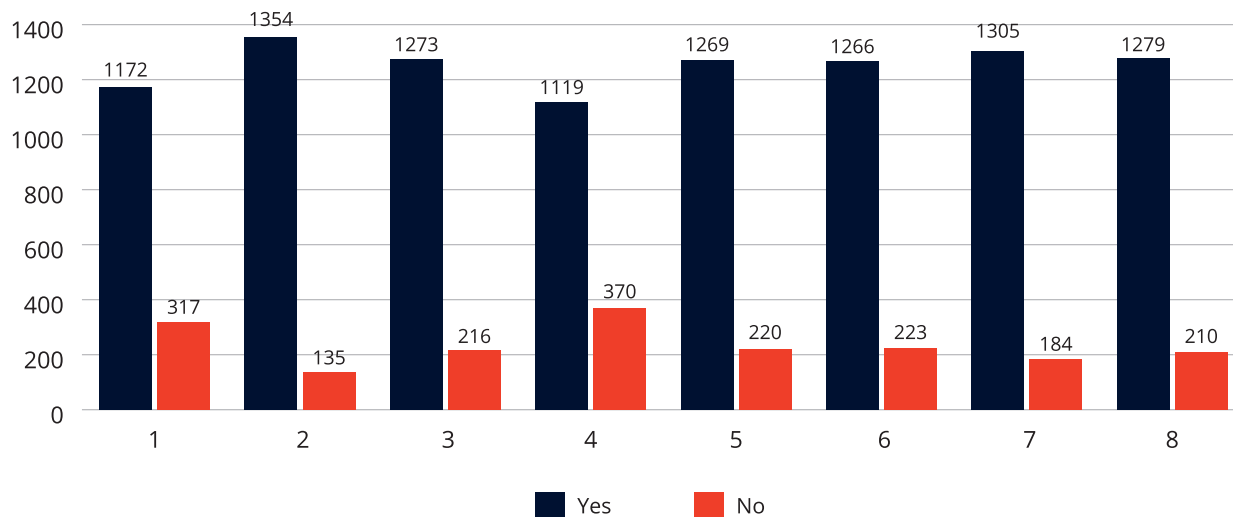
Source: Researcher(s)

The results of determining factors (Delay) are tabulated in Table 5.14. The answers to the eight questions determine why people are not engaging in Takaful or what factors are causing them to delay their participation. From 1489 respondents, 317 felt that Takaful is not a viable alternative to traditional insurance. Takaful does not cover the same risks as conventional insurance, according to the responses of 370 respondents. On the other hand, Takaful has been declared Shariah-compliant by 1354 respondents out of 1489 who have answered the survey question.

Part Six
HYPOTHESES TESTING

6.1 HYPOTHESES AND TESTS APPLIED

Ten hypotheses were developed in the primary survey. These hypotheses were the same as those of the pre-survey and are provided as follows.

> H1a: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and Islamic Knowledge regarding conventional insurance prohibition/prohibition of conventional insurance
>
> H2a: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the level of awareness of Takaful
>
> H2b: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the level of knowledge of Takaful
>
> H3: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and religious factors
>
> H4: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and social factors
>
> H5: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and product features
>
> H6: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and service quality, availability, and transparency
>
> H7: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and marketing
>
> H8: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and the agent's characteristics
>
> H9: There is a positive relationship between **Takaful adoption** (Y in Table 9.1) and takaful rumors

The above ten hypotheses were tested in the following way. For example, in the case of the Hypothesis H1a (There is a positive relationship between **Takaful adoption** and **Islamic Knowledge regarding conventional insurance prohibition/prohibition of conventional insurance)**, associated questions were as follows:

Takaful adoption: Q63

Islamic Knowledge regarding conventional insurance prohibition/prohibition of conventional insurance: Q11-14.

Here, Q11-14 was used for a single variable case while Q11-14 was indexed (taking value 0-1) for synthetic variable cases, respectively, as shown in Table 8.1. Because Q11-14 was the ordinal scale data, Spearman's rank correlation coefficient was calculated while synthetic variable was the interval scale data, Pearson's correlation coefficient was applied.

Table 6.1. Correspondence between hypotheses, questions, and the methods

Hypotheses	Questions	Variable type		Method applied	
		Single variable	Synthetic variable	Single variable	Synthetic variable
Y	Q63	3			
H1a	Q11-14	2	3	Spearman	Pearson
H2a	Q19, 21-26	2	3	Spearman	Pearson
H2b	Q27-30	2	3	Spearman	Pearson
H3	Q31-35	3	3	Pearson	Pearson
H4	Q38-42	3	3	Pearson	Pearson
H5	Q43-47	3	3	Pearson	Pearson
H6	Q48-52	3	3	Pearson	Pearson
H7	Q53-57	3	3	Pearson	Pearson
H8	Q58-62	3	3	Pearson	Pearson
H9	Q67-74	2	3	Spearman	Pearson

Source: Researcher(s)

6.2 Results in case of single variables

Because both synthetic variables and single variables cases of the pre-survey were statistically significant at the 1% level for almost all cases, the only single variable case was tested in the primary survey. The results of hypotheses testing in the case of single variables are tabulated in Table 8.2. All of the correlation coefficient values are positive, indicating a positive relationship. The values of the correlation coefficient differ for hypotheses. The largest one is H81 (0.580), while the smallest one is H91 (0.124). While some of the correlation coefficient (those of H91-98) is low in the case of pre-survey and is not statistically significant at the 10% level, there is no statistically insignificant coefficient in the case of the primary survey.

Table 8.2. Results of hypotheses testing (single variable case; primary survey)

	Method		p-value		Correlation coefficient	Question No
H1a1	Spearman	S = 360869514	0.000	***	0.344	11
H1a2	Spearman	S = 466049066	0.000	***	0.153	12
H1a3	Spearman	S = 399333623	0.000	***	0.274	13
H1a4	Spearman	S = 377544008	0.000	***	0.314	14
H2a1	Spearman	S = 404872715	0.000	***	0.264	19
H2a2	Spearman	S = 397425547	0.000	***	0.278	21
H2a3	Spearman	S = 371186989	0.000	***	0.325	22
H2a4	Spearman	S = 392558758	0.000	***	0.287	23
H2a5	Spearman	S = 381773695	0.000	***	0.306	24
H2a6	Spearman	S = 409904525	0.000	***	0.255	25
H2a7	Spearman	S = 400134353	0.000	***	0.273	26
H2a8	(Removed in the primary survey)					
H2b1	Spearman	S = 376395917	0.000	***	0.316	27
H2b2	Spearman	S = 409446019	0.000	***	0.256	28
H2b3	Spearman	S = 389272311	0.000	***	0.293	29
H2b4	(Removed in the primary survey)					
H2b5	Spearman	S = 406436083	0.000	***	0.261	30
H31	Pearson	t = 20.721	0.000	***	0.473	33
H32	Pearson	t = 22.747	0.000	***	0.508	34
H33	Pearson	t = 19.746	0.000	***	0.456	35
H34	Pearson	t = 22.774	0.000	***	0.509	36
H35	Pearson	t = 18.575	0.000	***	0.434	37
H41	Pearson	t = 11.252	0.000	***	0.280	38
H42	Pearson	t = 15.205	0.000	***	0.367	39
H43	Pearson	t = 16.571	0.000	***	0.395	40
H44	Pearson	t = 9.9637	0.000	***	0.250	41
H45	Pearson	t = 11.628	0.000	***	0.289	42
H51	Pearson	t = 19.682	0.000	***	0.455	43
H52	Pearson	t = 24.588	0.000	***	0.538	44
H53	Pearson	t = 23.962	0.000	***	0.528	45
H54	Pearson	t = 18.972	0.000	***	0.441	46
H55	Pearson	t = 18.111	0.000	***	0.425	47
H61	Pearson	t = 23.9	0.000	***	0.527	48
H62	Pearson	t = 24.175	0.000	***	0.531	49
H63	Pearson	t = 24.96	0.000	***	0.543	50
H64	Pearson	t = 20.974	0.000	***	0.478	51

H65	Pearson	t = 24.59	0.000	***	0.538	52
H71	Pearson	t = 26.729	0.000	***	0.570	53
H72	Pearson	t = 27.322	0.000	***	0.578	54
H73	Pearson	t = 17.718	0.000	***	0.418	55
H74	Pearson	t = 17.047	0.000	***	0.404	56
H75	Pearson	t = 25.405	0.000	***	0.550	57
H81	Pearson	t = 27.484	0.000	***	0.580	58
H82	Pearson	t = 26.356	0.000	***	0.564	59
H83	Pearson	t = 26.965	0.000	***	0.573	60
H84	Pearson	t = 26.949	0.000	***	0.573	61
H85	Pearson	t = 27.081	0.000	***	0.575	62
H91	Spearman	S = 482143766	0.000	***	0.124	67
H92	Spearman	S = 464441891	0.000	***	0.156	68
H93	Spearman	S = 408618607	0.000	***	0.257	69
H94	Spearman	S = 466464313	0.000	***	0.152	70
H95	Spearman	S = 4.35e+08	0.000	***	0.209	71
H96	Spearman	S = 431298543	0.000	***	0.216	72
H97	Spearman	S = 457332813	0.000	***	0.169	73
H98	Spearman	S = 457041867	0.000	***	0.169	74

Source: Researcher(s)

Part Seven
ESTIMATION USING REGRESSION ANALYSIS

I. MAIN RESULTS: DETERMINING FACTORS OF ADOPTION AND REJECTION OF TAKAFUL BY MALAYSIAN YOUTHS

7.1 ESTIMATION MODELS AND PROCEDURE

The main aim of this study is to clarify Malaysian youths' determining factors of adoption and rejection of Takaful. Regression analyses are conducted to detect the main factors influencing Malaysian youths' decisions. The explained and explanatory variables are tabulated in Table 7.1.

Table 7.1 Explained and Explanatory Variables

	Explanation
Explained Variable	
Y	Q63 I will avoid conventional insurance if my current understanding of conventional insurance is correct.
Explanatory Variables	
H1a	Created using Q11-Q14
H2a	Created using Q19, Q21-Q26
H2b	Created using Q27-Q30
H3	Created using Q33-Q37
H4	Created using Q38-Q42
H5	Created using Q43-Q47
H6	Created using Q48-Q52
H7	Created using Q53-Q57
H8	Created using Q58-Q62
H9	Created using Q67-Q74
H1a1	Q11 Are you aware that conventional insurance should be forbidden based on your religious beliefs?
H1a2	Q12 Are you aware that conventional insurance practices include an element of interest?
H1a3	Q13 Are you aware that the practice of conventional insurance entails an element of uncertainty?
H1a4	Q14 Are you aware that conventional insurance practices include an element of gambling?
H2a1	Q19 Are you familiar with Takaful?
H2a2	Q21 Are you aware that Takaful is interest-free?
H2a3	Q22 Are you aware that Takaful is Gharar/uncertainty-free?
H2a4	Q23 Are you aware that Takaful is gambling-free?
H2a5	Q24 Are you aware that Takaful does not include investment in forbidden business activities?
H2a6	Q25 Are you aware that Takaful provides similar coverage and benefits to conventional insurance?
H2a7	Q26 Are you aware that Takaful is acceptable for people of all religions?
H2b1	Q27 Do you know that Takaful is a Shari'ah compliant?
H2b2	Q28 Do you know that Takaful is a risk-sharing concept?
H2b3	Q29 Do you know that Takaful is based on the contract of donation between the participants?
H2b5	Q30 Do you know that there are two types of Takaful products, namely Family Takaful and General Takaful?
H31	Q33 I choose Takaful for its ethical and transparent nature.
H32	Q34 I choose Takaful since it is religiously permissible.
H33	Q35 I choose Takaful because donations are made in the spirit of brotherhood.
H34	Q36 I choose Takaful because it is free of prohibited elements.
H35	Q37 I choose Takaful because it has surplus sharing.
H41	Q38 I choose the Takaful product if most people around me accept it.
H42	Q39 I choose the Takaful product after consulting with my friends and coworkers.
H43	Q40 I choose Takaful because it reduces the social burden (e.g., tax, education, and wealth).

H44	Q41 My company chooses the Takaful product for me.
H45	Q42 My parents choose the Takaful product for me.
H51	Q43 I choose the Takaful product if it has additional coverage.
H52	Q44 I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined.
H53	Q45 I choose the Takaful product if it is flexible to be modified based on my needs.
H54	Q46 I go for Takaful products, which are less expensive than conventional insurance.
H55	Q47 I choose Takaful products if it is available online.
H61	Q48 I appreciate an online service available 24 hours a day, seven days a week, to handle emergencies.
H62	Q49 I prefer simple and quick access to services, mainly through digitalization.
H63	Q50 I like excellent service quality, such as customer care.
H64	Q51 I purchase a Takaful policy if the claim procedure does not exceed a week.
H65	Q52 I like clear and transparent information provided by Takaful company.
H71	Q53 I purchase the Takaful product if the pamphlets include accurate, readable, and engaging information.
H72	Q54 I choose a Takaful product if the company clearly describes the product's advantages and disadvantages.
H73	Q55 I prefer the Takaful product if there is a lot of publicity.
H74	Q56 I purchase the Takaful product if the marketing is everywhere, for example, via e-advertising, broadcast, and radio.
H75	Q57 I select the Takaful product if the company offers me a good deal.
H81	Q58 I prefer a Takaful product if the agent is constantly available and capable of resolving any issues.
H82	Q59 I purchase Takaful if the agent is ethical and honest.
H83	Q60 I choose Takaful if the agents are proactive in finding solutions.
H84	Q61 I prefer the Takaful product if the agents have depth knowledge of the product.
H85	Q62 I choose Takaful products if the agents are accountable.
H91	Q67 I think Takaful is an alternative to conventional insurance.
H92	Q68 I think Takaful is Shariah-compliant.
H93	Q69 I am aware of the Takaful products.
H94	Q70 I think Takaful covers the same risks as conventional insurance.
H95	Q71 I think Takaful is affordable.
H96	Q72 I think Takaful is easy to understand.
H97	Q73 I think Takaful companies provide good services to the customer.
H98	Q74 I think Takaful agents are trustworthy.

Source: Researcher(s)

The ordered logit and probit models in the following forms are applied.

$$Y^i = \sum_{k=1}^{K} \beta_k x_k + \varepsilon.$$

Here, Y^i ($i = probit, logit$) is explained variable, and β_ks are coefficients with $K \ni$ ($H1a1, \cdots, H98$). There are 53 explanatory variables (x_k). The stepwise method is applied in both ordered logit and probit models in the following way.

1. All 53 explanatory variables are used in the estimation, and the AIC (step1) is calculated.

2. One variable among 53 explanatory variables is removed for the estimation. The AIC is calculated; assessments with 52 explanatory variables are repeated 53 times and calculate AIC (step 2) for each case. The AIC (step 1) in the first step and the second step (in total, 54 AIC (step 2)) are compared, and the model with the least AIC is selected. If AIC (step 1) is the most miniature, the estimation model with all 53 explanatory variables is chosen as the best model. If one of the AIC (step 2) is the most minor, combination of the explanatory variables of the smallest AIC (step 2) is selected and used in step 3.

3. One variable among 52 explanatory variables is removed from the model selected in step 2, and the AIC is calculated for 52 cases. The procedure in this step is the same as step 2. The exact process is repeated until the most miniature AIC model is detected.

7.2 ESTIMATION RESULTS AND DISCUSSIONS

Tables 7.2 to 7.7 are selected based on the above procedure. Selected variables of whole regions (Table 9.8) in the case of the ordered logit model are H2a, H6, H7, H8, H9, H1a1, H32, H42, H53, H71, H73, H74, H81, H93, H94, H95, and H96, and the AIC = 2473.97. If one more explanatory variable is removed, the value of AIC is higher than 2473.97, which is provided in Table 9.2. Thus, explanatory variables in Table 9.2 are selected.

Table 7.2. Estimation results (primary survey, whole regions)

	Logit				Probit			
	Estimate	z value	p-value		Estimate	z value	p-value	
H2a	-0.303	-1.525	0.127		-0.254	-2.230	0.026	**
H6	1.135	1.515	0.130					
H7	0.900	2.248	0.025	**	0.534	2.492	0.013	**
H8	0.356	1.677	0.093	*				
H9	-1.652	-2.567	0.010	**	-1.266	-2.784	0.005	***
H1a1	0.686	5.494	0.000	***	0.405	5.627	0.000	***
H1a2					-0.104	-1.526	0.127	
H32	0.361	4.078	0.000	***	0.184	3.845	0.000	***
H42	0.182	2.647	0.008	***	0.125	3.290	0.001	***
H53	0.350	3.572	0.000	***	0.197	3.786	0.000	***
H62					0.085	1.455	0.146	
H71	0.387	2.264	0.024	**	0.184	1.914	0.056	*
H73	-0.326	-2.152	0.031	**	-0.201	-2.426	0.015	**
H74	-0.246	-1.724	0.085	*	-0.145	-1.847	0.065	*
H81	0.450	2.579	0.010	***	0.339	5.761	0.000	***
H93	0.608	2.735	0.006	***	0.339	2.600	0.009	***
H94	0.487	2.740	0.006	***	0.298	2.754	0.006	***
H95	0.476	1.847	0.065	*	0.343	2.431	0.015	**
H96	0.361	1.436	0.151		0.222	1.536	0.125	
H97					0.240	1.500	0.134	
AIC	2,473.970				2598.980			
N	1,489				1,489			

Source: Researcher(s)

Table 7.3. Estimation results (primary survey, Northern Region)

	Logit				Probit			
	Estimate	**z value**	**p-value**		**Estimate**	**z value**	**p-value**	
H1a					0.779	1.480	0.139	
H2a	2.882	2.208	0.027	**				
H5	-1.433	-2.110	0.035	**	-0.971	-2.673	0.008	***
H7	2.478	4.619	0.000	***				
H8	2.922	3.284	0.001	***				
H9					1.242	1.618	0.106	
H1a1	1.094	3.717	0.000	***	0.880	2.971	0.003	***
H1a3					0.423	1.519	0.129	
H2a1	0.733	1.789	0.074	*				
H2a2	0.842	2.178	0.029	**	0.348	2.104	0.035	**
H2a3	0.797	1.738	0.082	*				
H2a4	1.017	1.811	0.070	*				
H2b3	0.544	1.587	0.112					
H34	0.492	2.248	0.025	**	0.309	2.770	0.006	***
H41	0.349	2.040	0.041	**	0.151	1.803	0.071	***
H42	-0.361	-1.751	0.080	*				
H43					-0.171	-1.550	0.121	
H44	-0.255	-1.523	0.128		-0.127	-1.412	0.158	
H53	1.140	3.297	0.001	***	0.712	3.588	0.000	***
H54	0.801	2.391	0.017	**	0.585	3.386	0.001	**
H72					0.472	3.146	0.002	***
H73	-0.968	-2.943	0.003	***	-0.227	-1.689	0.091	*
H74					0.397	2.791	0.005	***
H81					0.596	3.682	0.000	***
H82	-1.516	-2.952	0.003	***	-0.402	-2.556	0.011	**
H83	-1.225	-2.231	0.026	**				
H91					-0.420	-1.804	0.071	*
H92	-1.241	-2.361	0.018	**	-0.694	-1.762	0.078	*
H95	1.025	2.573	0.010	**	0.547	1.640	0.101	
H97					-0.717	-2.028	0.043	**
AIC	507.380				527.430			
N	314				314			

Source: Researcher(s)

Table 7.4. Estimation results (primary survey, Central Region)

	Logit			Probit		
	Estimate	z value	p-value	Estimate	z value	p-value
H1a	-3.538	-2.974	0.003 ***	-1.976	-2.945	0.003 ***
H2a	2.335	2.542	0.011 **			
H3	-3.025	-2.159	0.031 **	-1.767	-2.162	0.031 **
H5	1.071	2.634	0.008 ***	0.508	2.099	0.036 **
H6				2.339	1.823	0.068 *
H9				-3.496	-1.593	0.111
H1a2	-0.988	-2.140	0.032 **	-0.557	-2.137	0.033 **
H1a3	-1.701	-2.216	0.027 **	-1.017	-2.325	0.020 **
H2a3				-0.846	-2.228	0.026 **
H31	-1.213	-2.046	0.041 **	-0.950	-2.623	0.009 ***
H32	1.265	1.685	0.092 *	0.931	2.258	0.024 **
H33	1.182	2.038	0.042 **	0.795	2.369	0.018 **
H34	1.989	2.392	0.017 **	1.081	2.233	0.026 **
H41	-0.551	-3.131	0.002 ***	-0.345	-3.366	0.001 ***
H44	0.249	1.625	0.104	0.153	1.658	0.097 *
H52	0.654	1.764	0.078 *	0.481	2.187	0.029 **
H61	0.646	2.291	0.022 **			
H72				-0.403	-1.796	0.073 *
H74	-0.608	-2.592	0.010 **	-0.333	-2.520	0.012 **
H81	0.867	2.990	0.003 ***	0.592	3.433	0.001 ***
H82	1.666	2.845	0.004 ***	1.026	2.961	0.003 ***
H83	-1.705	-2.688	0.007 ***	-0.981	-2.679	0.007 ***
H91				0.684	1.823	0.068 *
H93	-1.168	-1.428	0.153	-0.887	-1.440	0.150
H94	1.910	4.146	0.000 ***	1.569	3.662	0.000 ***
H95				0.953	1.680	0.093 *
H96	1.111	1.698	0.089 **	1.241	2.263	0.024 **
H97				0.972	1.784	0.074 *
AIC	374.130			381.030		
N	235			235		

Source: Researcher(s)

Table 7.5. Estimation results (primary survey, Southern Region)

	Logit				Probit			
	Estimate	z value	p-value		Estimate	z value	p-value	
H3	1.451	3.302	0.001	***	0.766	3.333	0.001	***
H5					2.168	4.164	0.000	***
H9	4.188	2.584	0.010	**	1.455	1.988	0.047	**
H1a1	0.548	1.887	0.059	*				
H2a2	-0.563	-1.778	0.075	*				
H2a5	0.834	2.584	0.010	**	0.392	2.448	0.014	**
H33	-0.549	-1.641	0.101		-0.338	-1.871	0.061	*
H43	0.635	2.979	0.003	***	0.406	3.875	0.000	***
H51					-0.542	-2.790	0.005	***
H52	-0.729	-2.240	0.025	**	-0.658	-3.070	0.002	***
H53	1.377	3.697	0.000	***				
H54	-0.642	-2.322	0.020	**	-1.043	-4.085	0.000	***
H62	0.649	1.947	0.052	*				
H63	-0.523	-1.484	0.138					
H71	1.374	4.511	0.000	***	0.574	3.647	0.000	***
H72	0.857	2.907	0.004	***	0.366	2.396	0.017	**
H73	-0.368	-1.471	0.141					
H91	-0.970	-1.984	0.047	**	-0.367	-1.481	0.139	
H92	-0.839	-1.414	0.157					
H96	-1.120	-1.754	0.079	*	-0.639	-1.836	0.066	*
H97	-1.311	-2.094	0.036	**	-0.564	-1.680	0.093	*
AIC	468.120				496.960			
N	306				306			

Source: Researcher(s)

Table 7.6. Estimation results (primary survey, Eastern Region)

	Logit			Probit		
	Estimate	z value	p-value	Estimate	z value	p-value
H2a	-1.589	-2.446	0.014 **			
H2b				-0.443	-1.981	0.048 **
H3	-1.900	-2.385	0.017 **			
H6	-4.555	-1.572	0.116	-3.054	-1.952	0.051 *
H7	-0.988	-2.320	0.020 **	-0.468	-2.047	0.041 **
H8	1.368	4.577	0.000 ***	1.706	3.026	0.002 ***
H2a3	-0.804	-1.759	0.079 *			
H32	1.149	2.371	0.018 **	0.333	1.784	0.074 *
H33	1.181	2.730	0.006 ***	0.326	2.101	0.036 **
H34				-0.401	-2.060	0.039 **
H42	0.508	3.170	0.002 ***	0.348	3.594	0.000 ***
H44				-0.133	-1.634	0.102
H63	0.889	1.870	0.062 *	0.587	2.327	0.020 **
H71	1.394	3.776	0.000 ***	0.786	3.955	0.000 ***
H81				-0.464	-1.859	0.063 *
H84				-0.620	-1.550	0.121
AIC	546.860			563.290		
N	319			319		

Source: Researcher(s)

Table 7.7. Estimation results (primary survey, Borneo Region)

	Logit				Probit		
	Estimate	z value	p-value		Estimate	z value	p-value
H2a					-0.778	-2.195	0.028 **
H4	1.166	2.681	0.007 ***		0.692	3.071	0.002 ***
H5	-1.578	-2.547	0.011 **				
H7	0.842	1.791	0.073 *		1.093	3.748	0.000 ***
H9	-1.033	-1.483	0.138		-1.514	-2.708	0.007 ***
H1a1	1.059	3.468	0.001 ***		0.580	3.322	0.001 ***
H2a4					-0.433	-1.660	0.097 *
H2a6	0.439	1.518	0.129				
H31	-0.993	-2.873	0.004 ***		-0.622	-3.298	0.001 ***
H32	1.075	3.470	0.001 ***		0.575	3.429	0.001 ***
H42	-0.469	-1.644	0.100 *		-0.340	-2.146	0.032 **
H52					-0.253	-1.874	0.061 *
H53	0.644	1.508	0.132				
H61	-0.831	-2.694	0.007 ***		-0.291	-1.997	0.046 **
H62	0.886	2.360	0.018 **				
H64	0.718	2.473	0.013 **		0.577	4.255	0.000 ***
H72	0.844	2.038	0.042 **				
H74					-0.412	-1.941	0.052 *
H81	1.682	3.850	0.000 ***		0.604	3.953	0.000 ***
H83	-0.696	-1.703	0.089 *				
H93	1.295	2.695	0.007 ***		0.920	3.493	0.000 ***
H97					0.922	2.339	0.019 **
AIC	469.840				491.490		
N	315				315		

Source: Researcher(s)

Table 7.8 AIC in the final stage

Variable removed	AIC	Variable removed	AIC
- H96	2474.0	- H9	2478.6
- H6	2474.3	- H81	2478.7
- H2a	2474.3	- H42	2478.9
- H8	2474.8	- H93	2479.4
- H74	2475.0	- H94	2479.5
- H95	2475.4	- H53	2484.6
- H73	2476.7	- H32	2488.4
- H71	2477.1	- H1a1	2502.2
- H7	2477.1		

Source: Researcher(s)

When compared, the ordered logit model performed better than the ordered probit model based on the AIC value for all cases: 507.380 and 527.430 for Northern Region, 374.130 and 381.030 for Central Region, 468.120 and 496.960 for Southern Region, 546.860 and 563.290 for Eastern Region, 469.840 and 491.490 for Borneo Region, and 2,473.970 and 2598.980 for whole regions.

Selected variables in ordered logit and probit models are mainly different in the case of each region's results (Tables 7.2-7.7). However, selected variables are much more similar in the case of whole regions results (Table 7.2), and those in one model (e.g., H6 and H8 only in logit model) are statistically insignificant except for H8. Those commonly selected variables have the same sign with the small number of exceptions in each region and whole reason models, suggesting that the results are robust.

Table 7.9 is created in the following way to find critical explanatory variables. If explanatory variables are selected in whole and each region models, and if chosen in each region model, the number of times the variable is assigned is tabulated in Table 7.9. No explanatory variable was selected in all 12 models (one whole and five each region model for both ordered logit and probit models). The maximum number of explanatory variables chosen in each region model is 4. These explanatory variables are H2a, H5, H9, H72, H81, and H97. However, H5 and H72 are not selected in the whole region model. It may be reasonable to consider that the most important explanatory variables are H2a, H9, H81, and H97. The variable H81 is selected.

Table 7.9 The number of times each explanatory variable is selected in models

	whole region model	each region models
H1a	0	2
H2a	**1**	**4**
H2b	0	1
H3	0	3
H4	0	1
H5	0	4
H6	1	2
H7	1	3
H8	1	2
H9	**1**	**4**
H1a1	1	3
H1a2	1	1
H1a3	0	2
H2a1	0	1
H2a2	0	2
H2a3	0	3
H2a4	0	2
H2a5	0	1
H2b3	0	1
H2a6	0	1
H31	0	2
H32	1	3
H33	0	3
H34	0	3
H41	0	2
H42	1	3
H43	0	2
H44	0	3
H51	0	1
H52	0	3

H53	1	3
H54	0	2
H61	0	2
H62	1	2
H63	0	2
H64	0	1
H71	1	2
H72	**0**	**4**
H73	1	2
H74	1	3
H81	**1**	**4**
H82	0	2
H83	0	3
H84	0	1
H91	0	3
H92	0	2
H93	1	2
H94	1	1
H95	1	2
H96	1	2
H97	**1**	**4**

Source: Researcher(s)

Finally, we briefly check these four variables. First, H2a is created using Q19, Q21-Q26. These are questions concerning Takaful Awareness. The sign of H2a in the whole region model is negative, suggesting that those who are more aware of Takaful tend to adopt Takaful. Note that assigned values for H2a are reversed. Thus, a negative sign indicates a positive correlation.

Next, H9 is created using Q67-Q74. These are questions concerning factors that will delay Takaful's adoption. The sign of H9 in the whole region model is negative. This is also a good result.

Third, H81 is created using answers to the Q58 (I prefer a Takaful product if the agent is constantly available and capable of resolving any issue). The sign of H81 in the whole region model is positive, suggesting that those who expect to receive satisfactory services after purchase tend to adopt Takaful more.

Finally, H97 is created using answers to Q73 (I think Takaful companies provide good services to the customer). The sign of H97 in the whole region model is positive, suggesting that those who expect good services from Takaful companies tend to adopt Takaful more.

Because the signs of some explanatory variables such as H2a and H97 differ for different models, it is necessary to consider the implications of explanatory variables for each region.

CONCLUSION

Youth in any nation has always been the central focus group as they have vast contribution to the nation. Self- protection either insurance or takaful protection is now necessary as they are more prone to emergency situations due to reckless and demanding lifestyles. This research project posits a very important findings on the youths' awareness, acceptance, or rejection towards takaful products. Majority of Malaysian youth all over the country agrees that they are aware of takaful and the important of it. They also agree that social media such as Instagram, twitter and TikTok plays a vital role in educating them about the essence of takaful. Interesting enough, despite the immense of SocMed, the youth did not dispute the role of the takaful agents in assisting them with takaful subscription and claims. This shows that the takaful agents remains relevant in the takaful industry.

In conclusion, the fact that majority of the youth aware and accept the importance of takaful subscription, the research also cannot deny that they are still minority group that does not aware of takaful and refuse to subscribe to it. Perhaps, future research such as case study may be conducted whereby this group should be interviewed to get in depth response as to their factor of rejection. despite the findings shows high factor of acceptance, takaful industry players should continuously play their active role in educating the public as well as their agents to ensure holistic participation by the youth as they are the voice of Malaysia in the future.

SUMMARY OF THE FINDINGS

- There were one thousand four hundred eighty nine (1489) respondents in this study, and 962 of them were female, showing that women exceeded men.

- Age is classified into five categories in the second question. Seven hundred (700) respondents are between the ages of twenty one (21) and twenty five (25).

- One thousand three hundred and six (1306) representing eithty eight percent (88%) of the respondents to this survey were single, indicating that singles are a significant majority.

- According to ethnic origin, the respondents to this survey were one thousand one hundred and fourteen (1114) Malays.

- The respondents to this study were predominantly Muslims i.e. one thousand three hundred and fourty three (1343).

- Eight hundred sixty-eight (868) of the respondents to this study held bachelor's degrees.

- The majority of responders in this poll are students i.e. one thousand and eight (1008).

- The most significant number of respondents were among those earning less than one thousand ringgit (RM 1000).

- In terms of insurance awareness, the highest number of respondents were unaware of the following statements: "Are you familiar with the concept of conventional insurance?" and "are you aware that conventional insurance practices include an element of gambling?".

- Conventional insurance is a risk management tool whereby nine hundred and fourteen (914) agreed that insurance is the most effective risk mitigation tool available.

- Most respondents pay attention to ethical value, with one thousand two hundred and thirteen (1213) respondents believing insurance companies should incorporate it in their product offerings.

- The majority of those who answered the survey felt that insurance is vital for everyone.

- Most of the respondents are aware of Takaful.

- Agents, social media, family, friends, neighbors, and the internet and television are solid factors for spreading Takaful awareness.

- The vast majority of those who responded were well-versed in Takaful knowledge.

- Takaful is regarded as necessary in the event of an accident i.e. one thousand two hundred and eighty two (1282) respondents, disease and health i.e. one thousand two hundred (1200) respondents, physical incapacity i.e. on ethousand one hundred and eighty respondents (1180) respondents), death i.e. one thousand one hundred and fifty five (1155) respondents, education i.e. nine hundred eoigthy nine (989) respondents, and theft i.e. nine hundred and eight (908) respondents.

- Six (6) factors are developed based on the theory, and each element has five questions about Takaful adoption. Among the crucial questions for respondents are the following:

  - ▶ I choose Takaful since it is religiously permissible (Religion)

  - ▶ I prefer Takaful because it reduces the social burden (e.g., tax, education, and wealth) (Social)

  - ▶ I choose a Takaful product that is easy to understand, such as a policy and procedure that are clearly defined (Product Features)

  - ▶ I like clear and transparent information provided by Takaful company (Service)

  - ▶ I choose a Takaful product if the company clearly describes the advantages and disadvantages (Marketing)

  - ▶ I choose Takaful products if the agents are accountable (Agents)

- When it comes to a sense of what Takaful is and whether or not it is correct, seven hundred and two (702) respondents said they would prefer not to use conventional insurance.

- From one thousand four hundred and eighty nine (1489) respondents, three hundred and seventeen (317) felt that Takaful is not a viable alternative to traditional insurance. Takaful does not cover the same risks as conventional insurance, according to the responses of three hundred and seventy (370) respondents.

- Takaful has been declared Shariah-compliant by one thousand three hundred and fifty four (1354) respondents out of one thousand four hundred and eighty nine (1489) who have answered the survey question.

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