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**FACTORS INFLUENCING THE INTENTION TO
PURCHASE TAKAFUL MEDICAL CARD**



NURUL NADZIRAH BINTI FAI ROS

**MASTER IN ISLAMIC FINANCE AND BANKING
UNIVERSITI UTARA MALAYSIA
2025**

**FACTORS INFLUENCING THE INTENTION TO PURCHASE
TAKAFUL MEDICAL CARD**



By

NURUL NADZIRAH BINTI FAI ROS

**Research Paper Submitted to
College of Business
Universiti Utara Malaysia
In Partial Fulfillment of the Requirement for the
Master of Islamic Finance and Banking**



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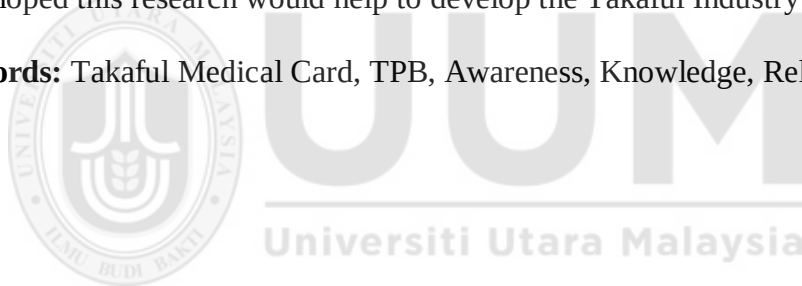
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ABSTRACT

The global medical trend rate for 2024 is expected to be 10.1 percent, a rise from 9.2 percent in 2023, which was recorded as the highest has been since 2015. The increase in medical care costs which is about 48% percent is driven by behavioral factors insurer reported that the lack of integration between primary, specialty, and facility care is one of the factors boosting medical care costs. Malaysia can be stated as a country that still low in awareness of having insurance protection for future events, as 84% of the group aged between 18 to 34 years old are still not be insured. As the medical sector is rising in cost, the top three insurance products that are currently needed by Malaysians are Medical and Health insurance. Therefore, this study investigates factors that influence the intention to purchase a Takaful Medical Card. This study was conducted using Google Forms and responded by 150 respondents. All data was analyzed using the software Statistical Package for Social Science (SPSS) by correlation and multiple regression analysis. The conceptual framework for this study is built based on the Theory of Planned Behavior (TPB) as underpinning theory by adding three new variables which are awareness, knowledge, and religion to further explain the intention to purchase a Takaful Medical Card. The result of this study shows that there is positive relationship between each variable towards the intention to purchase Takaful Medical Card. The result also shows that each variable significantly contributes to the dependent variable. In conclusion, this study hoped this research would help to develop the Takaful Industry in Malaysia.

Keywords: Takaful Medical Card, TPB, Awareness, Knowledge, Religiosity



ABSTRAK

Kadar trend perubatan global untuk 2024 dijangka 10.1 peratus, meningkat daripada 9.2 peratus pada tahun 2023, rekod ini merupakan catatan yang tertinggi direkodkan sejak tahun 2015. Peningkatan kos perubatan yang meningkat hampir 48% peratus didorong oleh faktor tingkah laku yang mana syarikat insuran melaporkan bahawa kemudahan perubatan dan kepakaran merupakan salah satu faktor yang mendorong peningkatan kos rawatan perubatan. Negara Malaysia boleh dikategorikan sebagai sebuah negara yang masih rendah tahap kesedaran untuk mempunyai perlindungan insurans sebagai persediaan dimasa hadapan, hampir 84% peratus kumpulan berumur 18 hingga 34 tahun masih belum mempunyai perlindungan insurans. Peningkatan kos dalam sektor perubatan menunjukkan, Insuran Perubatan dan kesihatan antara tiga produk teratas yang diperlukan oleh rakyat Malaysia. Oleh yang demikian, kajian ini bertujuan mengkaji faktor yang mempengaruhi niat untuk membeli Kad Perubatan Takaful. Kajian ini dijalankan menggunakan soal atas talian dan mendapat maklum balas dari 150 responden. Keseluruhan data dianalisis menggunakan perisian Statistical Package for Social Science (SPSS) dengan menjalankan korelasi dan analisis regresi linear berganda. Kerangka kerja konseptual ini dibina berdasarkan Teori Tingkah Laku Terancang (TPB) sebagai teori asas dengan menambah tiga pemboleh ubah luaran iaitu kesedaran, pengetahuan dan agama bagi menjelaskan lagi hasrat pembelian Kad Perubatan Takaful. Hasil dari kajian ini menunjukkan bahawa terdapat hubungan positif antara setiap pemboleh ubah dengan hasrat pembelian Kad Perubatan Takaful. Hasil kajian juga mendapati setiap pemboleh ubah penyumbang secara signifikan kepada pemboleh ubah bersandar. Konklusinya, kajian ini berharap penyelidikan ini dapat membantu meningkatkan lagi Industri Takaful di Malaysia.

Kata Kunci: Kad Perubatan Takaful, TPB, Kesedaran, Pengetahuan, Keagamaan.

ACKNOWLEDGEMENT

“In the name of Allah, the Most Gracious and the Most Merciful”.

All praises and thanks are due to Allah, the Lord of the worlds. May peace and blessings be unto the Holy Prophet Muhammad, His Family, and His Companions.

First and foremost, I want to pay my greatest gratitude to Allah (SWT) for blessing me with countless bounties. I am indebted to Him for giving me the strength of mind, spirit, and guidance for me to go through the journey of completing this research paper. With the Help and permission from Allah, this journey has been made possible by direct and indirect assistance from various parties.

I would like to extend my heartfelt appreciation to my beloved supervisor, Dr. Nik Safiah binti Nik Abdullah, for giving me invaluable guidance, moral support, and direction throughout the whole process of completing this research paper. Next, I would like to express my gratitude to Dr. Alias Mat Nor for his contribution and guidance to this process. In addition, a note of thanks to the supportive academics and staff of Islamic Business School, College of Business, Universiti Utara Malaysia for constantly providing learning and networking opportunities for students.

Last but not least, special dedication to my supportive husband, Ahmad Fadil bin Ismail for his understanding and moral support until the end of this journey. My gratitude and love extend to my dearest parent, Fai Ros bin Ishak, and Naeimah binti Awang Kechik. In addition, a special thanks also goes to my sibling Nur Aisyah for her help and encouragement, and to my son, the source of happiness thank you for your understanding. Lastly, a word of thanks to those who directly and indirectly provided comments and helpful suggestions, especially to all my respondents of this study. Thank you for your support and guidance. Your love and prayers kept me going. Thank you very much. May Allah S.W.T reward the kindness to everyone that I mentioned above.

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LIST OF ABBREVIATIONS

APAC	Asia-Pacific
BNM	Bank Negara Malaysia
GDP	Gross Deposit Product
MCO	Movement Control Order
MHIT	Medical and health insurance/takaful
MTA	Malaysian Takaful Association
PHI	Private Health Insurance
PIDM	Perbadanan Insuran Deposit Malaysia
SME	Small Medium Entrepreneurship
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action



CHAPTER ONE

INTRODUCTION

This chapter presents an overview of the study's background. This chapter includes the problem statement, research objectives, research questions, significance of the study, definition of key terms, scope of study, and organization of the chapter. Lastly, this chapter provides an overall conclusion for the chapter.

1.1 Background of the Study

The pandemic gives a series of shocks to economies around the world, which creates an unstable economic environment (Willis Towers Watson, 2023). This instability significantly affected global medical trends. The Global Medical Trend Report (2024) indicates that economic instability significantly influences the medical trend rate, however, it is essential to emphasize that regional disparities, the factors driving the current rate, and the strategies employed by companies to mitigate increases also substantially affect macroeconomic instability (Application Oriented Networking plc, 2024).

Based on a survey by Application-oriented Networking plc, in the Global Medical Trend report (2024), despite uncertainty from global inflation, employer-sponsored medical plans are seen to be a sharp rise in 2024. All regions will experience an increase in medical trends throughout 2023. Figure 1.1 indicates that the anticipated worldwide medical trend rate for 2024 is 10.1%, reflecting a rise from 9.2% in 2023,

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APPENDIX A : SURVEY QUESTIONNAIRE



**UNIVERSITI UTARA MALAYSIA
OTHMAN YEOP ABDULLAH GRADUATES SCHOOL OF BUSINESS
POST GRADUATES PROGRAMME**

Dear Respondent,

I am final semester student for Master in Islamic Finance and Banking of University Utara Malaysia. I doing this research as one of the requirements needed from the University. The title for this research is “Factors that Influence Intention to Purchase Takaful Medical Card”. The purpose of this survey is to investigate the intention to purchase Takaful Medical Card. Kindly informed that you have been selected as one of respondent for this research.

Please answer all questions correctly. All responses are completely confidential. I am looking forward for your cooperation in this study.

Thank you all for participation. May Allah bless you.

Instructions :

- 1) There are THREE (3) sections in this questionnaire. Please answer ALL question in ALL sections.
- 2) The content of this questionnaire will be kept strictly confidential.

Sincerely,

Name : Nurul Nadzirah binti Fai Ros

Matric no : 830154

Course : Master in Islamic Finance and Banking (MIFB)

Email : nadzirahfairos@gmail.com

Section A: Profile Data

Please tick (/) the appropriate responses

1. Age

☐	18-20 years
☐	21-26 years
☐	26 -30 years
☐	31-40 years
☐	40 years Above

2. Gender

☐	Male
☐	Female

3. Education

☐	SPM
☐	Diploma
☐	Degree
☐	Master
☐	PHD
☐	Other

3. Profession

☐	Academician
☐	Administrative
☐	Manufacture
☐	Professional Management
☐	Government Servant
☐	Freelance
☐	Other : State here : _____

4. Do you have intention to purchase Takaful medical card in future or do you already purchase Takaful medical card. (If Yes, please answer question below)

☐	Yes
☐	No

Section B

The items below represent your opinion about intention towards *Medical Card Takaful* selection. Based on the scale given below, please mark (/) the number that you think appropriate for each item.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1	2	3	4	5

No.	Statement	1	2	3	4	5
PI1	I think to select <i>Takaful Medical Card</i> .					
PI2	I plan to select <i>Takaful Medical Card</i> .					
PI3	I intend to select <i>Takaful Medical Card</i> .					
PI4	I expect to select <i>Takaful Medical Card</i> .					
PI5	I want to select <i>Takaful Medical Card</i> .					
PI6	I am interested to select <i>Takaful Medical Card</i> .					
PI7	I feel to select <i>Takaful Medical Card</i> .					

Section C

The items below represent your opinion towards *Medical Card Takaful* selection. Based on the scale given below, please mark (/) the number that you think appropriate for each item.

Strongly Disagree	Disagree	Not Sure	Agree	Strongly Agree
1	2	3	4	5

Part 1 : Attitude

No.	Statement	1	2	3	4	5
AT1	I feel selecting <i>Takaful Medical Card</i> is a wise idea.					
AT2	I feel selecting <i>Takaful Medical Card</i> is a good idea.					

AT3	I like the idea of selection <i>Takaful Medical Card</i> .					
AT4	I feel choosing <i>Takaful Medical Card</i> is beneficial.					
AT5	I feel <i>Takaful Medical Card</i> is a pleasant idea.					
AT6	I feel <i>Takaful Medical Card</i> is an appealing idea.					
AT7	I feel <i>Takaful Medical Card</i> achieve the objectives of <i>Shari'ah</i> .					
AT8	I feel <i>Takaful Medical Card</i> is one of the best Insurance products.					

Part 2 : Subjective Norms

No.	Statement	1	2	3	4	5
SN1	People who influence my behaviour think I should select <i>Takaful Medical Card</i> .					
SN2	People who are important to me think that I should select <i>Takaful Medical Card</i> .					
SN3	People who are close to me think that I should select <i>Takaful Medical Card</i> .					
SN4	People who influence my decisions think that I should select <i>Takaful Medical Card</i> .					
SN5	I am influenced by my family to select <i>Takaful Medical Card</i> .					
SN6	I am influenced by my close friend to select <i>Takaful Medical Card</i> .					
SN7	It is expected by others that I should select <i>Takaful Medical Card</i> .					

Part 3 : Perceived Behaviour Control

No.	Statement	1	2	3	4	5
PBC1	I am confident that I can involve in Takaful if I want to.					
PBC2	I believe I have high confidence and enough resources and information to adopt Takaful					
PBC3	If I do not have confidence and enough information toward Takaful, it would be difficult for me to adopt Takaful even though I have the passion to perform it.					
PBC4	The decision to adopt Takaful is based on my control.					
PBC5	To adopt Takaful is easy for me.					

Part 4 : Awareness

No.	Statement	1	2	3	4	5
AW1	I aware enough information about the <i>Takaful Medical Card</i> .					
AW2	I aware enough information about the benefits of <i>Takaful Medical Card</i> .					
AW3	I realise that <i>Takaful Medical Card</i> offered is <i>Shari'ah</i> compliant.					
AW4	I realise that <i>Takaful Medical Card</i> is free from interest (<i>riba</i>)					
AW5	I aware that the <i>Takaful Medical Card</i> is according to the needs of customers.					
AW6	I aware that the <i>Takaful Medical Card</i> really helps in the promotion of Islamic values to customers and the public.					

Part 5 : Knowledge

No.	Statement	1	2	3	4	5
KNW1	I know that Takaful Medical Card are for all religion.					
KNW2	I know that Takaful Medical Card are based on the Shariah principle					
KNW3	I know that Takaful Medical Card do not impose Interest					
KNW4	I am aware of the benefit of having Takaful Medical Card that provide benefits in future					
KNW5	I am aware that Takaful Medical Card are based on <i>ta'awun</i> (cooperation)					

Part 6 : Religiosity

No.	Statement	1	2	3	4	5
RG1	<i>Takaful Medical Card</i> is based on Al-Quran and Hadith.					
RG2	<i>Takaful Medical Card</i> is compliance with Islamic Law.					
RG3	<i>Takaful Medical Card</i> meets the objectives of <i>Shari'ah</i> .					
RG4	<i>Takaful Medical Card</i> is free from <i>riba</i> .					
RG5	<i>Takaful Medical Card</i> is free from gambling.					
RG6	<i>Takaful Medical Card</i> is free from fraud.					
RG7	<i>Takaful Medical Card</i> is free from any doubt in their transaction.					
RG8	<i>Takaful Medical Card</i> is in line with an Islamic principle of doing business.					

APPENDIX B : DESCRIPTIVE STATISTICS

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-20 years	5	3.3	3.3	3.3
	21-26 years	54	36.0	36.0	39.3
	26-30 years	35	23.3	23.3	62.7
	31-40 years	49	32.7	32.7	95.3
	40years above	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

GENDER

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	73	48.7	48.7	48.7
	Female	77	51.3	51.3	100.0
	Total	150	100.0	100.0	

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	7	4.7	4.7	4.7
	Diploma	46	30.7	30.7	35.3
	Degree	60	40.0	40.0	75.3
	Master	17	11.3	11.3	86.7
	PHD	13	8.7	8.7	95.3
	Other	7	4.7	4.7	100.0
	Total	150	100.0	100.0	

PROFESSION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Academician	17	11.3	11.3	11.3
	Administrative	33	22.0	22.0	33.3
	Manufacture	36	24.0	24.0	57.3
	Professional Management	19	12.7	12.7	70.0
	Government Servant	30	20.0	20.0	90.0
	Freelance	9	6.0	6.0	96.0
	Other	6	4.0	4.0	100.0
	Total	150	100.0	100.0	



Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TPI	150	3.713	4.143	3.897	7.47
Mean_ATT	150	3.633	4.151	3.913	9.15
Mean_SN	150	3.660	4.080	3.879	7.49
Mean_PBC	150	3.773	4.082	3.925	6.03
Mean_AWW	150	3.693	4.026	3.824	6.29
Mean_KNW	150	3.840	4.192	3.995	5.81
Mean_RG	150	3.787	4.211	3.958	8.63
Valid N (listwise)	150				

APPEDIX C : NORMALITY ANALYSIS

Purchase Intention

Case Processing Summary

	Cases				Total	
	N	Valid Percent	N	Missing Percent		
T.PI	150	100.0%	0	0.0%	150	100.0%

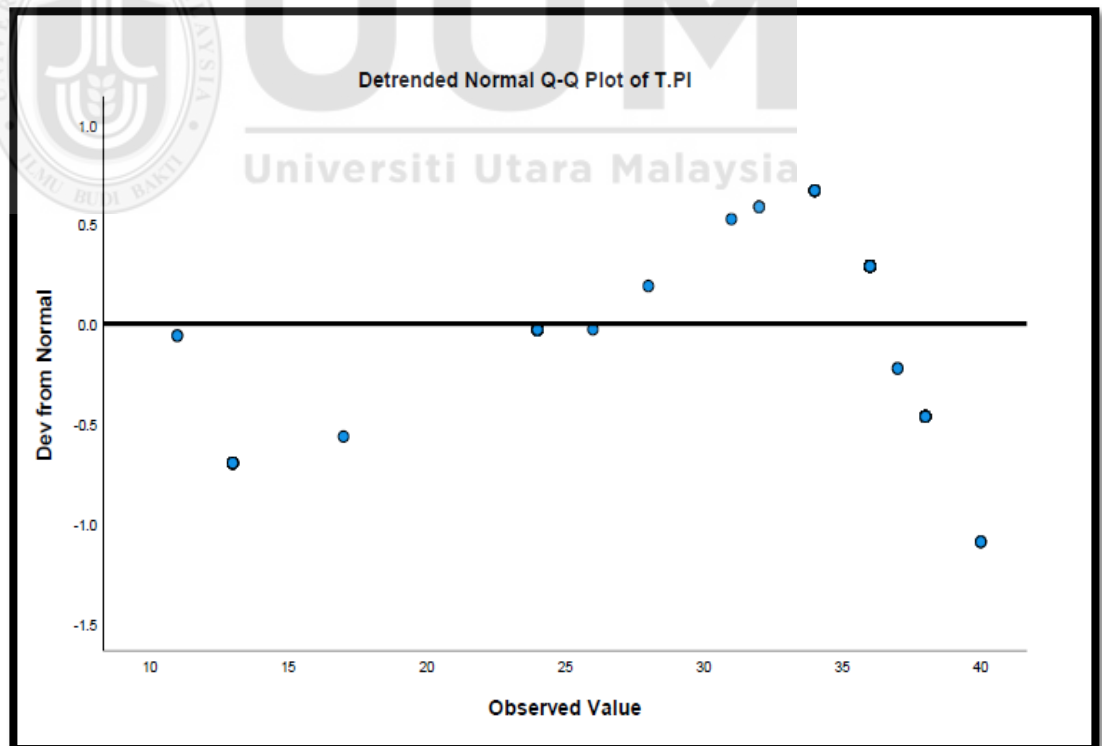
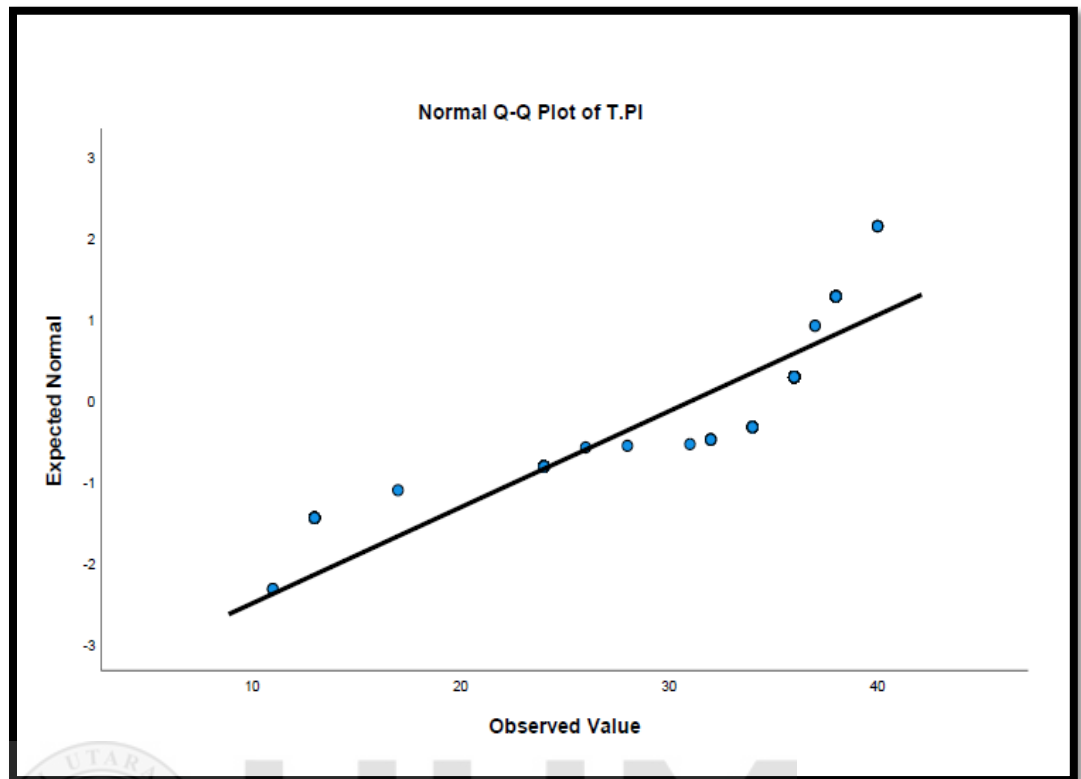
Descriptive

		Statistic	Std. Error
T.PI	Mean	3.2200	.69100
	95% Confidence Interval for Lower Bound	2.8546	
	Mean		
	Upper Bound	3.5854	
	5% Trimmed Mean	3.8259	
	Median	3.0000	
	Variance	.622	
	Std. Deviation	.46354	
	Minimum	1.00	
	Maximum	4.00	
	Range	2.00	
	Inter quartile Range	.90	
	Skewness	-1.293	.198
	Kurtosis	.273	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
T.PI	.307	150	.000	.740	150	.000

a. Lilliefors Significance Correction



Attitude

Case Processing Summary

	Cases				Total	
	N	Valid Percent	Missing N	Missing Percent	N	Percent
Mean_ATT	150	100.0%	0	0.0%	150	100.0%

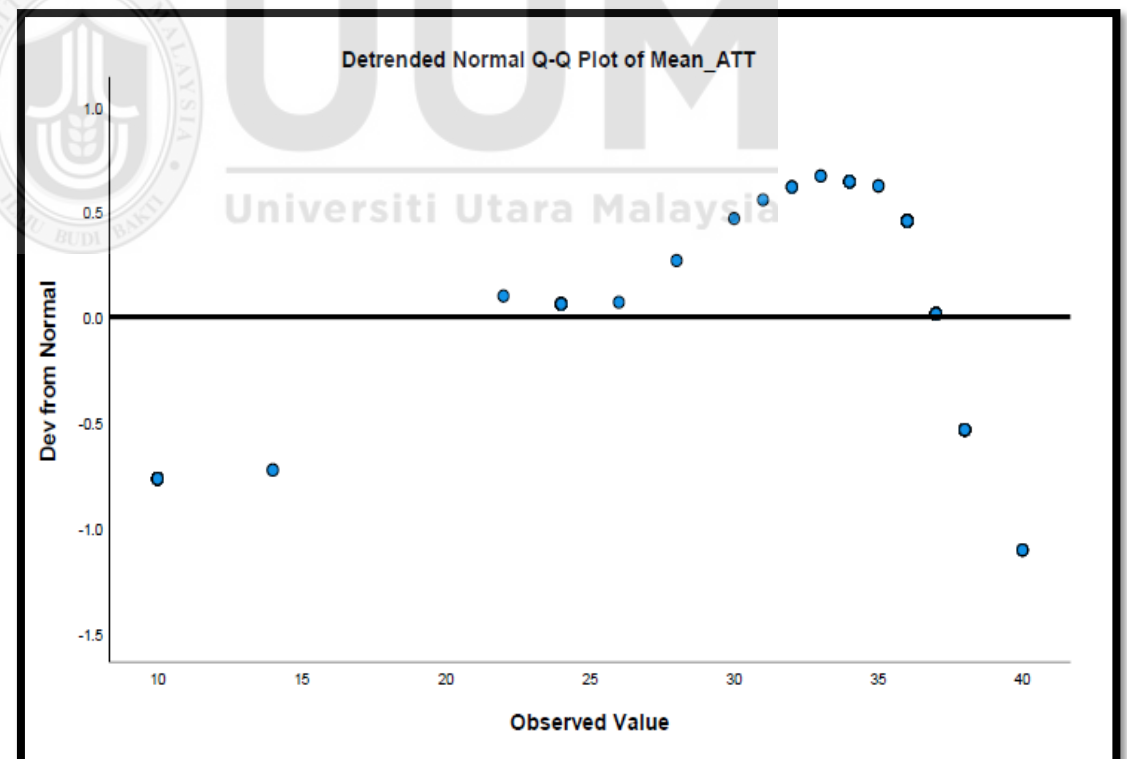
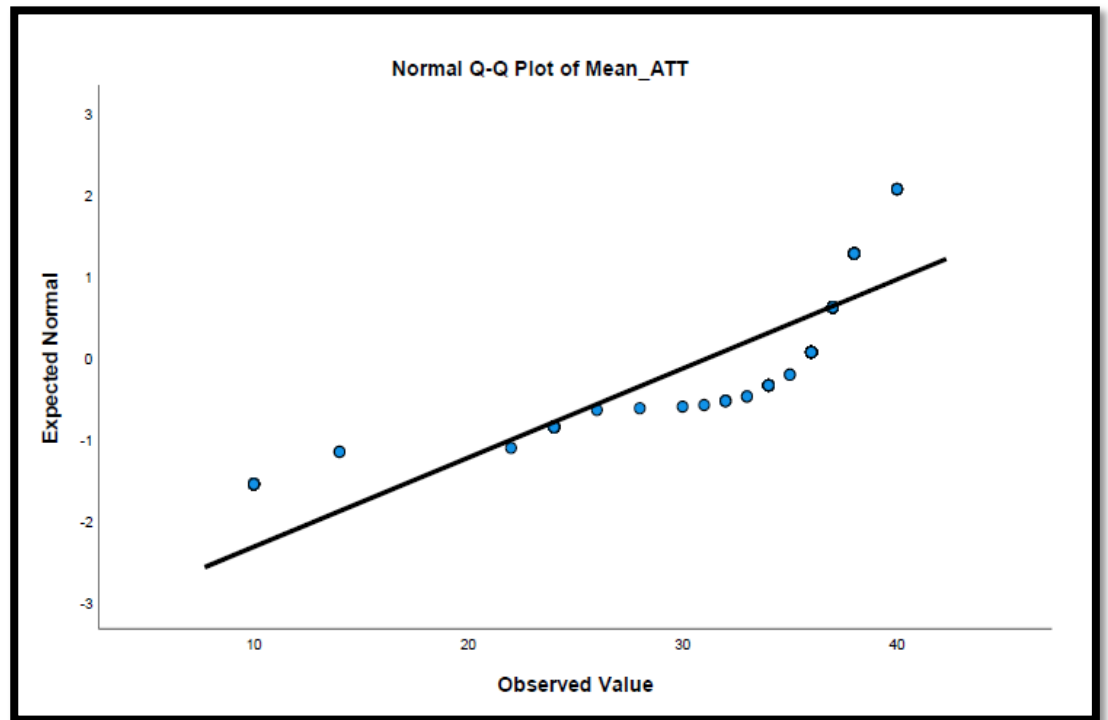
Descriptive

		Statistic	Std. Error
Mean_ATT	Mean	3.3067	.74773
	95% Confidence Interval for Lower Bound Mean	2.8291	
	Upper Bound	3.7842	
	5% Trimmed Mean	3.0444	
	Median	3.0000	
	Variance	.865	
	Std. Deviation	.15779	
	Minimum	1.00	
	Maximum	4.00	
	Range	3.00	
	Inter quartile Range	1.00	
	Skewness	-1.455	.198
	Kurtosis	.773	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_ATT	.296	150	.000	.719	150	.000

a. Lilliefors Significance Correction



Subjective Norms

Case Processing Summary

	Cases				Total	
	N	Valid Percent	Missing N	Percent	N	Percent
Mean_SN	150	100.0%	0	0.0%	150	100.0%

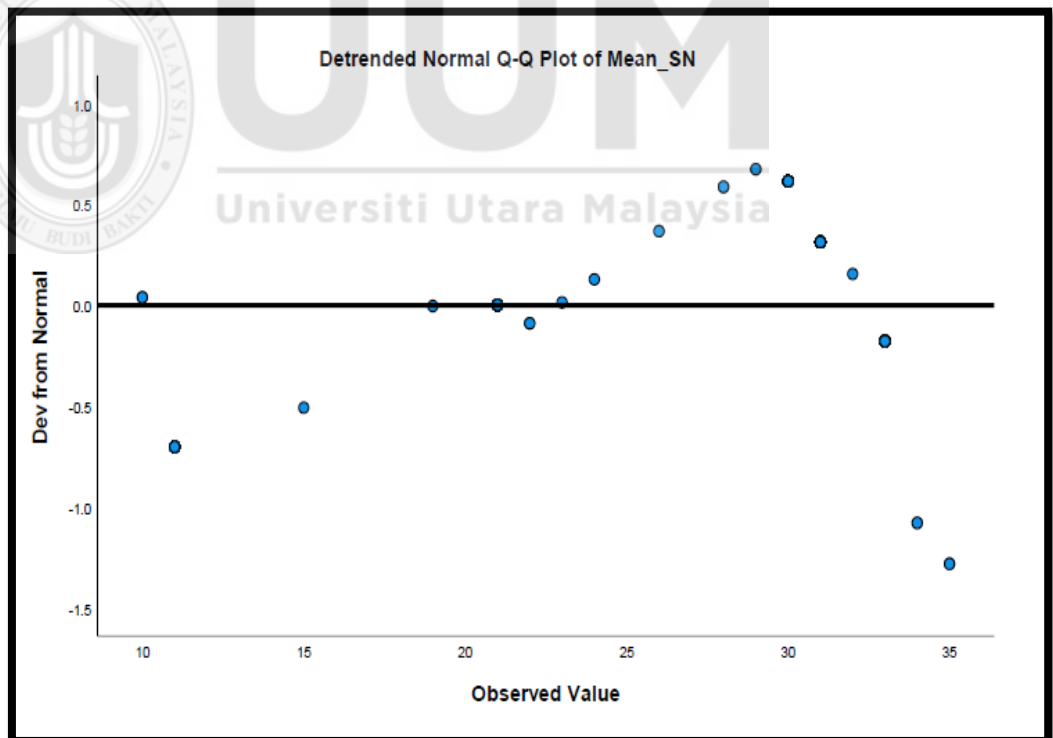
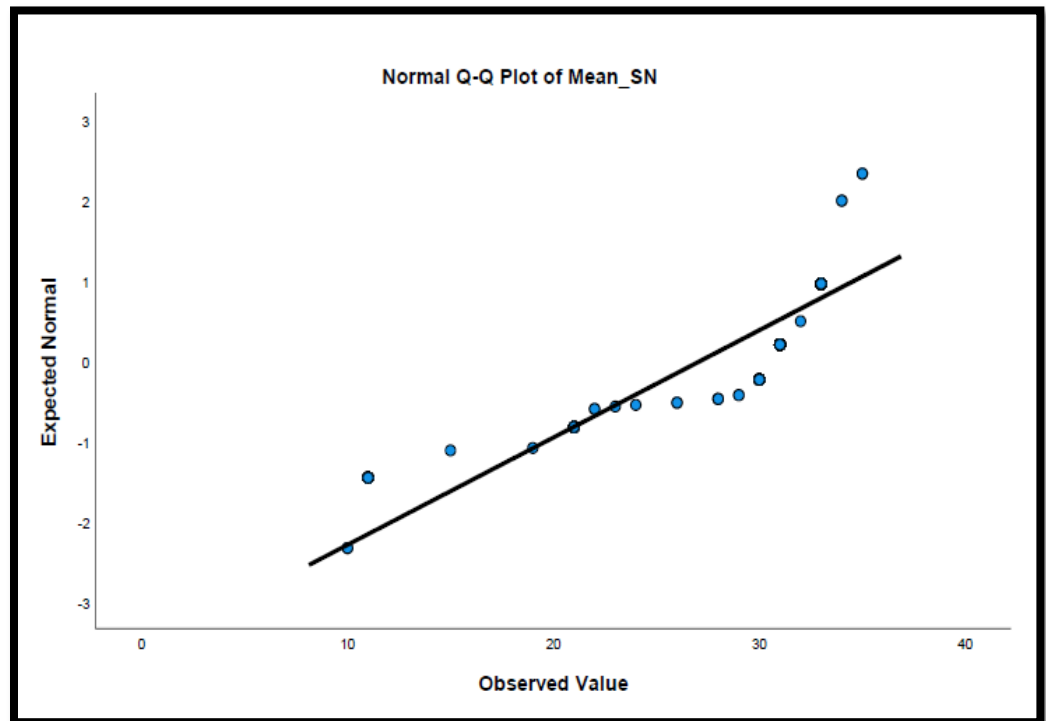
Descriptive

	Statistic	Std. Error
Mean_SN	Mean	2.1533
	95% Confidence Interval for Mean	.61165
	Lower Bound	2.9447
	Upper Bound	2.3620
	5% Trimmed Mean	2.6963
	Median	3.0000
	Variance	.117
	Std. Deviation	.49115
	Minimum	1.00
	Maximum	3.00
	Range	2.20
	Inter quartile Range	.95
	Skewness	-1.237
	Kurtosis	.169

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_SN	.308	150	.000	.757	150	.000

a. Lilliefors Significance Correction



Perceived Behavior Control

Case Processing Summary

	Cases				Total	
	N	Valid Percent	N	Missing Percent		
Mean_PBC	150	100.0%	0	0.0%	150	100.0%

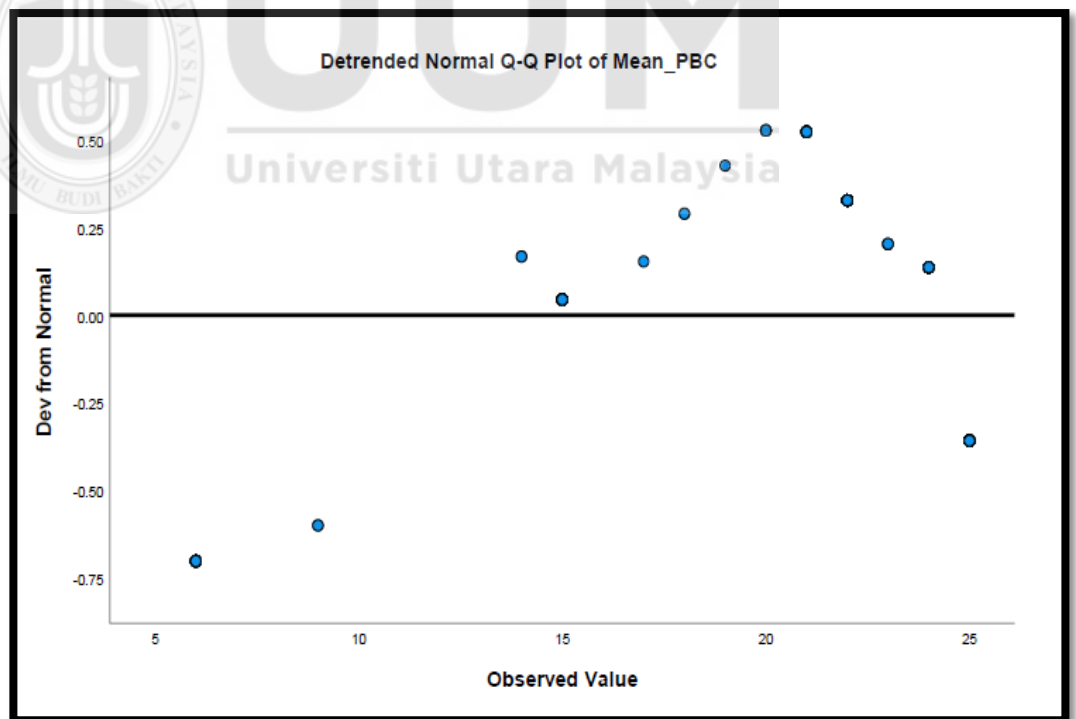
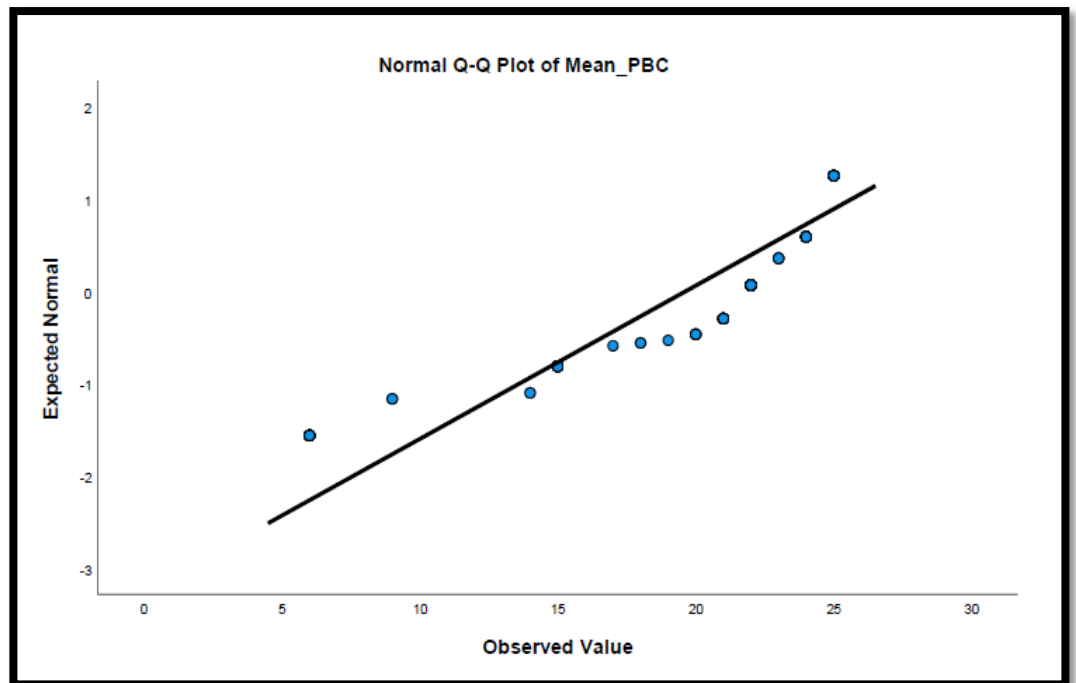
Descriptive

	Statistic	Std. Error
Mean_PBC	Mean	9.6267
95% Confidence Interval for Lower Bound	Mean	8.6533
	Upper Bound	6.6000
5%TrimmedMean		5.0852
Median		4.0000
Variance		.397
Std. Deviation		.03296
Minimum		3.00
Maximum		5.00
Range		1.00
Inter quartile Range		.96
Skewness	-1.258	.198
Kurtosis	.409	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_PBC	.250	150	.000	.783	150	.000

a. Lilliefors Significance Correction



Awareness

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mean_AWW	150	100.0%	0	0.0%	150	100.0%

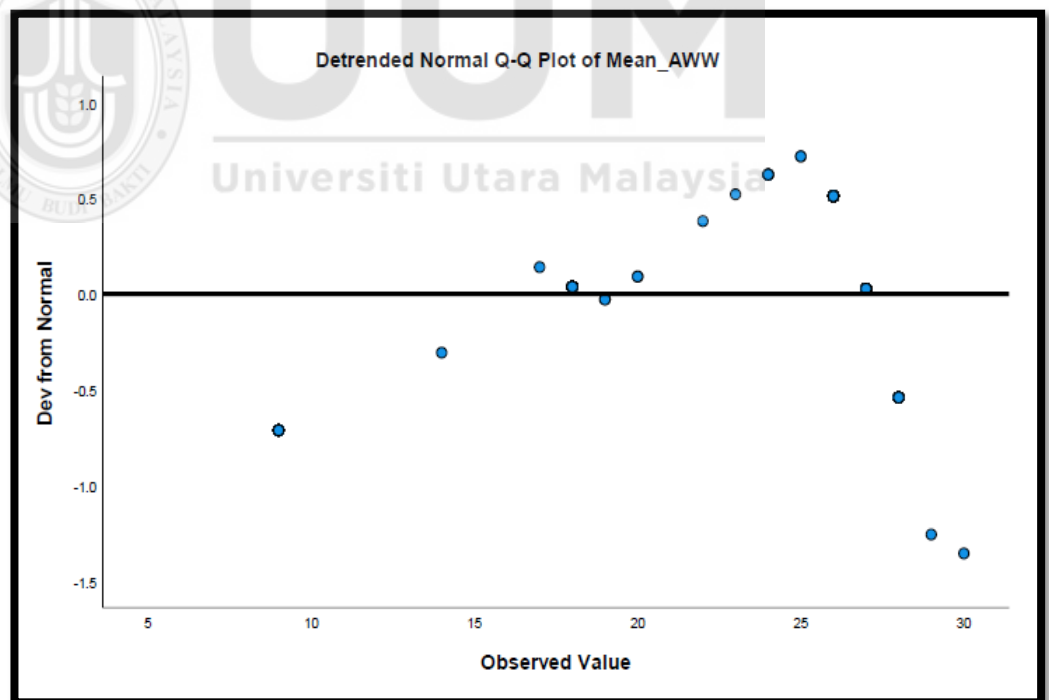
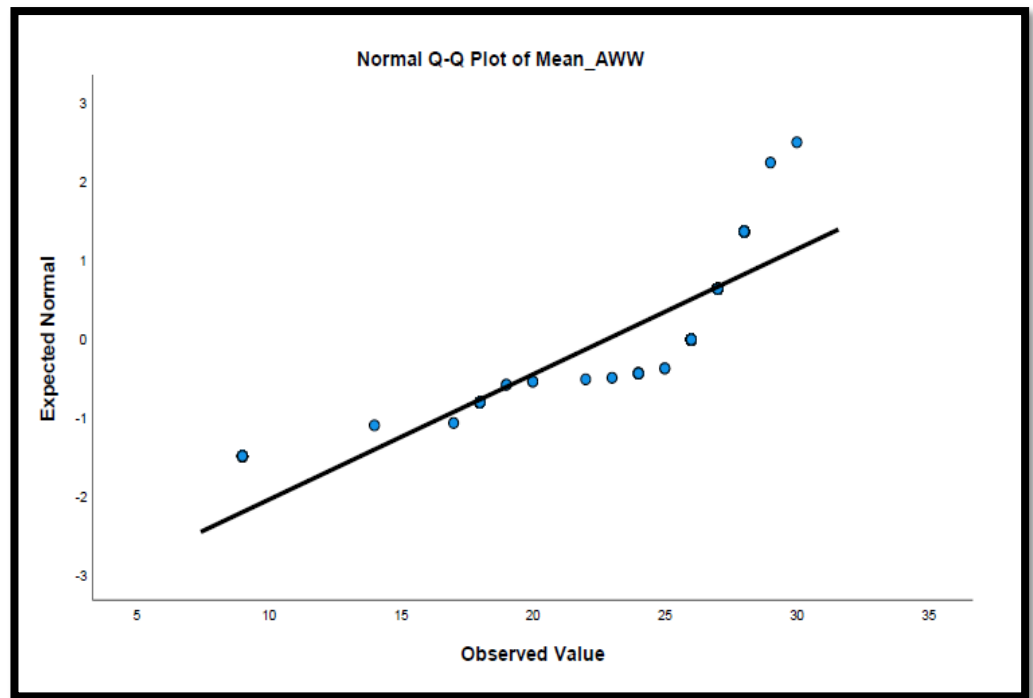
Descriptive

		Statistic	Std. Error
Mean_AWW	Mean	2.9467	.51360
	95% Confidence Interval for Lower Bound	2.9318	
	Mean Upper Bound	2.9615	
	5% Trimmed Mean	2.4185	
	Median	2.0000	
	Variance	.568	
	Std. Deviation	.29028	
	Minimum	2.00	
	Maximum	5.00	
	Range	1.00	
	Inter quartile Range	.95	
	Skewness	-1.318	.198
	Kurtosis	.370	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_AWW	.333	150	.000	.734	150	.000

a. Lilliefors Significance Correction



Knowledge

Case Processing Summary

	Cases				Total	
	N	Valid Percent	Missing N	Missing Percent	N	Percent
Mean_KNW	150	100.0%	0	0.0%	150	100.0%

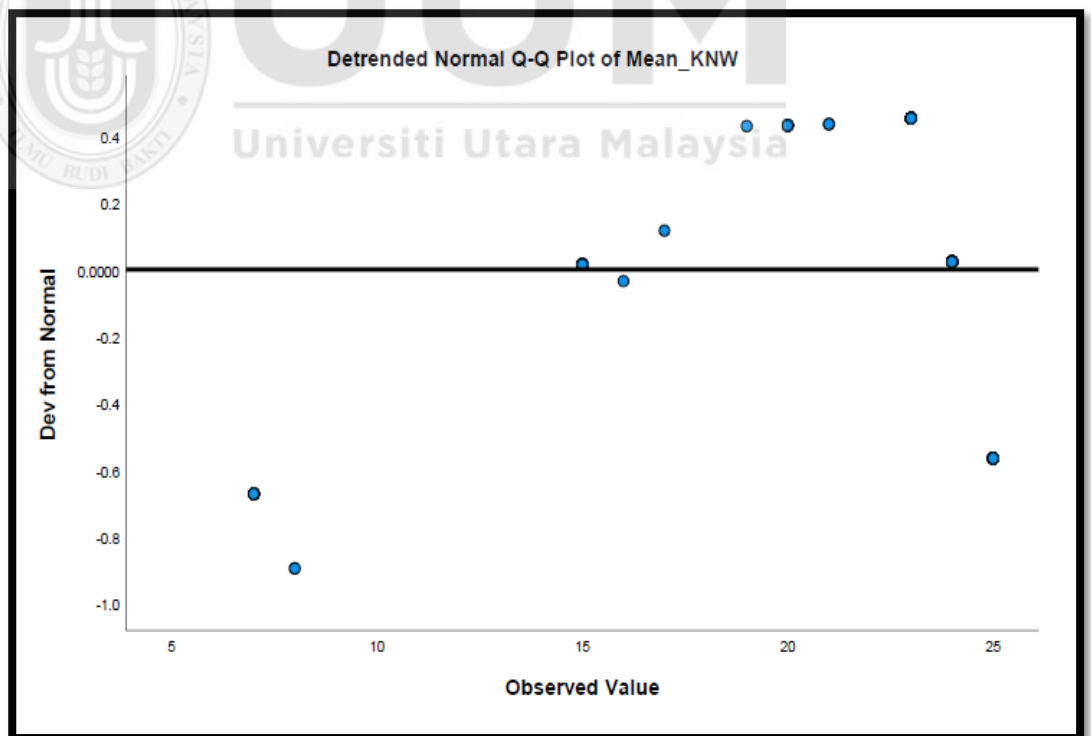
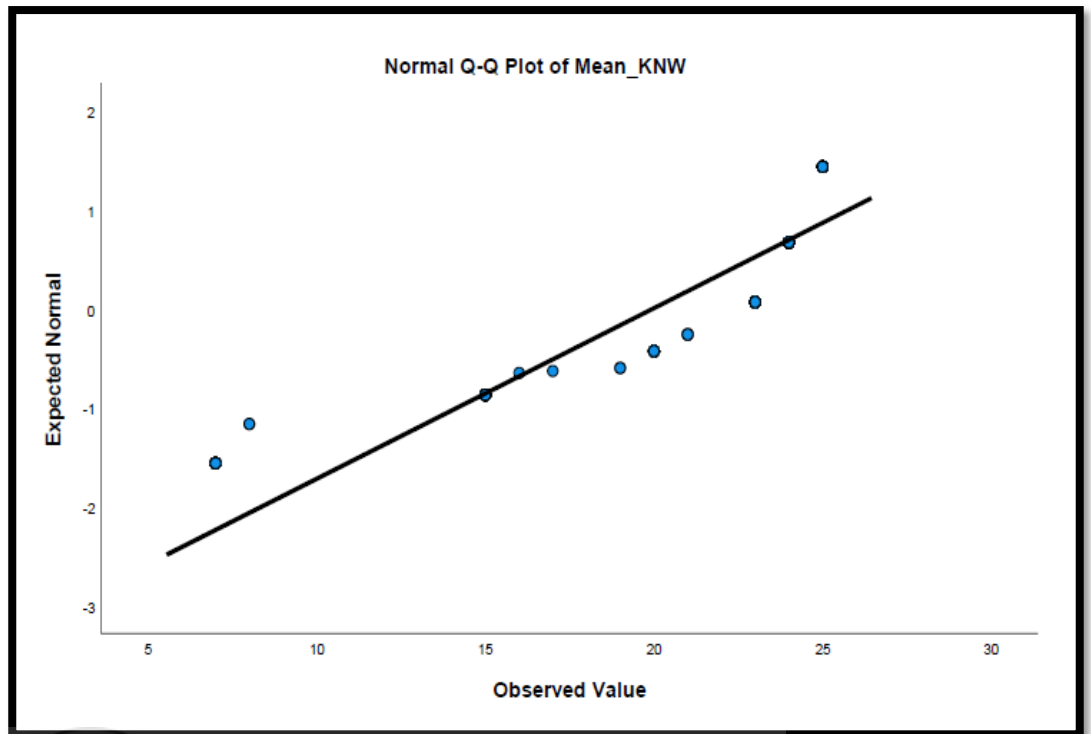
Descriptive

		Statistic	Std. Error
Mean_KNW	Mean	4.9733	.47468
95% Confidence Interval for Lower Bound		4.0354	
Mean Upper Bound		4.9113	
5% Trimmed Mean		4.4148	
Median		3.0000	
Variance		.798	
Std. Deviation		.81360	
Minimum		2.00	
Maximum		5.00	
Range		1.00	
Inter quartile Range		.80	
Skewness		-1.286	.198
Kurtosis		.363	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_KNW	.292	150	.000	.758	150	.000

a. Lilliefors Significance Correction



Religiosity

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Mean_RG	150	100.0%	0	0.0%	150	100.0%

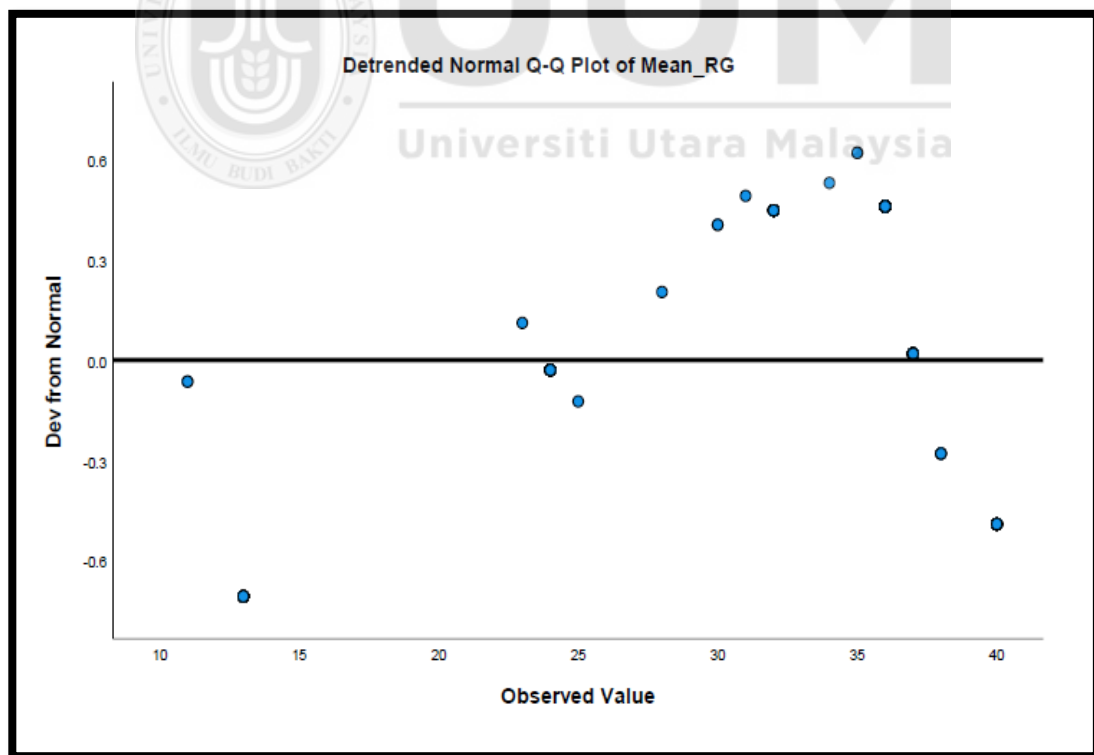
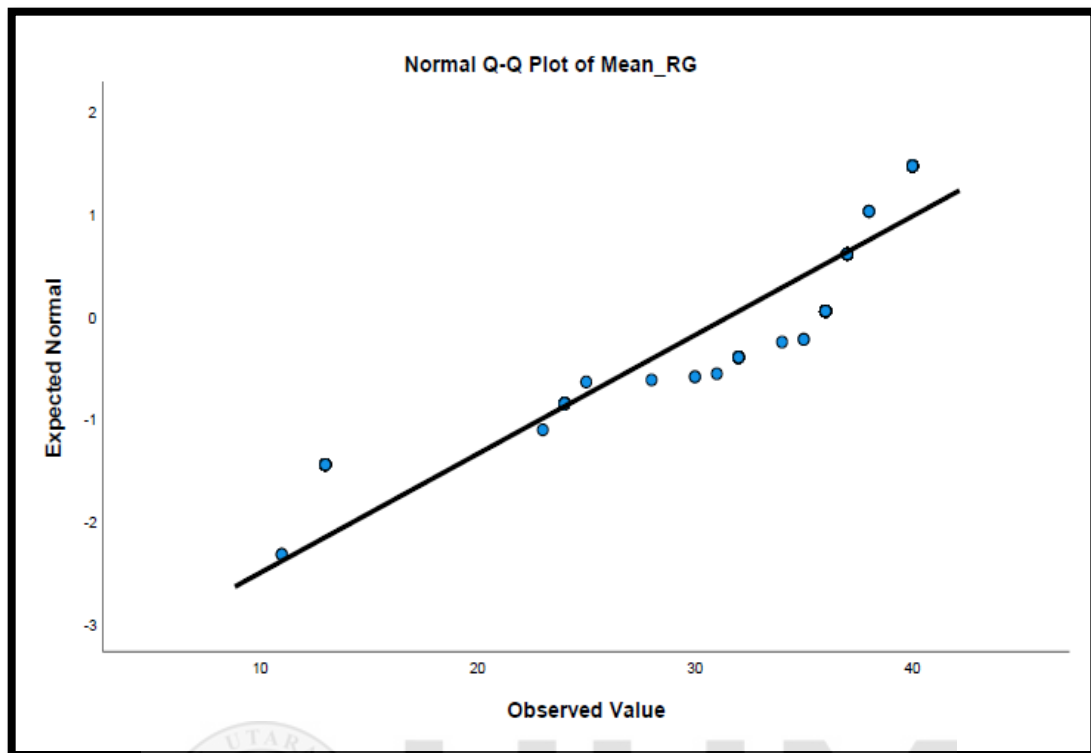
Descriptive

		Statistic	Std. Error
Mean_RG	Mean	3.6667	.70522
	95% Confidence Interval for Lower Bound	3.2731	
	Mean Upper Bound	3.0602	
	5% Trimmed Mean	3.2704	
	Median	3.0000	
	Variance	.600	
	Std. Deviation	.63710	
	Minimum	1.00	
	Maximum	4.00	
	Range	2.00	
	Inter quartile Range	1.00	
	Skewness	-1.232	.198
	Kurtosis	.258	.394

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean_RG	.279	150	.000	.781	150	.000

a. Lilliefors Significance Correction



APPENDIX D : RELIABILITY ANALYSIS

Purchase Intention

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.977	7

Item Statistics

	Mean	Std. Deviation	N
I think to select Takaful Medical Card	4.1400	1.14710	150
I plan to select Takaful Medical Card	3.9533	1.05765	150
I intend to select Takaful Medical Card	3.9400	1.06330	150
I expect to select Takaful Medical Card	3.7867	1.23477	150
I want to select Takaful Medical Card	3.8733	1.28124	150
I am interested to select Takaful Medical Card	3.8733	1.27599	150
I feel to select Takaful Medical Card	3.7133	.89994	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.2800	5.881	7.47535	7

Attitude

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.981	.982	8

Item Statistics

	Mean	Std. Deviation	N
I feel selecting Takaful Medical Card is a wise idea	3.8733	1.26011	150
I feel selecting Takaful Medical Card is a good idea	3.6333	1.10166	150
I like the idea of selection Takaful Medical Card	3.8400	1.23745	150
I feel choosing Takaful Medical Card is beneficial	3.8933	1.27520	150
I feel Takaful Medical Card is a pleasant idea	3.8733	1.27072	150
I feel Takaful Medical Card is an appealing idea	3.9933	1.05230	150
I feel Takaful Medical Card achieve the objectives of Shariah	4.1533	1.15123	150
I feel Takaful Medical Card is one of the best Insurance products	4.0467	1.35774	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.3067	8.865	9.15779	8

Subjective Norms

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.978	7

Item Statistics

	Mean	Std. Deviation	N
People who influence my behaviour think I should select Takaful Medical Card	4.0267	1.36567	150
People who are important to me think that I should select Takaful Medical Card	4.1533	1.13951	150
People who are close to me think that I should Takaful Medical Card	3.9000	1.04110	150
People who influence my decision think that I should select Takaful Medical Card	3.7600	1.24609	150
I am influenced by my family to select Takaful Medical Card	3.7667	1.24468	150
I am influenced by my close friend to select Takaful Medical Card	3.8867	1.03325	150
It is expected by other that I should select Takaful Medical Card	3.6600	.89615	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
27.1533	6.117	7.49115	7

Perceived Behavior Control

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.976	.977	5

Item Statistics

	Mean	Std. Deviation	N
I am confident that I can involve in Takaful if I want to	3.8533	1.25525	150
I believe I have high confidence and enough resources and information to adopt	3.9000	1.09759	150
If I do not have confident and enough information toward....	3.7733	1.22143	150
The decision to adopt Takaful is based on my control	4.0800	1.34873	150
To adopt Takaful is easy for me	4.0200	1.37802	150

Scale Statistics

Mean	Variance	Std. Deviation	No f Items
19.6267	6.397	6.03296	5

Awareness

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.965	.970	6

Item Statistics

	Mean	Std. Deviation	N
I aware enough information about the Takaful Medical Card	3.8000	1.27443	150
I aware enough information about the benefit of Takaful Medical Card	3.7600	1.22436	150
I realize that Takaful Medical Card offered is Shariah complaint	3.9533	1.06397	150
I realize that Takaful Medical Card is free from interest (riba)	3.7200	.92772	150
I aware that the Takaful Medical Card is according to the needs of customers	4.0200	1.36333	150
I aware that the Takaful Medical Card really helps in the promotion of Islamic.	3.6933	.87429	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.9467	9.568	6.29028	6

Knowledge

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.975	.976	5

Item Statistics

	Mean	Std. Deviation	N
I know that Takaful Medical Card are for all religion	3.8400	1.26957	150
I know that Takaful Medical Card are based on the Shariah principle	4.1800	1.14733	150
I know that Takaful Medical Card do not impose Interest	3.8600	1.27458	150
I am aware of the benefit of having Takaful M.C that provide benefit in future	3.9000	1.26783	150
I am aware that Takaful M. Card based on Ta'awun	4.1933	1.12743	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.9733	7.798	5.81360	5

Religiosity

Case Processing Summary

		N	%
Cases	Valid	150	100.0
	Excluded ^a	0	.0
	Total	150	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.982	.983	8

Item Statistics

	Mean	Std. Deviation	N
Takaful M.C is based on Al-Quran and Sunnah	3.8067	1.27283	150
T.M.C is compliance with Islamic Law	4.2133	1.12677	150
T.M.C meets the objective of Shariah	3.8867	1.26670	150
T.M.C is free from riba	3.8600	1.25869	150
T.M.C is free from gambling	3.7867	.93827	150
T..M.C is free from fraud	3.9800	1.05849	150
T.M.C is free from any doubt in their transaction	3.9733	1.06781	150
T.M.C is in line with an Islamic principle of doing business	4.1600	1.14153	150

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
31.6667	7.600	8.63710	8

APPENDIX E : CORELLATION

		TPI	Mean_ATT	Mean_SN	Mean_PBC	Mean_AWW	Mean_RG	Mean_KNW
TPI	Pearson Correlation	1	.921**	.893**	.806**	.765**	.878**	.729**
	Sig.(2-tailed)		.000	.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Mean_ATT	Pearson Correlation	.921**	1	.827**	.790**	.718**	.917**	.788**
	Sig.(2-tailed)	.000		.000	.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Mean_SN	Pearson Correlation	.893**	.827**	1	.785**	.774**	.796**	.822**
	Sig.(2-tailed)	.000	.000		.000	.000	.000	.000
	N	150	150	150	150	150	150	150
Mean_PBC	Pearson Correlation	.806**	.790**	.785**	1	.771**	.891**	.784**
	Sig.(2-tailed)	.000	.000	.000		.000	.000	.000
	N	150	150	150	150	150	150	150
Mean_AWW	Pearson Correlation	.765**	.718**	.774**	.771**	1	.824**	.696**
	Sig.(2-tailed)	.000	.000	.000	.000		.000	.000
	N	150	150	150	150	150	150	150
Mean_RG	Pearson Correlation	.878**	.917**	.796**	.891**	.824**	1	.818**
	Sig.(2-tailed)	.000	.000	.000	.000	.000		.000
	N	150	150	150	150	150	150	150
Mean_KNW	Pearson Correlation	.729**	.788**	.822**	.784**	.696**	.818**	1
	Sig.(2-tailed)	.000	.000	.000	.000	.000	.000	
	N	150	150	150	150	150	150	150

**Correlation is significant at the 0.01 level (2-tailed).

APPENDIX F :MULTIPLE REGRESSION

Variables Entered /Removed^a

Variables		Variables	
Model	Entered	Removed	Method
1	a. Mean_RG ,Mean_SN, Mean_PBC,Mean_AWW, Mean_ATT,Mean_KNW ^b	.	Enter

a. Dependent Variable: TPI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.964 ^a	.929	.911	1.53061

b. Predictors : (Constant), Mean_RG, Mean_SN, Mean_PBC, Mean_AWW, Mean_ATT, Mean_KNW

c. Dependent Variable: TPI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.315	6	137.192	207.205	.000 ^b
	Residual	94.681	143	.662		
	Total	176.996	149			

a. Dependent Variable: TPI

b. Predictors: (Constant), Mean_RG, Mean_SN, Mean_PBC, Mean_AWW, Mean_ATT, Mean_KNW

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.086	.316		-.271	.787
	Mean_ATT	.173	.055	.211	3.152	.002
	Mean_SN	.447	.043	.448	10.461	.000
	Mean_PBC	.159	.062	.129	2.585	.011
	Mean_AWW	-.157	.062	-.132	-2.512	.013
	Mean_KNW	-.443	.088	-.344	-5.016	.000
	Mean_RG	.604	.072	.698	8.357	.000

Coefficients^a

Model		95.0% Confidence Interval for B		Correlations			Collinearity Statistics
		Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance
1	(Constant)	-.711	.540				
	Mean_ATT	.064	.281	.985	.255	.028	.183
	Mean_SN	.363	.532	.971	.658	.093	.432
	Mean_PBC	.038	.281	.971	.211	.023	.327
	Mean_AWW	-.280	-.033	.974	-.206	-.022	.293
	Mean_KNW	-.617	-.268	.972	-.387	-.045	.173
	Mean_RG	.461	.747	.979	.573	.075	.117

Collinearity Statistics

Model VIF

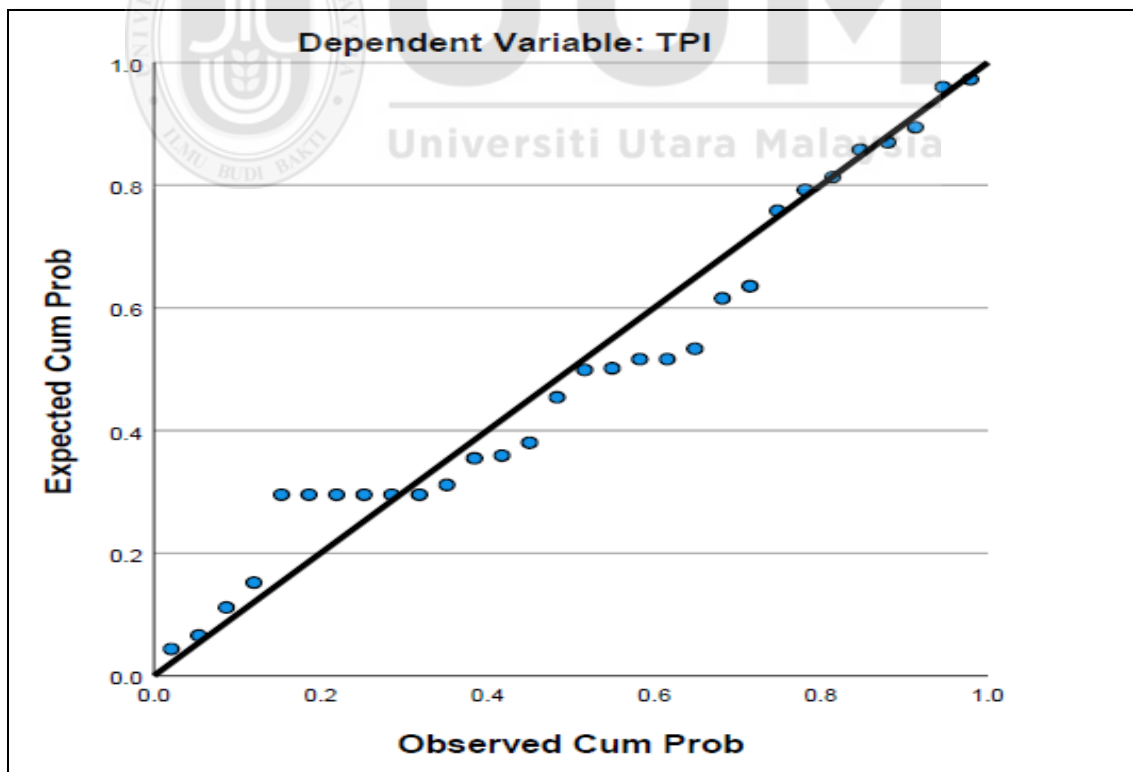
1	(Constant)	
	Mean_ATT	5.655
	Mean_SN	2.306
	Mean_PBC	3.118
	Mean_AWW	3.462
	Mean_KNW	5.930
	Mean_RG	8.778

Residuals Statistics^a

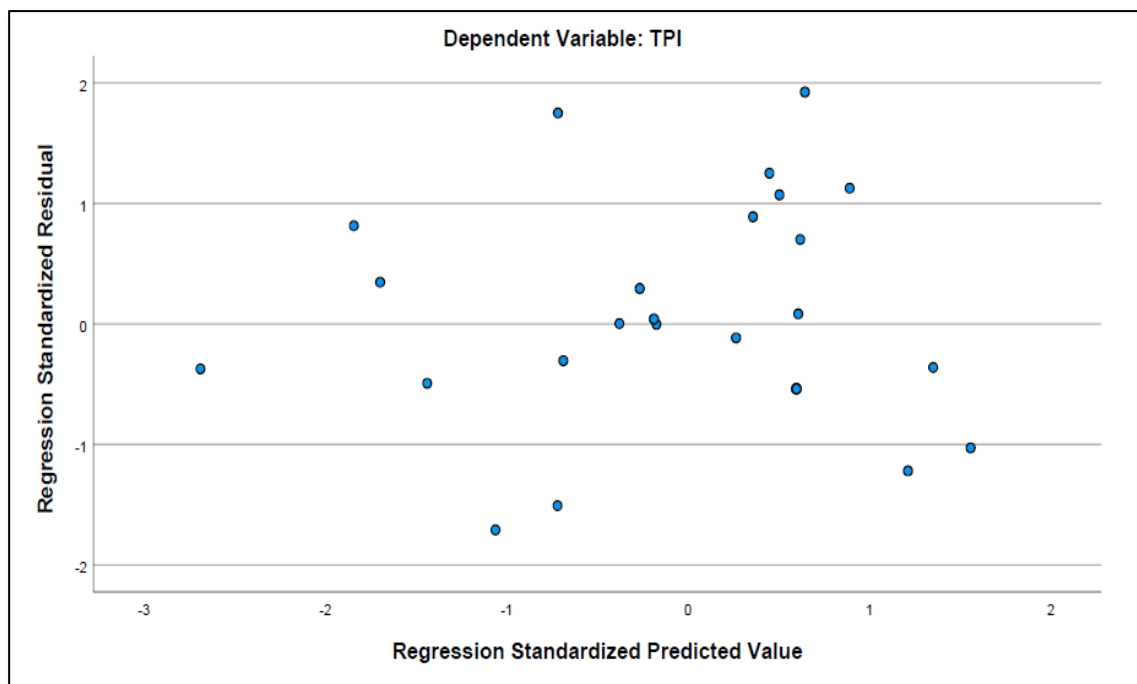
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.9298	5.9025	4.2800	.43272	150
Std. Predicted Value	-2.334	1.160	.000	1.000	150
Standard Error of Predicted Value	.080	.531	.157	.080	150
Adjusted Predicted Value	3.9114	5.4243	4.2678	.41701	150
Residual	-3.40648	4.10968	.00000	.79715	150
Std. Residual	-4.186	5.051	.000	.980	150
Stud. Residual	-4.495	6.668	.006	1.096	150
Deleted Residual	-1.42455	1.16355	.01217	1.01974	150
Stud. Deleted Residual	-4.833	3.005	.012	1.189	150
Mahal. Distance	.454	62.526	5.960	9.534	150
Cook's Distance	.000	4.720	.052	.405	150
Centered Leverage Value	.003	.420	.040	.064	150

a. Dependent Variable: TPI

Normal P-P Plot of Regression Standardized Residual



Scatter plot



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