Contractor Intention on Contractors’ All Risk *Takaful* Product in Malaysian Construction Industry

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Abstract

Objective – Contractors’ All Risks (CAR) *Takaful* is completely different from CAR conventional insurance. CAR conventional insurance involves elements of usury (*riba*), gambling (*maysir*) and uncertainty (*gharar*) in their resources and operations which is prohibited by *Shari’ah*. This paper aims to investigate the relationship between attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents with contractor’s intention in choosing CAR *Takaful* products based on theory of planned behaviour (TPB). In addition, this paper aims to address the most influential factors that affect contractor’s intention in choosing CAR *Takaful* products.

Design/methodology – Using primary data collection method, 421 questionnaires were distributed to target respondents comprising Bumiputera contractors in Malaysia except for Sabah and Sarawak, who are registered with CIDB from grade G1 to grade G7 and also a member of *Persatuan Kontraktor Melayu Malaysia* (PKMM). The data were analysed using Statistical Package for the Social Sciences (SPSS) software version 25.

Results – This study’s results reveal a significant relationship between attitude, awareness, understanding, religiosity, subjective norm, service quality, and role of agents with contractor’s intention in choosing CAR Takaful product. In addition, this research also verifies that attitude is the most important factor that affects contractor’s intention in choosing CAR Takaful products.

Contribution – This paper will bring significant benefits to the *Takaful* operators and *Takaful* agents in Malaysia to formulate additional strategies, policies and service quality to attract Bumiputera contractors to choose CAR *Takaful* product.

Keywords: Contractors’ All Risks *Takaful*, Theory of Planned Behaviour (TPB), Intention, *Shari’ah* Compliant

1. Introduction

Among the most popular and all-inclusive insurance policies cover used in construction contracts is Contractors’ All Risks (CAR) (Perera, Rathnayake, & Rameezdeen, 2008). CAR insurance policy is a short-term insurance policy, which insures the works in a construction contract. CAR insurance policy is specially designed to cover engineering projects involving both constructions of the building and other civil engineering works that are being carried out. CAR insurance policy provides coverage against any unforeseen and sudden physical loss or damage from any cause, other than those specifically excluded. CAR insurance policy is designed to provide cover for all the parties involved in a construction project. Hence, the policy is usually acquired in the joint names of the client or the principal agent and the contractor (Musundire & Aigbavboa, 2015).

However, an alternative to the CAR insurance is the *Shari’ah* compliant insurance, otherwise known as CAR *Takaful*. CAR *Takaful* Policy is *Shari’ah* compliant and will ensure that their work is always protected against losses or damages incurred on construction sites during the construction period. This cover also includes third party liabilities such as bodily injuries and property damage related to building and contract...
work (Mohd Fauzi & Abd Rashid, 2012; Mohd Fauzi et al., 2016; Zulkifli, Abd Rahman, Yassin, & Ramly, 2012).

According to the Construction Industry Development Board Malaysia (CIDB), as of the end of 2018, the total numbers of contractors registered from grade G1 to grade G7 throughout Peninsular Malaysia are 70,586. Of these, 36,204 are Bumiputera contractors, representing 51.29 per cent of the total contractors. Non-Bumiputera contractors are free to choose between Islamic or conventional products. However now, with the advancement of Takaful providing an alternative to conventional insurances that conceptually follow Islamic teachings and to obey the commands of Allah in the way of the Qur’an, it has become a mandatory requirement for every Bumiputera contractors in Malaysia to choose CAR Takaful products.

Nevertheless, a study conducted by Mohd Fauzi et al. (2016) found that contractors’ understanding of CAR Takaful was still low. More surprisingly, the contractor was also not aware of the concepts and principles of Takaful itself. In addition, the same study by Mohd Fauzi & Abd Rashid (2012) found that 31 per cent of the Muslim contractors have no experience in procuring CAR Takaful for construction works contract even though in a country where Bumiputera contractors are predominantly Muslim. Respondents also have never dealt with CAR Takaful products and have never taken CAR Takaful products in construction contracts.

To date, there are 15 Takaful operators licensed by the Bank Negara Malaysia. Four (4) Takaful operators are registered as General Takaful operators, including 7,123 registered as General Takaful agents (Malaysian Takaful Association, 2019). However, Mohamed & Alhabshi (2015) revealed that the penetration rate of Takaful is still relatively low compared to the conventional insurance market and lag far behind. The problem is 50 per cent of the respondents have not been approached by any Takaful agents, while religiosity has played a significant factor as most respondents do not plan to have Takaful policies as they opine that Takaful is not permissible being similar to conventional insurance (haram). In addition, The Malaysian Reserve, 3rd April 2017 also reported that until 2017, Takaful penetration rate is still low at 5.2 per cent of the gross domestic product (GDP). Takaful products have a net contribution of RM 6.3 billion or 13 per cent of the market share, while the conventional insurance segment recorded RM 42.5 billion.

Moreover, Mohd Fauzi et al. (2016) highlighted that based on reports released by Bank Negara Malaysia in 2014, contribution income for CAR Takaful stood lower than CAR conventional insurance at RM 107.2 million only in years 2014 million compared to CAR conventional insurance at RM 472.1 million. These statistics indicate that poor participation by Bumiputera contractors on Takaful CAR products has affected Takaful’s overall contribution income. This statement is also supported by Mohd Fauzi & Abd Rashid (2012) which found that only 69 per cent of the Muslim contractors have experience in procuring CAR Takaful for construction works contract, and six (6) per cent of respondents will consider only if the cost will not give implication to the insured.

Based on the previous research, there are many studies related to Takaful such as (Abd Aziz, Ab Aziz, Wan Ari, & Abd Aziz, 2015; Aziz, Md Husin, Hussin, & Afaq, 2018; Hassan & Abbas, 2019; Mansor, Masduki, Mohamad, Zulkarnain, & Aziz, 2015; Md Husin & Ab Rahman, 2016; Md Husin, Ismail, & Ab Rahman, 2016; Muhamad, Abdullah, Abdul Aziz, & Azmi, 2016). For example, Mansor et al. (2015) investigate the causal relationship between consumer awareness, perception and religiosity towards Muslim’s consumer preferences on Takaful product. Abd Aziz et al. (2015) study factors influencing the paddy farmers’ intention to participate in agriculture Takaful. Md Husin & Ab Rahman (2016) studied consumer intention to participate in Takaful. Meanwhile, Md Husin et al., (2016) had identified subjective norm, word of mouth and the roles of mass media factors in intention to purchase family Takaful. Muhamad et al. (2016) had examined the perceptions and awareness of Takaful among Muslims in Kelantan. Additionally, Hassan & Abbas (2019) had tested knowledge and awareness of Takaful among consumers in Malaysia. Aziz et al. (2018) studied factors that influence
individuals’ intentions to purchase a family Takaful. However, these studies have not been empirically verified on CAR Takaful in the construction industry in Malaysia except (Mohd Fauzi & Abd Rashid, 2012; Mohd Fauzi et al., 2016). Therefore, using the theory of planned behaviour (TPB), several important variables were tested, such as attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents toward contractor’s intention in choosing CAR Takaful products. The researcher wants to fill the gap by distributing questionnaires to the Bumiputera contractors’ grade G1 to grade G7 registered with CIDB and a member of Persatuan Kontraktor Melayu Malaysia (PKMM). This scope of the study covers all regions in Malaysia except for Sabah and Sarawak.

2. Literature Review and Hypotheses Development

   **Attitude**

   Fishbein & Ajzen (1975) have provided insights into the impact of assessing individuals’ positive or negative feelings on specific behaviours. Various studies have confirmed the importance of attitudes toward behavioural intention. Chang (2006) suggested consumers’ attitudes, however, depend on the attributes and the benefits.

   Amin & Ab. Rahim (2011) investigated the factors that influence Takaful acceptance among Malaysian bank customers in Labuan. The results of the multiple regression analysis showed that attitude was found to have a significant effect on Takaful acceptance. In addition, a study done by Md Husin & Ab Rahman (2016) in the Klang Valley found that attitude directly and significantly influenced consumers’ intention to participate in the Takaful scheme. They suggested that consumers with a high positive attitude toward the family Takaful scheme will be particularly interested in participating and subsequently develop an intention to participate.

   Moreover, Muhamad et al. (2016) investigated factors that influence individual intention to purchase family Takaful and found that attitude was positively related to purchase intention regarding family Takaful. This means that a positive attitude to purchase the family Takaful scheme will lead to positive purchase intentions. Hence, based on these empirical results, the first hypothesis is developed:

   **H1:** There is a significant relationship between attitude and contractor’s intention in choosing CAR Takaful products.

   **Awareness**

   Words of awareness mean the passive involvement of an individual and raise interest in specific issues (Bickford & Reynolds, 2002). Awareness is a key factor in developing a subjective idea of one’s experience in relation to something (Nizam, 2006). According to Ambali & Bakar (2014), different people have different level of awareness about something. Therefore, it is important for the consumers to know about the product that is offered to them because awareness reflects the individual satisfaction associated with the product from problems that may arise due to less information (J. R. Taylor, 2005).

   Mohd Fauzi & Abd Rashid (2012) examine the contractors understanding and application of CAR Takaful in the Malaysian construction industry. The results found that all of the respondents claimed that they are aware of CAR Takaful in general. In other areas of Takaful study, Hassan & Abbas (2019) examine the knowledge and awareness of Takaful among Malaysian consumers. The findings show that out of the 503 respondents, 378 or 75.2 per cent of them are aware of Takaful.

   In addition, Muhamad et al. (2016) also investigates about Muslims perception and awareness towards Takaful in Kelantan. The findings show that Muslim perceptions and awareness in Kelantan are modest. Female respondents were found to have greater awareness and understanding of Takaful. Furthermore, Ayinde & Echchabi (2012)
studied on Malaysian customers’ willingness to adopt Takaful services and factors that may influence their behaviour. These findings indicate that Malaysian customers are ready to use the Takaful service and the outcome depends on two factors i.e. compatibility and awareness.

In another field of study, Erol & El-Bdour (1989) point out that its relatives and neighbours greatly influence the awareness of Islamic bank customers with knowledge of Islamic banking in Jordan. Haron, Ahmad, & Planisek (1994) research among Muslim and non-Muslim customers. They found that 63 per cent of respondents knew the difference between Islamic and conventional banking. Thus, this study is inclining to propose a second hypothesis:

H2: There is a significant relationship between awareness and contractor’s intention in choosing CAR Takaful products.

Understanding

Mohd Fauzi & Abd Rashid (2012) researched contractors who are registered under grade G7 with the CIDB in Wilayah Persekutuan Kuala Lumpur and Selangor. The findings indicate the respondents’ understanding of CAR Takaful’s concept is the deficit as most of the respondents do not understand the concepts of Takaful itself. Furthermore, respondents justified that they do not understand the prohibited elements by Shari’ah in conventional insurance, and each is lacking in understanding the benefits of CAR Takaful product.

Similarly, Abdul Hamid & Othman (2009) test the understanding and awareness of Muslims in Malaysia regarding Shari’ah terms used in Takaful. They found that respondents’ understanding of Takaful was still low as 67.24 per cent of respondents did not know about tabarru’ which is the main feature and essence of Takaful. Most respondents did not understand the concept of Takaful itself.

Matsawali et al. (2012) examined the public preferences and understanding between Takaful and conventional insurance. It is found that a big majority of the respondents do not understand what Takaful is. According to Kamil & Mat Nor (2014), the respondents understood Takaful through reading or the internet and promotion given by Takaful agents only.

In another field of study, Haron et al. (1994) in one of the pioneering studies on bank patronage in Malaysia found that most respondents would like to have a relationship with an Islamic bank if they have a complete understanding of the Islamic banking system. Additionally, Bassir, Zakaria, Hasan, & Alfan (2014) have concluded that the use of Islamic home financing is determined by the high level of understanding among Muslims. Therefore, the third hypothesis is developed based on the above discussion:

H3: There is a significant relationship between understanding and contractor’s intention in choosing CAR Takaful products.

Religiosity

Johnson, Jang, Larson, & Li (2001) defined religiosity as the extent to which an individual is committed to a religion, and he admitted to his teachings, such as attitudes and individual behaviour reflects that commitment. According to Bergan & McConatha (2000) religiosity refers to various dimensions associated with religious beliefs and involvement. Holdcroft (2006) defined the term religiosity as the notion of individuals’ actions that may be influenced by the extent of their religious knowledge and beliefs. Meanwhile King & Williamson (2005) King and Williamson (2005) for their religion. One’s connection is like a bond to the religion and conviction for their religion means belief in their religion.

Mohd Fauzi & Abd Rashid (2012) found that 91 per cent of the respondents will consider procuring CAR Takaful as the insurance for construction works because CAR Takaful is an Islamic product, so all the Muslims should support it. They added that CAR Takaful provides more benefits and profits. Thus, it should be the best insurance product to be procured by a company. It is supported by Mansor et al., (2015) indicated
that religiosity plays a significant influence towards preferences in \textit{Takaful} product. This means that Muslim consumers of higher religiosity tend to have higher priority over \textit{Takaful}.

Furthermore, (Hassan & Abbas, 2019) investigate factors influencing the investors’ intention to adopt \textit{Takaful} products. Using a sample of 345 individuals amongst Pakistani people, they found that religiosity mainly considered a significant factor that affects \textit{Takaful} adoption. This shows that religiosity is also a very important factor in a religious country like Pakistan, and it affects the \textit{Takaful} adoption very effectively.

In another field of the study conducted by Haron et al. (1994) found that Muslim customers believe if they invest in the \textit{Shari’ah} compliance investment, they will get the blessing from \textit{Allah} in the future. Muslim consumers are preferred to choose Islamic banking products compared to conventional products. The primary role of Muslims is a religious obligation that influences the individual behaviour to choose the activities that do not contradict the \textit{Shari’ah}. Hence, based on these results, the fourth hypothesis is developed:

H4: There is a significant relationship between religiosity and contractor’s intention in choosing \textit{CAR Takaful} products.

\textit{Subjective Norm}

Subjective norm is defined as a person’s perception of the people most important to him that people should or should not do to his behaviour and motivation to comply with particular reference (Ajzen & Fishbein, 1980). Subjective norms refer to the individual’s perception of social pressure around him in performing or not performing a certain behaviour. This matter is determined by the normative belief that assesses social pressures on the individual’s particular behaviour (Ajzen, 1991).

Eagly & Chaiken (1993) gives the meaning of the subjective norm as the individual’s perception of whether the other person is important to translate the idea of an individual in behaviour that must be done. It is also classified as peer pressure. It refers to whether the person who participates or intends to participate in such behaviour is strongly influenced by those around them or not. These people may include partners or friends, family, colleagues, community leaders and other notable people.

Abdul Razak, Muhammad, Hussin, Ramdan, & Hadi (2018) investigated micro entrepreneurs’ behaviour towards their participation in micro-\textit{Takaful} and found that subjective norm factor had a direct and significant influence on the tendency on micro-takaful participation. This finding indicated that the greater the influence from others, the more likely that micro-entrepreneurs would participate in the schemes mentioned. In addition, Md Husin & Ab Rahman (2016) collected data from 384 Muslim consumers in Kuala Lumpur, Malaysia, using a convenience sampling approach. The result revealed that subjective norm has significant effect on intentions to purchase a family \textit{Takaful} scheme and indicates that subjective norm plays an important role in influencing consumers’ intention to purchase a family \textit{Takaful} scheme. They suggested that the more positive the subjective norm, the more likely consumers will purchase a family \textit{Takaful} scheme. Thus, this can lead to the following hypothesis:

H5: There is a significant relationship between subjective norm and contractor’s intention in choosing \textit{CAR Takaful} products.

\textit{Service Quality}

Parasuraman, Zeithaml, & Berry (1985) defined service quality as a function of the difference between expectations and performance across the quality dimensions. Therefore, the issue of service quality refers to customer expectations of the service and their perception of how the service has been provided. According to Shin & Kim (2008), service quality is the effect of consumer service efficiency and it is strongly related to
customer satisfaction. Moreover, the service quality is often considered the effect of customer superiority or inferiority of the service provider and its services (Tsoukatos & Rand, 2006).

In order to compete among each other, providing high level of service quality is crucial for service providers (Bharati & Berg, 2005; Kemp, 2005; Yoo & Park, 2007). Service quality creates a competitive advantage and allows the company to distinguish itself from the competitors by attracting more consumers and increasing company market share (Huseyin, Salih, & Salime, 2005). Service quality is important because the customer may switch to another service if they are not satisfied (Ryals & Knox, 2001).

Kashif, Anjum, Ashfaq, Azeem, & Khurshid (2017) examined service quality on customer loyalty in the Takaful sector in Pakistan. They found that service quality is strongly correlated with customer satisfaction, trust and customer loyalty. Md Razak, Idris, Yusof, Jaapar, & Ali (2013) investigated the factors that influence the acceptance of Takaful among people in Malaysia. They also found that the most dominant factor influencing Takaful customer acceptance was the quality of service.

In addition, Mohd Shaladdin, Z F Mokhtar & Muhammad Zawawi (2018) conducted research on 210 respondents from Universiti Sultan Zainal Abidin (UniSZA) and Universiti Malaysia Terengganu (UMT), including both staff (lecturers and administrative staff) and students (undergraduates and postgraduates). The finding indicates that high quality service will positively enhance customer satisfaction in Takaful Insurance services and make Takaful remain competitive in the market. Based on the above discussions, the following hypothesis is proposed:

H6: There is a significant relationship between service quality and contractor’s intention in choosing CAR Takaful products.

Role of Agents
Takaful agents have become one of the leading channels in the Takaful industry to market Takaful products to the public. In addition to promoting Takaful products, agents must practice Islamic ethics in helping customers and play an important role in recognizing Takaful as an alternative to conventional insurance (Samsuri & Jamal, 2017). Agents are responsible for assisting their customers in all matters related to their financial well-being and disseminating information about Takaful to the public (IBFIM, 2011).

Hui-Chen (2006) claimed that the agents portray a vital role in developing relationship among the buyer and seller. While Kamil & Mat Nor (2014) indicated the important of Takaful agents in explaining the concept of Takaful can influence the choice of Takaful and promotes customer satisfaction. The agent’s role is considered as an aspect of Ibadah and the obligation in promoting the Takaful product to Muslims is being attributed as Da’wah. It has been self-evident in this study where respondents stated that one of the factors that led them to purchase Takaful products was the agent.

Mohd Salleh, Abdullah, & Razali (2013) provide evidence that there is a significant positive relationship between Islamic ethics practices by Takaful agents regarding Takaful products. Takaful operators should play their part in guiding and encouraging their agents to adopt Islamic ethics in order to attract customers to choose their Takaful scheme. Mohd Shaladdin et al., (2018) proved that the role of agents has a positive relationship for Takaful services. Takaful agents act as the leader representing the firm to serve the customers. Hence, based on these results, the following hypothesis is developed:

H7: There is a significant relationship between role of agents and contractor’s intention in choosing CAR Takaful products.

Theoretical Framework
In this study, modifications have been made on TPB which was developed by Ajzen (1991). In the field of CAR Takaful, this study considers the TPB models that explain
3. Research Method

Sample, Procedure, and Instruments

This study only focuses on Bumiputera contractors registered in grade G1 to grade G7 with CIDB and a member of PKMM. This scope of study covers all regions in Malaysia except Sabah and Sarawak. On the other hand, PKMM is an NGO organization where members consist of Malay contractors who have a 100 per cent Malay or Bumiputera registered with the CIDB from grade G1 to grade G7 throughout Malaysia. At the end of 2018, the total number of Bumiputera contractors registered in all grades, namely grade G1 to grade G7, throughout Malaysia except Sabah and Sarawak are 36,204.

The main advantage of using proportionate stratified sampling is representativeness concerning variables used to classify categories and increase chances of making comparisons between strata (Singh, 2006). In other words, the use of this method is to increase accuracy without incurring costs. Therefore, for this research, by referring to Krejcie & Morgan (1970), the researcher has personally distributed 760 sets of questionnaires to the respective respondents, which is Bumiputera contractors registered with CIDB in all grades, namely grade G1 to grade G7 and also a member of PKMM in Malaysia except Sabah and Sarawak. 471 questionnaires were returned by the respondents. However, only 421 completed and can be used for data analysis which about 55.39 per cent of response rate.

The dependent variable in this study is contractor’s intention in choosing CAR Takaful products. Meanwhile, the independent variables are attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents. These variables are adopted from the previous research and have been validated by the authors. In addition, the questionnaires consist of eight variables. The items in the questionnaire...
is adapted from more than single authors. Variable of intention adapted from (Aziz et al., 2018; Nor & Pearson, 2008; Taylor & Todd, 1995). In addition, four (4) variables which are attitude, awareness, understanding and subjective norm adapted from (Amin, Abdul Rahman, & Abdul Razak, 2013; Aziz et al., 2018; Md Husin & Ab Rahman, 2016; Md Husin et al., 2016; Soualhi & Al Shammari, 2015). Meanwhile variable of religiosity adapted from (Alam, Janor, Zanariah, & Ahsan, 2012; Aziz et al., 2018; Bassir et al., 2014). Additionally, two (2) variables, service quality and role of agents adapted from (Kumar, 2010; Mohd Shaladdin et al., 2018). The operational definition refers to the items of questions used in the survey. Measurement variables in this study were adopted from previously validated instruments and available in the table 1.

| Variables            | Items                                                                                                                                  | Sources                                                                                       |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| Intention            | 1. I think to select CAR Takaful product.  
2. I plan to select CAR Takaful product.  
3. I intend to select CAR Takaful product.  
4. I expect to select CAR Takaful product.  
5. I want to select CAR Takaful product.  
6. I am interested to select CAR Takaful product.  
7. I feel to select CAR Takaful product. | Aziz et al. (2019), Nor and Pearson (2008) and Taylor and Todd (1995)                                                                           |
| Attitude             | 1. I feel selecting CAR Takaful product is a wise idea.  
2. I feel selecting CAR Takaful product is a good idea.  
3. I like the idea of selection CAR Takaful product.  
4. I feel choosing CAR Takaful product is beneficial.  
5. I feel CAR Takaful product is a pleasant idea.  
6. I feel CAR Takaful product is an appealing idea.  
7. I feel CAR Takaful product achieve the objectives of Shari’ah.  
8. I feel CAR Takaful product is one of the best Insurance products. | Aziz et al. (2019), Md Husin et al. (2016), Md Husin and Ab Rahman (2016), Soualhi and Al Shammari (2015), Amin et al. (2014) and Amin et al. (2013) |
| Awareness            | 1. I receive enough information about the CAR Takaful product.  
2. I receive enough information about the benefits of CAR Takaful product.  
3. I know that CAR Takaful product offered is Shari’ah compliant.  
4. I know that CAR Takaful product is free from interest (riba).  
5. I know that the CAR Takaful product is according to the needs of customers.  
6. I know that the CAR Takaful product really helps in the promotion of Islamic values to customers and the public. | Aziz et al. (2019), Md Husin et al. (2016), Md Husin and Ab Rahman (2016), Soualhi and Al Shammari (2015), Amin et al. (2014) and Amin et al. (2013) |
| Understanding        | 1. Takaful product is based on the concept of mutual cooperation among the participant, whereby conventional insurance is based on the concept of exchange contract.  
2. Takaful is different from conventional insurance by distributing surplus to participants.  
3. Participants in Takaful cooperate among each other, against specific dangers.  
4. In Takaful, surplus or profit distribution is made by Takaful operators, while in conventional insurance, profit is only taken by insurance companies.  
5. Takaful coverage is the same as conventional insurance.  
6. Takaful product is similar to conventional insurance. | Aziz et al. (2019), Md Husin et al. (2016), Md Husin and Ab Rahman (2016), Soualhi and Al Shammari (2015), Amin et al. (2014) and Amin et al. (2013) |
| Religiosity           | 1. CAR Takaful product is based on Al-Quran and Hadith.  
2. CAR Takaful product is compliance with Islamic Law.  
3. CAR Takaful product meets the objectives of Shari’ah.  
4. CAR Takaful product is free from riba.  
5. CAR Takaful product is free from gambling.  
6. CAR Takaful product is free from fraud.  
7. CAR Takaful product is free from any doubt in their transaction. | Aziz et al. (2019), Bassir et al. (2014) and Alam et al. (2012) |
8. CAR Takaful product is in line with an Islamic principle of doing business.

Subjective Norm
1. People who influence my behavior think I should select CAR Takaful product.
2. People who are important to me think that I should select CAR Takaful product.
3. People who are close to me think that I should select CAR Takaful product.
4. People who influence my decisions think that I should select CAR Takaful product.
5. I am influenced by my family to select CAR Takaful product.
6. I am influenced by my close friend to select CAR Takaful product.
7. It is expected by others that I should select CAR Takaful product.

Service Quality
1. Takaful operator provides access to product information.
2. Takaful operator provides information on products offered.
3. Takaful operator performs the services as promised.
4. Takaful operator provides short waiting time when offering the product.
5. Takaful operator’s staffs are consistently courteous.
6. Takaful operator provides individual attention (caring regarding claim).
7. Takaful operator’s customer services staffs are well dress.
8. Takaful operator’s customer services staffs are customer friendly.

Role of agents
1. My agent is able to communicate efficiently.
2. My agent explains the information regarding the Takaful products well.
3. My agent is knowledgeable in diagnosing problems related to Takaful policy.
4. My agent provides up-to-date information of the Takaful products.
5. My agent is easy to contact.
6. I can trust my agent.
7. I feel secure in dealing with my agent.

Data Analysis Technique
The raw data obtained in this study analysed using several statistical tools. The statistical tools and interpretation of the results in quantitative data analysis used the Statistical Package for the Social Sciences (SPSS) software version 25. It aims to test the influence of independent variables on the contractor’s intention in choosing CAR Takaful products. In this study, descriptive statistical analysis methods, reliability test, correlation analysis and multiple regression analysis were used to analyse the collected data. The data later were analysed and the hypothesis is tested.

Descriptive statistical is the transformation of data into a format that will make it easy for researchers to understand and interpret. It was a common method of organising, summarising and presenting the variable (Zikmund, 2003). Descriptive analysis was conducted to summarize the information about the population or sample in this study. It transformed raw data into a set of information in describing a set of factors in a situation. Descriptive analysis presented the mean score and standard deviation of the data collected. According to Hair (2006) the spread or variability of the sample values from the mean will be explained by the standard deviation. If the value of the standard deviation is small, so, the reaction in a sample distribution of number will be fall very close to the mean.
To test for reliability, Cronbach’s Alpha was used. The most common measure of scale reliability is equivalent to Cronbach’s Alpha. Cronbach’s Alpha is indicated the reliability coefficient and how the items correlated to the one another (Sekaran, 2003). Cronbach’s Alpha can be explained as a correlation coefficient that ranges from 0 to 1. The closer the coefficient to 1 is the better the result (Sekaran, 2003). Reliabilities ranging from 0.50 to 0.60 are sufficient for exploratory studies (Nunnally, 1978), in the range of 0.70 are acceptable and over 0.80 are good (Sekaran, 2003). The values of Cronbach’s Alpha closer to 1 ensure the higher internal consistency reliability.

Pearson correlation is an important statistical method that measures the strengths among the variables and the relationships between those involved variables (Hair, 2006). Correlation analysis in this research is to detect the relationship between the independent variables and the dependent variable. Moreover, this analysis is used to test Hypothesis H₁, Hypothesis H₂, Hypothesis H₃, Hypothesis H₄, Hypothesis H₅, Hypothesis H₆ and Hypothesis H₇ studied in this research. According Veal (2005), if the value of the Pearson correlation coefficient \( r \) showed a positive (+) 1.0, so there is a positive correlation between the two variables. If the negative (-) 1.0 then there is a negative correlation between the two variables. While the correlation coefficient indicates zero then there is no relationship between two variables. If the correlation coefficient indicates between 0 and 1.0, there are some positive correlation coefficient is positive or between 0 and negative (-) 1.0 showed a negative relationship between two variables.

Multiple regression analysis was carried out to determine the effect of independent variables on dependent variable. In addition, this analysis also helps understand the extent to which the independent variables explain the variance in the dependent variable. Therefore, it explains significant effects between seven factors, i.e. attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents with contractor’s intention in choosing CAR Takaful products.

### 4. Result and Discussion

#### Reliability Test

The position of the reliability test for each construct in this study reported in table 2. Reliability is measured by using Cronbach’s Alpha (Churchill, 1979). There are eight (8) constructs was tested in the reliability test which were of intention, attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents. The result 0.80 and above are considered good, those in the range 0.70 was acceptable and those below than 0.60 was considered as poor (Cavana, Delahaye, & Sekaran, 2001). In this study, the results for all constructs are situated in the range of 0.752 and 0.984. Therefore, the result of this study can be considered good and acceptable.

| Variables         | No. of Item | Cronbach’s Alpha |
|-------------------|-------------|------------------|
| Intention         | 7           | 0.983            |
| Attitude          | 8           | 0.974            |
| Awareness         | 6           | 0.955            |
| Understanding     | 6           | 0.752            |
| Religiosity       | 8           | 0.984            |
| Subjective Norm   | 7           | 0.952            |
| Service Quality   | 8           | 0.939            |
| Role of Agents    | 7           | 0.918            |

#### Pearson Correlation Analysis

Correlation analysis was used to assess the strengths and the relationship between two variables. This analysis is also used to test the hypothesis that has been formulated to make a conclusion whether to accept or reject the hypothesis. Researcher will use the Pearson correlation analysis to test Hypothesis H₁, Hypothesis
The results in the present study showed that the Pearson correlation coefficient (r) have a positive and significant relationship between independent variables of intention, attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents with the dependent variable, contractor's intention in choosing CAR Takaful products. The star (**) sign shows that there is a significant relationship at the confidence level of 99 per cent (**p < 0.01). Therefore, Hypothesis H2, Hypothesis H3, Hypothesis H4, Hypothesis H5, Hypothesis H6 and Hypothesis H7 whether the hypothesis is significantly correlated with the dependent variable, namely contractor's intention in choosing CAR Takaful products or vice versa.

Multiple regressions analysis was applied in this study to examine the factor affecting contractor's intention in choosing CAR Takaful products. The results in the present study showed that intention, attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents have a positive and significant relationship with the dependent variable, contractor's intention in choosing CAR Takaful products. The star (**) sign shows that there is a significant relationship at the confidence level of 99 per cent (**p < 0.01).

| Intention | Pearson Correlation | Sig. (2-tailed) | N | Intention | Pearson Correlation | Sig. (2-tailed) | N | Intention | Pearson Correlation | Sig. (2-tailed) | N |
|-----------|---------------------|----------------|---|-----------|---------------------|----------------|---|-----------|---------------------|----------------|---|
| Attitude  | .860**              | .000           | 421| Attitude  | .693**              | .000           | 421| Religiosity | .513**              | .000           | 421|
| Awareness | .824**              | .000           | 421| Awareness | .644**              | .000           | 421| Subjective Norm | .570**             | .000           | 421|
| Understanding | .436**        | .000           | 421| Understanding | .783**             | .000           | 421| Service Quality | .443**             | .000           | 421|
| Religiosity | .806**            | .000           | 421| Service Quality | .705**             | .000           | 421| Role of Agents | .421**            | .000           | 421|
| Subjective Norm | .848**      | .000           | 421| Role of Agents | .433**             | .000           | 421|             |                     |                | 421|
| Service Quality | .890**       | .000           | 421|             |                     |                | 421|             |                     |                | 421|
| Role of Agents | .513**         | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .270**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .408**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .738**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .752**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .475**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|
|             | .443**             | .000           | 421|             |                     |                | 421|             |                     |                | 421|

 Multiple Regressions Analysis

Multiple regression analysis was applied in this study to examine the factor affecting contractor's intention in choosing CAR Takaful products and also to proof Hypothesis H8. Table 3 presents the results of the analysis of multiple regressions. The result from multiple regression showed that R square was 0.767; adjusted R square was 0.763 and the F-Ratio was 194.058. R square in this result tells the variation in the independent variables accounted for 76.7 per cent of variance in the dependent variable. In other words, it portrays about 76.7 per cent of the variance in compliance intention behaviour on CAR Takaful products was significantly explained by the variable of intention, attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents. However, another 23.3 per cent can be explained by other variables.

Regression model reaches statistically significant as the p value is less than 0.01. Based on the analysis, attitude shows a significant effect on contractor's intention in choosing CAR Takaful products (β=0.597, p<0.01). Same result with religiosity which shows a significant effect on contractor's intention in choosing CAR Takaful products.
In contrast, there is no significant affect between awareness (β=-0.030, \( p=0.718 \)), understanding (β=0.007, \( p=0.814 \)), subjective norm (β=0.067, \( p=0.020 \)), service quality (β=-0.017, \( p=0.768 \)) and role of agents (β=-0.082, \( p=0.104 \)) on contractor's intention in choosing CAR Takaful products.

The standardized coefficients for variable in this present study were 0.597(attitude), -0.030 (awareness), 0.007(understanding), 0.520(religiosity), 0.67(subjective norm), -0.296(service quality) and 0.082(role of agents) respectively. According to the finding, attitude scored the highest beta value among the seven independent variables at 0.597. Therefore, in this study, the most influential factors that affect the contractor’s intention in choosing CAR Takaful products fall under the attitude.

This study confirmed that attitude is the most important factor that affect contractor’s intention in choosing CAR Takaful products. This result reinforces earlier studies carried out by Amin & Ab. Rahim (2011); Aziz et al. (2018); Md Husin & Ab Rahman, (2016) where attitude appears to be the strongest determinant for adopting CAR Takaful products.

### Table 4. Multiple Regression Analysis

|                | Unstandardized Coefficients | Standardized Coefficients | t     | Sig.  |
|----------------|-----------------------------|---------------------------|-------|-------|
| B              | Std. Error                  | Beta                      |       |       |
| (Constant)     | -1.418                      | 1.512                     | -0.937| .349  |
| Attitude       | 0.583                       | 0.058                     | -5.97 | .000  |
| Awareness      | -0.037                      | 0.102                     | -0.030| .718  |
| Understanding  | 0.014                       | 0.058                     | 0.007 | .236  |
| Religiosity    | 0.218                       | 0.047                     | 0.250 | .000  |
| Subjective Norm| 0.084                       | 0.036                     | 0.067 | 2.340 | .020  |
| Service Quality| -0.025                      | 0.084                     | 0.017 | -2.96 | .068  |
| Role of Agents | 0.134                       | 0.082                     | 0.082 | 1.632 | .104  |

a. Dependent Variable: Intention
Note:
p<0.01(significant), \( R^2 = 0.767 \), Adjusted \( R^2 = 0.763 \), F statistic = 194.058, Sig. = 0.000

### 5. Conclusions

This study shows that variables of attitude, awareness, understanding, religiosity, subjective norm, service quality and role of agents play an important role in affecting the contractor’s intention to choose CAR Takaful products. This study’s results reveal a significant relationship between attitude, awareness, understanding, religiosity, subjective norm, service quality, and role of agents with contractor’s intention in choosing CAR Takaful products. The results also verify that attitude is the most important factor that affects contractor’s intention in choosing CAR Takaful products. These findings can contribute to the knowledge and increase awareness to the Bumiputera contractors in Malaysia about the importance of choosing CAR Takaful products. The model theory that was developed in this study can be used as model information to the researchers who will come to measure knowledge in other fields. Therefore, the current study provides some implications and valuable benefits to the academician and the practitioners of Takaful.

These results can significantly benefit the Takaful operators in Malaysia towards developing and expanding their future business in the Takaful industry. In other words, by knowing the factors that affect the contractor’s intention in choosing CAR Takaful products, Takaful operators may use these findings to formulate additional strategies, policies and service quality to attract Bumiputera contractors to accept and select CAR Takaful product. Takaful operators can understand the needs of Bumiputera contractors by providing services that meet their needs. Because CAR Takaful product is an alternative to CAR conventional insurance, Takaful operators need to have the correct information to meet the contractor’s requirements. These findings also will help Takaful operators to evaluate and modify the design of current marketing strategies in a
competitive environment and in a more effective manner to increase their market share. The growth of Takaful operators in Malaysia can become one of the investment choices to the community in today’s world.

The researchers recommend Takaful agents in Malaysia to develop strategies for promotional activities. Promotions not only need to be aggressive but also need to be consistent. All statistically significant variables can help Takaful agents better understand the influence of variables and the decision-making process underlying their insurance options. Therefore, Takaful agents must understand their customers better to influence and determine contractor behaviour and then educate Bumiputera contractors further to understand the mechanisms and benefits of CAR Takaful. Besides that, the results of this research are believed to serve as guidelines for Takaful agents to plan and implement approaches or methods that are of particular interest to Bumiputera contractors. Agent attitudes can drive greater market penetration and thus contribute to the development of the nation through the demand and trust of the agent’s transparency and sincerity.

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