

UNIVERSITI TEKNOLOGI MARA

**PERCEPTION OF CONSUMERS TOWARD
ISLAMIC BANKING PRODUCTS AND SERVICES:
A CASE STUDY IN SEGAMAT, JOHOR**

**NURUL AIN HAZIRAH BINTI AZMI
2015896348**

Thesis submitted in fulfillment
of the requirements for the degree of
Bachelor of Business Administration (Hons)
(Islamic Banking)

Faculty of Business and Management

December 2017

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LETTER OF SUBMISSION

21st December 2017

Mrs. Zuraidah Binti Sipon

Faculty of Business and Management

Universiti Teknologi MARA

Johor Branch, Segamat, Johor

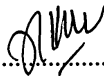
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“Perception of Consumers toward Islamic Banking Products and Services: A Case Study in Segamat, Johor”** to fulfill the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA for the subject Industrial Training Project Paper (ISB 672).

Thank you.

Yours sincerely,



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NURUL AIN HAZIRAH BINTI AZMI

2015896348

Bachelor of Business Administration (Hons.) Islamic Banking

AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA Johor. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA Johor, regulating the conduct of my study and research.


Name of Student : Nurul Ain Hazirah Binti Azmi

Student I.D. No. : 2015896348

Programme : BBA (Hons) Islamic Banking

Faculty : Business and Management

Thesis : Perception of Consumers toward Islamic Banking
Products and Services: A Case Study in Segamat,
Johor

Signature of Student : 

Date : December 2017

ABSTRACT

This research attempted to investigate the perception of consumers toward Islamic banking products and services in Segamat, Johor. The research conducted by questionnaire method as the primary data, which the data for the research collected through a questionnaire survey of people that live the area of Segamat City, Johor. In this research, 156 respondents carried out as a sample of customers who hold bank account in conventional bank or Islamic bank. Perception of banking is a dependent variable meanwhile bank image, selection of bank and potential of Islamic banking are independent variable in this research. The result of analysis will be obtain through research using Statistical Package for Social Science (SPSS) software for interpreting data. Furthermore, Google use to search supporting document or related journal and article which is secondary data to support this research. So that it can be concluded that all the independent variables have significant relationship between dependent variable, which is perception of banking and independents variable, which are bank image, selection of bank and potential of Islamic banking.