

**“A STUDY OF FACTORS THAT INFLUENCE
CUSTOMER SATISFACTION IN ISLAMIC BANKING”**

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**Submitted in Partial Fulfillment of the Requirement for
the Bachelor of Business Administration (Hons)
Finance**

**FACULTY OF BUSINESS MANAGEMENT UiTM,
MELAKA**

JANUARY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION (HONS) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MELAKA**

“DECLARATION OF ORIGINAL WORK”

I, NURHAFIZA BINTI HIZAM, (I/C Number: 910920-14-5636)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrent submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF SUBMISSION

JANUARY 2015

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Dear Sir/Miss,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “**A STUDY OF FACTORS THAT INFLUENCE CUSTOMERS SATISFACTION IN ISLAMIC BANKING**” to fulfill requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,

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NURHAFIZA BINTI HIZAM

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Bachelor of Business Administration (Hons) Finance

ABSTRACT

This study was conducted to investigate the customer satisfaction in Islamic Banking among Petronas Carigali Sdn.Bhd. Three (3) independent variables had been identified which are quality of service, behavior of the bank staff and bank image and reputation. 100 respondents had participated in this study. The objectives of this study are to investigate the factors influencing customer satisfaction in Islamic Banking and to examine the most significance factor influencing customer satisfaction in Islamic Banking. To ensure the objective, researchers has use SPSS version 20. The result indicates that the significant variables that influence customer satisfaction in Islamic banking are quality of service, behavior of the bank staff and bank image and reputation. Besides, behavior of the bank staff becomes the best predictor in influence customer satisfaction in Islamic banking.

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