



# **FACTORS AFFECTING CUSTOMER SATISFACTION TOWARDS ISLAMIC BANKING IN KLANG**

**NURULFATIN SHAHIDA BT EKMAL HISHAM  
2012953323**

**BACHELOR OF BUSINESS ADMINISTRATION  
WITH HONOURS (FINANCE)  
FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDAR MELAKA**

**JULY 2015**

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

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
BANDAR MELAKA**

**JULY 2015**



## **DECLARATION OF ORIGINAL WORK**

### **BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)**

**FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA**

#### **“DECLARATION OF ORIGINAL WORK”**

I, Nurulfatin Shahida bt Ekmal Hisham, (2012953323), (I/C Number: 920331-12-5476)  
hereby, declare that:

- This work has not previously been accepted in substances for any degree, locally or oversea and not being concurrently submitted for this degree or any others degrees.
- This report is the result of our independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of our information have been specifically acknowledged.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**LETTER OF TRANSMITTAL**

Nurulfatin Shahida bt Ekmal Hisham  
Faculty of Business Management,  
Universiti Teknologi MARA,  
75300 Bandar Melaka  
Melaka

JULY 2015

Puan Khaizie Sazimah binti Ahmad  
Faculty of Business Management,  
Universiti Teknologi MARA,  
75300 Bandar Melaka  
Melaka

Dear Madam,

**SUBMISSION OF PROJECT PAPER**

Enclosed herewith is my project paper entitled "Factors Affecting Customer Satisfaction towards Islamic Banking in Klang" for your kind perusal.

It is very much believed that this thesis will fulfill the requirement necessary for the completion of the course, Bachelor in Business Administrator (Hons) Finance.

Your kind acceptance and recognition will be much valued and highly appreciated.  
Thank you.

Your sincerely,

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**Nurulfatin Shahida bt Ekmal Hisham**  
2012953323  
BBA (HONS) FINANCE

## **ABSTRACT**

The title of this research is “Factors Affecting Customer Satisfaction towards Islamic Banking in Klang”. The purpose of this research is to determine the relationship between variables. There are four independent variables involve in this research which are service quality factor, ambience factor, accessibility factor and high profit rate factor. The dependent variable is customers’ satisfaction. In order to achieve this research, the hypothesis was created to test whether there is relationship between independent variables and dependent variable. Data obtain by using questionnaire which is the primary data. There were 150 selected respondents that answered the questionare based on their bank preferred, age, races, job sector and monthly income. This research had been conducted at five selected full – pledged islamic bank in Klang, Selangor which are Bank Rakyat, Al Rajhi Bank, BIMB, Bank Muamalat and Kuwait Finance Bank House. From each of the bank only 30 respondents had been selected. The result shows a good result where all the independent variable had significant relationship with the customers satisfaction.