

**UNIVERSITI TEKNOLOGI MARA**

**ACCEPTANCE LEVEL OF ISLAMIC  
BANKING AMONG NON-MUSLIMS  
STUDENTS AT UiTM PUNCAK  
ALAM CAMPUS**

**NURUL MARHAINI BINTI MAHAZER**

**Dip.**

December 2019

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Academic Writing submitted in partial fulfilment of  
The requirement for the degree of  
**Diploma in Muamalat**

**Academy of Contemporary Islamic Studies (ACIS)**

December 2019

## **AUTHOR'S DECLARATION**

I declare that the work in this academic writing was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This academic writing 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 Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

The knowledge of Islamic banking is very important among customers especially non-Muslim customers. This is because of the lack of knowledge and awareness will make them less interested in offering services that has been provided by Islamic banking. In addition, knowledge and awareness of Islamic banking will help to change the perception of non-Muslim customers in the Islamic banking system and increasing the acceptance among non-Muslim customers and also attract customers to use Islamic banking services. Therefore, this study focuses on the understanding, factor influence and the acceptance of Islamic banking among non-Islamic students at UiTM Puncak Alam Campus. The results of this study will show the understanding, influencing factors and acceptance among non-Muslim customers have positive or negative results.

**Keywords:** Islamic Banking, Customer Perception, Acceptance among Customers.

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