## UNIVERSITI TEKNOLOGI MARA FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES



CUSTOMER FEEDBACK TOWARDS ISLAMIC BANKING SERVICES: A CASE STUDY AT KLANG, SELANGOR

SYARIFAH HASMIRAH SYED YUNUS 2012138879
ANIS AFIQAH ABDULLAH CHIK 2012986971

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Anis Afiqah binti Abdullah Chik
Syarifah Hasmirah binti Syed Yunus
Bachelor of Administrative Science
Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA, Kota Kinabalu

## ABSTRACT

The purpose of this thesis is to identify the awareness level of the customer of Islamic banking and the factors that influence their awareness. It is a comparison and association study that is to test whether or not one variable causes another to change. In this research, it aims to analyze whether the marketing and advertising, the availability of services, environment and religious value will influence the awareness level among the customer of Islamic banking. A word count of the past researches was utilized in addition to the study on the factors influencing the level of awareness. Crosssectional survey was used as a method to gather the data. Many conclusions were drawn based on the results of the research.

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