



THE IMPACT OF PRACTICING GENERAL SERVICE QUALITY,
CORPORATE SOCIAL RESPONSIBILITY, AND SHARIAH
COMPLIANCE TOWARDS THE BANKING
CUSTOMERS SATISFACTION

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ABSTRACT

The main purpose of this study was aim to investigate the relationships between three variables general services quality, corporate social responsibility services and Shariah compliance services and customer satisfaction.

A primary research has been conducted in the form of questionnaire and distributed with purposive sample via online survey and single approach. 32 respondents participate with the online survey and a representative sample of 20 banking user was recruited from 4 selected Islamic compliance banks (Maybank, Bank Islam, CIMB bank, Bank Muamalat) at Kota Kinabalu capital of Sabah. The questionnaire sought information on factors commonly associated with customer satisfaction in the banking industry: general services, CSR services, and Sharia'h compliance services, plus demographic details.

The results of this study suggested provision of general services and CSR services are associated with customer satisfaction. This is consistent with results of the studies reporting a significant positive association between two variables (general services and CSR services) and customer satisfaction. The study also found that Sharia'h compliance is consistent with some previous findings that provision of Sharia'h compliance services is associated with customer satisfaction.