



**RESEARCH FACTOR AFFECTING CUSTOMER
LOYALTY TOWARDS MAYBANK ISLAMIC IN KUALA
LUMPUR**

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ABSTRACT

This study attempted to find out the factor affecting customer loyalty towards Maybank Islamic in Kuala Lumpur. The research conducted by questionnaire method as the Primary Data which the data for the research were collected through a questionnaire or survey of customer from Maybank Islamic in Kuala Lumpur area. The research was carried out by taking a 200 respondent as a sample of customer on random major parts in Kuala Lumpur as respondents to this study. In this study, customer loyalty as dependent variable and Islamic customer satisfaction, Islamic perceived value, Islamic service quality and Islamic trust and commitment as independent variable. The result of analysis will be obtained through research using SPSS for interpreting data, Microsoft Excel to combine data and Google to search supporting document. Google use for search related journal, article, etc. as secondary data to support this study.

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CHAPTER 1: INTRODUCTION

1.0 Introduction

For this part, it will be discussed about the background of the study, problem statement of the study, research question, research objective and significant of the study. This research will focused on factor affecting customer loyalty towards Maybank Islamic in Kuala Lumpur. Background of the study will elaborate the overview of dependent and independent variables of this research. The dependent variable in this study is Customer loyalty and the independent variables are the factor affecting customer loyalty towards Maybank Islamic in Kuala Lumpur region which is Islamic satisfaction, Islamic perceived value, Islamic service quality and Islamic trust. This research question in this section will explain about the question that related to the theoretical framework of this study. The main research question is about the dependent variable which as basic research in this study. However, specific research question as the supportive of the dependent or main research question. Hence, research objective will focus about what actually we expect from study, it is about problem formulation serves to express the main of research. In significant of the study will contribute knowledge to researcher and most importantly to institution specially banking institution.