



UNIVERSITI TEKNOLOGI MARA

**THE LEVEL OF CUSTOMER SATISFACTION TOWARD
ISLAMIC BANKING SERVICES AND PRODUCT IN
BANDARAYA MELAKA**

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“DECLARATION OF ORIGINAL WORK”

**I, MUHAMAD ROZAIDI BIN ZAINUDIN,
and MOHAMAD NAZRUL BIN CHE NORDIN,**

Hereby, declare that,

- This work has not previously been accepted in substance for any degree locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is result of both independent work and investigations, except where otherwise stated.
- All verbatim extract have been distinguished by quotation marks and sources of my information have been specifically acknowledgement.

Signature : _____ Date : _____

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ACKNOWLEDGEMENT

“In the nama of Allah the Most Gracious, the Most Merciful”

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ABSTRACT

The purpose of this research is to identify the level of customer's satisfaction toward Islamic banking service and product. Therefore, from this research, it will help the researchers to identify the factors that have significant relationship with customer's satisfaction. For the purpose of this study, the researchers have adopted the causal effect design due to its used through survey method. The survey involves a structured questionnaire given to respondents and designed to elicit specific information. There are four types of analysis in SPSS program that had been used in the study to analyze the data frequency analysis, reliability testing, descriptive statistic and data correlations. The result of the study obtained that service quality, image, profitability and organizational behaviour have significant relationship with customer's satisfaction but nor for religious perspective.

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