CUSTOMER SATISFACTION ON ISLAMIC BANKING SERVICE

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ABSTRACT

Customer satisfaction is critically important for banking sector to stay competitive as the customer is the ultimate source of income for all banking sector. Delivering high quality services is the main point for stay competitive in industries. This is because customer satisfaction leads to repeat purchase, brand loyalty, and positive word of mouth and does an impact on organization's profitability. This study is to determine the relationship of service quality; responsiveness, reliability, and assurance with customer satisfaction. The data collection involves the process of gathering information from primary data. In order to describe customer satisfaction on service quality, a structured questionnaire was randomly distributed to the customers of Islamic Banking institution around Kota Bharu. A total of 300 questionnaires were distributed and then analyzed using Statistical Software Package for Social Science (SPSS) software. From the findings, it may conclude that there is a relationship between variables (responsiveness, reliability, and assurance) towards the customer satisfaction on Islamic banking service. Responsiveness is to be the most significant impact toward dependant variable. It is crucial for the organization to understand the determinant of customer satisfaction. Besides, an organization also can establish an environment where great service is recognized and rewarded and poor service is challenged and rectified.