



اَوْنُوْرَسِيْقِيْ تِيْكَوْلُوْكِ مَارَا
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**A CASE STUDY ON HOW AR-RAHNU MAIDAM
KEMAMAN CAN MOTIVATE PEOPLE TO USE ISLAMIC
PAWN BROKING**

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CHAPTER ONE

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ABSTRACT

The project paper was conducted to investigate on how Ar-Rahnu MAIDAM Kemaman can motivate people to use Islamic pawn broking. This research focus on the customers who come to make transaction at Ar-Rahnu MAIDAM Kemaman. A total of 100 respondents were selected to participate in this research. Islamic pawn broking is important nowadays. Muslim people should realize about the benefit of using Islamic pawn broking compare with conventional pawn broking. The establishment of Ar-Rahnu MAIDAM at Kemaman is expected to be a good alternative for the existing system of pawning. The process of acquiring knowledge and understanding the environment, coping with changes, and speeding up the business decision, able to enhance the competitive advantage of the Ar-Rahnu MAIDAM Kemaman. Using the established model, this project paper focused on four independent variables which are pricing system, locality, customer services and income level to demonstrate the factor that can motivate people to use Islamic pawn broking. This project paper indicated that all variables were significant to motivate people to use Islamic pawn broking.