



**DETERMINANTS THAT INFLUENCE CUSTOMER OF BANK RAKYAT IN SELECTING
ISLAMIC BANKING**

MUHAMMAD SYAFIQ BIN SHAHAR

2009816958

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (FINANCE)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MALACCA CITY CAMPUS

APRIL 2011

DECLARATION OF ORIGINAL WORK



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"DECLARATION OF ORIGINAL WORK"**

I, MUHAMMAD SYAFIQ BIN SHAHAR, (I/C Number: 880928-56-6609)

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 the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

APRIL 2011

The Head of Program

Bachelor of Business Administration (Hons) Finance

Faculty of Business Management, Universiti Teknologi MARA

Kampus Bandaraya Melaka, 110 Off Jalan Hang Tuah

75300 Melaka

Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled “DETERMINANTS THAT INFLUNCE CUSTOMER OF BANK RAKYAT IN SELECTING ISLAMIC BANKING “to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA. Thank you.

Yours sincerely,

.....

MUHAMMAD SYAFIQ BIN SHAHAR

2009816958

Bachelor of Business Administration (Hons) Finance

ABSTRACT

This study of “ Determinants that influence customer of Bank Rakyat in selecting Islamic Banking will concentrate the relationship between determinants that influence customer in selecting Islamic Banking with selected variables which is quality of services, religion and knowledge. From this also, it will indicate whether exist any significant relationship between the dependent variables and the independent variables. The first chapter in this study consist introduction, problem statement, purpose of the study, limitation of the study, scope of the study and significant of the study. The second chapter discuss about the literature review of the study. This chapter will concentrate on previous authors’ opinion about the study. There are authors from several books and journals were selected in order to get clear view of this study. The third part of this study is about the research methodology that had been used in obtaining the result for this research. It includes briefly explanation about the sampling design, data collection method and data analysis. The next part is finding of this study which explain the actual relationship between the dependent variable and independent variables from the processed result. The last chapter actually will discuss the conclusion and the recommendation of this study. The recommendations were based from the findings for the sake of educational purposes.

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