

UNIVERSITI TEKNOLOGI MARA

**THE FACTORS INFLUENCING
SELECTION OF ISLAMIC CREDIT
CARD AMONG MUSLIM: CASE
STUDY IN OASIS ARA DAMANSARA**

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Technology MARA Johor. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, University Technology MARA Johor, regulating the conduct of my study and research.


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ABSTRACT

The public acceptance of Islamic credit card in Malaysia's banking industry can be seen in favourable side. Credit card is one of the many facilities available for consumer to make financial transaction without carrying cash. Unlike conventional credit card, Islamic credit card give Muslim consumer an alternative to use the credit card facilities without have to worry about themselves being involve with activities prohibited in Sharia' such *riba* (interest) and *gharar* (uncertainty). The main purpose of this paper is to identify the factors that influence Muslim to select Islamic credit card. This study is based on a questionnaire survey conducted in Oasis Square Ara Damansara, Selangor. 183 questionnaires were collected from the respondents by using stratified sampling technique. Based on an extensive review of literature, this paper is to identify the relationship between religious beliefs, convenience, social influences, attitude toward debt, and the Muslim selection towards Islamic credit card. This research used several data analysis method to generate the results included the frequency analysis, descriptive analysis, regression analysis, correlation analysis, and reliability analysis. Findings of this research shows that religious belief and social influence are the factors to Muslim's selection of Islamic credit card. Both factors are believed to have influenced the preference of Muslim to choose Islamic credit card. The result is expected to be used as a guidance for Islamic bankers in promoting Islamic credit card.

Keywords – Islamic credit card, Islamic banking product and services, Islam religion

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