

UNIVERSITI TEKNOLOGI MARA

**CUSTOMER SATISFACTION TOWARDS
ISLAMIC BANKS AMONG NON-MUSLIM
CUSTOMERS IN KOTA BHARU**

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Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi 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, Universiti Teknologi MARA Johor, regulating the conduct of my study and research.

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ABSTRACT

This research attempts to investigate the factors influencing customer satisfaction towards Islamic banks among non-Muslims customer. The research conducted by questionnaire method as the primary data, which the data for the research collected through a questionnaire survey of people that live the area of Kota Bharu, Kelantan. In this research, 150 respondents carried out as a sample of non-Muslims who using Islamic bank. Customer satisfaction towards Islamic bank is a dependent variable meanwhile trustworthiness, customer loyalty and bank image are independent variable in this research. The result of analysis will be obtained through research using Statistical Package for Social Science (SPSS) software for interpreting data. Furthermore, Google use to search supporting document or related journal and article which is secondary data to support this research. So that it can be concluded that all the independent variables have significant relationship between dependent variable, which is perception of banking and independents variable, which are trustworthiness, customer loyalty and bank image.

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