



**DETERMINANT OF ACCEPTANCE LEVEL
TOWARDS ISLAMIC BANKING:
A CASE OF JOHOR BAHRU**

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**BBA (Hons) Business Administration
Islamic Banking**

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UNIVERSITI TEKNOLOGI MARA

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Final Year Project Paper submitted in fulfillment
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AUTHOR'S DECLARATION

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


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ABSTRACT

This paper is aims to investigate the determinants of the acceptance level towards Islamic bank in Johor. This study was focus on Islamic banks in Johor that registered under Bank Negara Malaysia. The factors that may influence the bank performance observe closely. The dependant variable in this study is acceptance level. Three selected independent variable in this study is customer perception, confidence level and social and religion perspective. This study used quantitative primary data, which is questionnaire as the technique to look factor that affect the study. As a result, there are two factors that affect the acceptance level which are confidence level and social and religion perspective. Both of factors are significant at 0.00 p-values and there are positive relationships to acceptance level. Another factor (customer perception) is 0.399 p-values. It is shows that customer perception is insignificant to acceptance level. Conclusion, all the three factors have been tested, only two factors are significant to acceptance level which are confidence level and social and religion perspective.

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