

UNIVERSITI TEKNOLOGI MARA

**CUSTOMERS RESPONSIVENESS TOWARDS
SERVICE QUALITY AND SATISFACTION IN
ISLAMIC BANKS: A CASE STUDY IN KLANG,
SELANGOR**

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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 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.

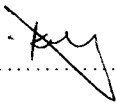
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ABSTRACT

The purpose of this research studies is to investigate the determinants of customer responsiveness towards service quality and satisfaction in Islamic banks which based on demographics view such as gender, ages, occupation and individual experience in Islamic bank. Nowadays, Islamic banking industry are rapidly increase especially in Malaysia, and banking industry often facing with customer need and wants to maintain their service quality in orderly to fulfil customer's satisfaction. The purpose of this study is to measure service quality and customer satisfaction in Islamic banks. A dependent variable is customer satisfaction. It is to identify which factor will influences the changes of customers responsiveness towards service quality. The independent variable are tangibility, loyalty, guarantee, sincerity, expression and formality. This study was observing to 150 people of customer that gained experience with Islamic banking services in Klang, Selangor. A convenience sampling use to gain the result. A primary data will be collected through questionnaires by distributing individually to respondents by meeting face to face and another questionnaire method will be distributed in form google doc through WhatsApp's or telegram either privately or sharing in social media group. In research methodology, descriptive analysis, reliability test, validity test and regression analysis will be conducted using SPSS 22 packages. There are several types of services currently offered by Islamic banks in Malaysia such as deposit, investment, financing, trade finance, card services and others. This study expects the Islamic banking customers satisfied with service quality offered to them and keep improving their services from time to time until customer satisfied with their products and services being offered to them. Finally, regression analysis finished up with tangibility, sincerity and formality are the most significant variables impact customers responsiveness towards service quality and satisfaction in Islamic bank: A case study in Klang, Selangor.

Keywords: Customer satisfaction, Tangibility, Loyalty, Sincerity, Guarantee, Expression, Formality

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF SYMBOLS	xi
LIST OF ABBREVIATIONS	xii
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Research Background	2
1.3 Problem Statement	3
1.4 Rationale of Study	5
1.5 Research Questions	5
1.6 Research Objective	6
1.7 Significance of the Study	6
1.7.1 Future Investigation	7
1.7.2 Organization	7
1.7.3 Government	7
1.8 Scope of the Study	8
1.9 Limitation of the Study	8
1.9.1 Data Reliability	8
1.9.2 Respondent	8
1.10 Definition of Key Terms	9
1.11 Summary	9
CHAPTER TWO LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Responsiveness towards Service Quality	10