



اَللّٰهُمَّ صَلِّ وَسَلِّمْ عَلٰى اَبْنائِنَا
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TEKNOLOGI
MARA

CUSTOMER'S SATISFACTION TOWARDS ISLAMIC
PAWN SHOP (AR-RAHNU) ADOPTED BY BANKS AT
TEMERLOH

SYAFAWATI BINTI MOHD TORMIDZI
2009278022

BACHELOR OF BUSINESS ADMINISTRATION WITH
(HONOUR) FINANCE
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS KOTA BHARU,
KELANTAN DARUL NAIM.

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DECLARATION OF ORIGINAL WORK



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FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

I declare that the work for this thesis was carried out in accordance with the regulations of Mara University of Technology (UiTM). It is original and is the result of my own work, unless otherwise indicated or acknowledged as referenced work. This topic has not been submitted to any other academic institutions or non-academic institution for any other degree or qualifications.

In the event that my thesis must be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulation of Mara University of Technology (UiTM).

Name of Candidate : SYAFAWATI BT MOHD TORMIDZI
Candidate's ID No. : 2009278022
Thesis Title : CUSTOMER'S SATISFACTION TOWARDS ISLAMIC
PAWN SHOP (AR-RAHNU) ADOPTED BY BANKS AT
TEMERLOH.
Signature of Candidate :
Date : 28 ARRIL 2011

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In The Name of Allah, The Most Gracious, The Merciful

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ABSTRACT

This paper explores about the factors that influence to the customers' satisfaction towards Islamic pawn shop adopted by banks at Temerloh. Specifically, this project paper examines four (4) types of factor that contribute to the level of customers' satisfaction. For this project paper, a questionnaire survey of 100 respondents is adopted. Agrobank and Bank Rakyat are the choices of an institution to make the questionnaire survey. It is because these two (2) types of bank are providing with Islamic pawn shop (Ar-Rahnu). This research is designed because we believe that the product called Ar-Rahnu are able to increase the revenue of institution if the institution can attract customers and increase the level of customer satisfaction to use this scheme as their sources of financial. The significant of the research is also want to expose to the readers and the future researchers that Islamic pawn shop (Ar-Rahnu) is not a second class business. The finding was discussing by using descriptive statistics analysis; multiple regression analysis and frequency distribution. The results indicate that all the independent variables except Shariah principle tend to influence to the customers' satisfaction towards Islamic pawn shop (Ar-Rahnu) adopted by banks at Temerloh.

Keywords: *AgroBank, Islamic pawnshop; Ar-Rahnu*