



اَوْنِيُوْرْسِيْتِي تِيْكْنُوْلُوْجِي مَارَا

UNIVERSITI TEKNOLOGI MARA
CAWANGAN KELANTAN

**ASTUDY ON A STUDY OF DETERMINANTS OF CUSTOMER'S
INTENTION TO USE I-ASLAH:
CASE OF BANK RAKYAT PASIR MAS (2012)**

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LETTER OF TRANSMITTAL

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Dear Sir,

SUBMISSION OF MARKETING PROJECT PAPER (MKT 662)

Attached is the copy of Marketing Project Paper (MKT662) entitled **““*Determinants of Customer’s Intention to use i-Aslah, case of Bank Rakyat Pasir Mas*”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You.

Yours Faithfully,

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ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

“With the name of Allah, the Most Merciful and Most Compassionate”

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ABSTRACT

The aim of this study was to examine the factor that influence Customer's Intention to use i-Aslah, case of Bank Rakyat Pasir Mas. There are five (3) factors that been studied, which were interest rate, social influence and corporate image. This study also was conduct to identify what are the most preferred factors that influence customer's intention to use i-Aslah personal financing at Bank Rakyat Pasir Mas. Moreover, questionnaire had been used in order to get back from customers. Researcher had distributed 100 questionnaires and had gotten back 100 respondent's feedback. The method that been use are simple random sampling and probability sampling. The data collected was then tested on its frequency distribution, reliability analysis, and descriptive analysis. Pearson correlation analysis and Multiple Regression Analysis were used to test the hypothesis in this study. The finding on reliability was excellent and it considers that all dependent are acceptable. The findings of this paper suggest three factors are significant factors in explaining customer's intention to use i-Aslah. Based from the results obtained in this study, some suggested recommendations can help Bank Rakyat Pasir Mas to improve their image and reputation and increase the numbers of customers who apply personal financing i-Aslah with Bank Rakyat.