



ISLAMIC MARKETING: CUSTOMERS' ASSESSMENT
TOWARDS ISLAMIC PRACTICES BEING APPLIED BY
CONVENTIONAL BANK (CIMB) 1 BORNEO
HYPERMALL, KOTA KINABALU

MOHD HANIF BIN MOHD ABIDIN
(2013585187)

BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KOTA KINABALU SABAH

JUNE 2016

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of Allah, the most gracious and merciful, all praise for His mercy, guidance and loving care which have been given to me so this thesis entitled “ISLAMIC MARKETING : CUSTOMERS’ ASSESSMENT TOWARDS ISLAMIC PRACTICES BEING APPLIED BY CONVENTIONAL BANK (CIMB) 1 BORNEO HYPERMALL” could be completed well. First of all, I would like to thank my advisor, Pn Dayang Haryani Diana Ag. Damit for her great care, patience, comments and suggestions in guiding me in the process of preparing this thesis until it appeared as it should be as well as my second examiner, Pn Faridah Mohd Shah. My thesis would not have been possible without their helps.

I would also like to thank my parents and my siblings as well. They were always supporting me, encouraging me with their best wishes and stood by me through good and bad times. Not forget to all my fellow classmates, thank you for keep cheering me up throughout the process of preparing my thesis. Last but not least, I thank an organization, Sabah Electricity Sdn Bhd (SESB) for giving me the opportunity to do my practical training there. It was such a great experience for me. Once again, thank you very much as my thesis would not have been possible without their helps.

TABLE OF CONTENT

TITLE PAGE		i
DECLARATION OF ORIGINAL WORK		ii
LETTER OF SUBMISSION		iii
ACKNOWLEDGEMENT		iv
TABLE OF CONTENTS		v - vii
LIST OF TABLES		viii
LIST OF FIGURE		ix
LIST OF ABBREVIATIONS		x
ABSTRACT		xi
CHAPTER 1	INTRODUCTION	
	1.1 Background of Study	1 - 3
	1.2 Statement of Problems	4 - 5
	1.3 Research Questions	6
	1.4 Research Objectives	7
	1.5 Scope of Study	8
	1.6 Significant of Study	9
	1.6.1 The Researcher	9
	1.6.2 Marketer's Perspective	9
	1.7 Limitation of Study	10
	1.7.1 Respondents' Participations	10
	1.7.2 Research Constraints	10
CHAPTER 2	LITERATURE REVIEW	
	2.1 Knowledge	11 - 12
	2.2 Products/Services Related	13 - 14
	2.3 Religion Belief	14 - 15
	2.4 Assessment	15 - 17
	2.5 Theoretical Framework	18

CHAPTER 3

METHODOLOGY

3.1	Sources of Data	19
3.1.1	Primary Data	19
3.1.2	Secondary Data	19
3.2	Research Design	20
3.2.1	Descriptive	20
3.3	Research Instrument	20
3.3.1	Questionnaire	20 - 25
3.4	Sampling	26
3.4.1	Population	26
3.4.2	Elements	26
3.4.3	Sampling Frame	26
3.4.4	Sample	26
3.4.5	Subjects	27
3.5	Sampling Technique	27
3.5.1	Simple Random Sampling	27
3.5.2	Convenience Sampling	27

CHAPTER 4

DATA ANALYSIS & FINDINGS

4.1	Frequency Distribution: Respondents' Profile	28
4.1.1	Gender	28 - 29
4.1.2	Age	29 - 30
4.1.3	Race	30 - 31
4.1.4	Marital Status	31 - 32
4.1.5	Education level	32 - 33
4.1.6	Religion	34
4.1.7	Types of account	35 - 36
4.2	Cross Tabulation	
4.2.1	Cross tabulation Gender * Age	36 - 37
4.2.2	Cross tabulation Religion * Types of account	37 - 38
4.3	Scale Measurement	38
4.3.1	Reliability Analysis	38 - 39
4.3.2	Correlation	39 - 40
4.4	Descriptive Statistics: Univariate Data Analysis	40 - 41
4.5	Hypothesis Testing	41
4.5.1	Multiple Regression Analysis	42 - 45

ABSTRACT

This research is an attempt to investigate the customers' assessment towards Islamic practices being applied by conventional bank (CIMB) among their customer which is doing business in 1 Borneo Hypermall. 100 questionnaires were distributed during the study. In this study, the researcher used questionnaires to gather all the data necessary and the findings were analyzed using SPSS Statistic Data Editor. The researcher identified that there are three (3) independent variables involved in this study namely Knowledge, Products or Services related, and Religion Beliefs. In the findings, it is shown that Religion Beliefs has a perfectly positive significant relationship with the dependent variable. The dependent variable in this study is the customers' assessment towards Islamic practices being applied by CIMB bank in 1 Borneo Hypermall. Respondent involved in this study are among account holders who are doing business with CIMB bank 1 Borneo Hypermall.