



اَوْنُوْ رَسِيْئِيْ بِاَتِيْكَوْ لُوْ يَكِيْ مَارَا
**UNIVERSITI
TEKNOLOGI
MARA**

**CUSTOMER LOYALTY TOWARDS ISLAMIC BANKING PRODUCTS AND SERVICES OF
BANK ISLAM MALAYSIA BERHAD (BIMB).**

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ABSTRACT

The Islamic banking industry is developing and growing rapidly in Malaysia. However it is very challenging in order to perpetuate the customer loyalty in Islamic bank with more of conventional participating and offering products and services based on Islamic principles nowadays. In conjunction with that, the purpose of this study is to examine the factors that influence the customer loyalty. The sample of this study are the respondents which are also the customers at BIMB. The location of this study was only focused in BIMB Medan MARA branch at Kuala Lumpur. The factors that will be focused on are the factor of trust and also the customer satisfaction. In this study, all the data are gathered and collected from the primary data. Primary data are gathered and originated by a researcher for the specific purpose of addressing the problem at hand.

Table of Contents

“DECLARATION OF ORIGINAL WORK”	I
LETTER OF SUBMISSION	II
ACKNOWLEDGEMENT	III
ABSTRACT	IV
CHAPTER ONE: INTRODUCTION	1
1.0 Introduction	1
1.1 Background of the Study	2
1.2 Background of the company	4
1.3 Problem Statement.....	5
1.4 Research Question	6
1.5 Research Objective	6
1.6 Scope of the Study	7
1.7 Limitation of the Study	7
1.8 Significance of the Study.....	8
1.8.1 To The Company	8
1.8.2 To The Society.....	9
1.8.3 To The University.....	9
1.9 List of Definition of Term	9
1.9.1 Customer Loyalty	9
1.9.2 Trust.....	10
1.9.3 Satisfaction	10
1.9.4 Maqasid Shariah	10
1.9.5 Riba.....	10
1.9.6 Gharar	11
CHAPTER TWO: LITERATURE REVIEW	12
2.0 Introduction	12
2.1 Customer Loyalty	12
2.2 Trust.....	13
2.3 Customer Satisfaction.....	15
2.4 The number of items and citations of variables.....	17
CHAPTER THREE: RESEARCH METHODOLOGY	19
3.0 Introduction	19

CHAPTER ONE: INTRODUCTION

1.0 Introduction

This chapter consists of problem statement, research questions, research objectives, significance of study, scope of study, limitation of study, definition of terms and summary. Chapter 1 enables us to identify the problem from the journal chosen. After the problem is identified, we need to come up with the research questions and research objectives, which include main research and specific research.

Next, significance of study gives information on how beneficial the study is. It discusses the importance of the proposed research and its relevance. In addition, it should explain why it is important for the study. The scope of study is a general outline of what the study will cover. It is also gives impact to the result of our research.

Limitation of study is those characteristics of design of methodology that influenced the application of the result of your study. Limitation of study consists of access to information, access to resources, time management or time constraints and support from organizations and participants. It is to create an opportunity to make suggestions for further research. However, this study can be one of the difficulties to complete the research. Another element in chapter 1 is the definition of terms. This element is for clearer understanding of the term used in the proposed journal.