



DETERMINANT FACTORS OF SUSTAINABILITY FOR BANK RAKYAT PERSONAL
FINANCING AMONG GOVERNMENT SERVANTS

K H RAZALI ZAMAN
2005116566

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

SEPTEMBER 2011

ACKNOWLEDGEMENT

Praise to Allah S.W.T for His grace and kindness that I am able to complete this final project paper. I am grateful to have support and motivation from many people throughout completing this research study.

My first and deepest thank to my respective advisor and second advisor, Tuan Hj. Sheikh Junaidi Sheikh Mohammad and Mr Ag Bakar Ag Tatam for their acceptance, guidance and comments since the beginning of this research. Special thanks to my parents always be by my side, pray for me and encourage me to finish my work. A thank to Bank Rakyat Kota Belud Branch for the helpful hint and contribution of great idea and information. I am also indebted to the respondents who are willing to give their cooperation in answering my questionnaire. Last but not least, my appreciation goes out to all the people who have been helping me in completing this research. Without their endless care, constant love, encouragement and sacrifice, I would never reach this level.

As a final word, I owe entirely to the grace of almighty God to whose glory this research is dedicated. May Allah blessings be upon readers for this research and this study will be beneficial for future study.

TABLE OF CONTENTS

NO.	CONTENTS	PAGE
	AKNOWLEDGEMENT	iv
	LIST OF TABLE	v
	LIST OF FIGURE	vii
	LIST OF ABBREVIATIONS	viii
	DEFINITION OF TERMS	ix
	ABSTRACT	xi
1.0	INTRODUCTION	
1.1	Company Background	1
1.2	Background of The Study	4
1.3	Scope Of The Study	6
1.4	Problem Statement	6
1.5	Objectives Of Study	8
1.6	Research Questions	8
1.7	Limitations Of Study	9
1.8	Significance Of Study	10
1.9	Definitions Of Terms	12
2.0	LITERATURE REVIEWS	
2.1	Background	14
2.2	Overview of Islamic Banking In Malaysia	15
2.3	BKRM Personal Financing	16
2.4	Usage of Financing	17
2.5	Features of Product	18
2.6	Awareness and Knowledge	19

2.7	Satisfaction	19
2.8	Bank's Reputation	21
2.9	Conclusion	22
2.10	Theoretical Framework	23
2.10.1	Definition of Variables	24

3.0 RESEARCH METHODOLOGY

3.1	Data Collection Methods	26
3.1.1	Primary Data	26
3.1.2	Secondary Data	28
3.2	Research Design	29
3.3	Research Sampling	29
3.3.1	Target population	30
3.3.2	Sample size	30
3.3.3	Sampling Technique	30
3.4	Data Analysis Procedure	31
3.4.1	Cross Tabulation	31
3.4.2	Preliminary Analysis	32
3.4.3	Pilot Study	32
3.4.4	Reliability Test	32
3.4.5	Regression Analysis	33

4.0 FINDING AND ANALYSIS

		34
4.1	Descriptive Statistic of Data Collection	34
4.1.1	Respondents Age	36
4.1.2	Respondents Gender	37
4.1.3	Respondents Religion	38
4.1.4	Respondents Race	39
4.1.5	Respondents Educational Background	40

ABSTRACTS

Customers are faced with an increasing choice of products and services and are becoming more demanding as they see banks competing to offer a higher level of service. Hence, it is very important for every financial institution and bank, to be geared up for a more competitive and challenging environment. This study is specially conducted to focus on Bank Kerjasama Malaysia Berhad (BKRM) Personal Financing since this is the most popular product of BKRM. It is felt that, intense competition it faces from other Islamic financial institution as well as the conventional ones makes it necessary to revise its infrastructure and marketing strategies so as to provide itself a leading edge over its competitors and expand its customer base with the opening of new opportunities and the expanding population. A total of 200 respondents who are also the customers of BKRM personal financing served as a sample of the study. This study assessed the key factors influencing this major contributor to the profit of the bank. Findings reveal that consumer choosing habit; features of product, marketing activities, facilities and services offered by BKRM seem to be the most important factors that contribute to sustainability of Bank Kerjasama Rakyat Malaysia.