



UNIVERSITI TEKNOLOGI MARA

**TRUST, COMMITMENT, AND CUSTOMER
INTIMACY TOWARDS CUSTOMER LOYALTY
OF BANK ISLAM IN KUALA LUMPUR**

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ABSTRACT

These days, Islamic banking is not simply rivaling regular and outside banks, yet in addition with Islamic window frameworks. Malaysia have built up the principal Islamic bank in 1983 with the development of Bank Islam Malaysia Berhad (BIMB). As some other banks in Malaysia, the Central Bank of Malaysia (otherwise called Bank Negara Malaysia) administers the task of Islamic banks; the Islamic Banking Act 1983 spreads the locale. They are contending in a similar market sections as far as offering items and administrations, for example, sparing records, current records, Mastercards, home financing and different items and administrations. Subsequently, the issue is on the opposition among saving money ventures to draw in a similar client fragments is driving Islamic banks to discover exceptional showcasing systems to create and keep up associations with their clients for long haul corporate maintainability and achievement. This examination is to break down the impact of trust, responsibility, and client closeness and clients' faithfulness particularly around Kuala Lumpur where an arrangement of polls will be convey to the respondents that is chosen utilizing non-likelihood comfort inspecting. The information will be investigate utilizing relapse examination with the end goal to decide the connection between ward variable which is clients' unwavering towards Bank Islam Main Office in Kuala Lumpur and its free factors which are trust, responsibility, and client closeness.

Keywords: Islamic Bank, Bank Islam, trust, commitment, customer intimacy, and customers' loyalty.

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