

UNIVERSITI TEKNOLOGI MARA

**THE IMPORTANCE OF AR RAHNU
AT PRESENT AND ITS BENEFITS
ON THE UMMAH AS WELL AS
AWARENESS AMONG AMPANG
CITIZEN**

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Academic writing submitted in partial fulfilment of the
requirements for the degree of
Diploma in Muamalat

Academy of Contemporary Islamic Studies

February 2021

ABSTRACT

This research sought to recognise the current significance of ar rahnu and its impact on the ummah as well as awareness among people of Ampang. This study explores two primary factors provided by YaPEIM Ar-Rahnu Ampang that affect customer acceptance towards Islamic pawn broking. The shariah view and marketing were the two variables that were found to influence consumer acceptance of Islamic pawn broking services offered by YaPEIM Ar-Rahnu Ampang. Using the interview as a form of data collection, a 5-set response was personally distributed to YaPEIM Ar-Rahnu Ampang workers in Ampang, Kuala Lumpur. The findings complement the hypothesis built on the basis of previous studies and are useful for strengthening the pawn broking system in Malaysia. It is important to strengthen the defined ones so that the number of customers accepting Ar-Rahnu will increase and, in turn, encourage potential customers to adopt services based on Islamic elements.

ACKNOWLEDGEMENT

Alhamdulillah, all praises be to Allah, the Most Beneficent and the Most Merciful. Peace be upon Rasulullah s.a.w., his family, his companions and his followers. I am extremely thankful to Allah for giving me the strength to complete this research. I am also tremendously grateful to Allah for his continuous love and guidance in my life's journey.

Firstly, I would like to take this opportunity to express my sincerest appreciation to my supervisor, Dr. Wan Helmy Shahrman for his quality comments, advices, suggestions and supports that are very helpful during the preparation and completion of this research

Finally, I would like to express my appreciation and gratitude to the people who, in some way or another, have contributed to the entire research project from its inception to the completion of the study. May Allah bless all of you

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