



UNIVERSITI TEKNOLOGI MARA

**THE CUSTOMER SATISFACTION TOWARDS
ISLAMIC BANKING IN SELANGOR**

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ABSTRACT

The reason for this study is to explore consumer satisfaction and its impact on image, trust, and customer loyalty for Islamic banks. The observation utilizes information from Islamic banks and double window Islamic banks, relating to two distinctive client portions (Muslims and non-Muslims). The discoveries recommend that Muslim clients set up associations with Islamic banks since they assume that Islamic banks are Shariah compliant. Hence, giving secure managing an account items that are completely agreeable with Islamic standards are essential. This exploration is critical as it obviously exhibits that the faithfulness of Muslim what's more, non-Muslim clients to Islamic banks is affected by clients being fulfilled, and also the image of and trust in Islamic banks. In this unique situation, when clients are unwilling to confide in Islamic banks, they are additionally unwilling to be steadfast. Variables prompt this could be arranged into three to be specific image, trust and customer loyalty. Consequently, this investigation of which respondent are Muslim and non-Muslim individuals in Selangor goes for assessing level of fulfillment of them towards Islamic saving money. This paper selected quantitative strategies.

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TABLE OF CONTENT

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENT	v
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF SYMBOLS	ix
LIST OF ABBREVIATIONS	x
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Problem Statement	3
1.3 Main Research Objective	4
1.4 Main Research Question	4
1.5 Scope and Limitation of the Study	5
1.6 Significance of the Study	6
1.7 Definition of Key Terms	7
1.8 Summary	8
CHAPTER TWO LITERATURE REVIEW	8
2.1 Introduction	8
2.2 Literature Review on Image	8
2.3 Literature Review on Trust	9
2.4 Literature Review on Customer Loyalty	9
2.5 Literature Review on Customer Satisfaction	10
2.6 Framework	11
2.7 Theoretical Framework	11
2.8 Summary	11

CHAPTER THREE RESEARCH METHODOLOGY	12
3.1 Introduction	12
3.2 Sampling	12
3.3 Data Collection	12
3.4 Variables	13
3.5 Research Design	14
3.6 Hypothesis Statement	17
3.7 Research Methodology	17
3.8 Summary	19
CHAPTER FOUR RESULT AND DISCUSSION	20
4.1 Introduction	20
4.2 Frequencies	20
4.3 Descriptive	24
4.4 Factor analysis	25
4.5 Correlation	26
4.6 Reliability analysis	27
4.7 Multiple linear regression analysis	27
4.8 Summary	30
CHAPTER FIVE CONCLUSION AND RECOMMENDATION	31
5.1 Introduction	31
5.2 Conclusion	31
5.3 Recommendation	32
5.4 Summary	32
REFERENCES	34
APPENDICES	37