



**A STUDY ON EFFECTIVENESS OF I-ASLAH COUNTER
SERVICE AT BANK RAKYAT LIKAS**

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ABSTRACT

Islamic banking is growing tremendously since its inception in the past three decades. The products and services offered by the Islamic banking industry either in its assets or liability sides are competitive with the products and services of the conventional banking. The growth of Islamic banking gives alternative to customers in order to choose which alternative bank that serves the best effective service provider. Therefore, the purpose of conducting this study is:

- a) To determine the level of customer satisfaction for I - Aslah counter service.
- b) To determine the most important factor that contributes to the effectiveness of counter service.
- c) To identify feedback from respondents on the effectiveness of I – Aslah counter service.

At the end of the research, the researcher may conclude that the customers of Bank Rakyat who apply I – Aslah product tend to be either very satisfy and satisfy with the counter service. Result shows that the most important factor that contributes to the effectiveness of counter service is friendly staff of Bank Rakyat.