



**A STUDY ON CUSTOMER SATISFACTION TOWARDS BANK ISLAM  
PERSONAL FINANCING**

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## **ABSTRACT**

A study on the Customer satisfaction towards Bank Islam Personal Financing in Kota Kinabalu was conducted. The purposes of this study were to identify the factor influences customer decision to choose Bank Islam Personal Financing, to know level of customer satisfaction.

The sampling used in this research is systematic sampling. The 83 respondents were gathered which are Bank Islam customers. data gathered from fieldworks was analyzed using statistical package of social science (SPSS).