



**A STUDY ON THE AWARENESS OF SABAH
CREDIT CORPORATION'S CUSTOMERS ON
ISLAMIC FINANCING**

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ABSTRACT

The main purpose in conducting this study is to determine the level of awareness of Sabah Credit Corporation's (SCC) customers towards Islamic financing and it is conducted around SCC and Donggongon, Penampang area. This study is important as SCC is implementing or offering Islamic financing early next year (2008). The respondents are the existing customers as well as the potential customer of the corporation. Data are collected from primary and secondary data which consist of internal and external data, while the survey method used are through questionnaires and personal interviews. Random sampling is also used in this study where any customers that walks in SCC are randomly picked as to answer questionnaire. Also, other people within the district of Donggongon are also selected as respondents.

Majority of the customers aware to Islamic financing but only a few of them are currently using the service. Therefore, SCC should start to promote this new service of them so that people will be more concern and expose to this type of financial system. Other than that, it is also found out that the three most commonly known products by the people are Al-Ijarah, Al-Wadiah and Mudarabah. Thus, SCC can implement these three products first just to see how it attracts the market.