



UNIVERSITI TEKNOLOGI MARA

**AWARENESS OF ISLAMIC BANKING PRODUCTS
AND SERVICES AMONG NON-MUSLIMS:
A CASE STUDY IN BANGI**

NURFATIN AMIRAH BINTI KHAMIDUN

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ABSTRACT

Malaysia is known as the prior country which implements a dual banking system where Islamic Banking system operates side-by-side with conventional banking system (Hamim, Naziruddin, Syed, 2006). Islamic Banking system still have to compete with conventional banking system as conventional banks have longer history than Islamic banks making customer more prefer to use conventional one instead of Islamic Banking system. Thus, it is crucial for Islamic banks to identify the awareness, understanding, attitudes and banking selection criteria of Malaysians especially non-Muslims. It is reported that the composition of non-Muslims in Malaysia roughly amounted 40% of the population which contributing important roles to Islamic Banking system for non-Muslims market. The main objective of this study was to investigate the level of awareness of non-Muslims in Bangi of Islamic Banking products and services which were measured based on three variables; understanding on Islamic Banking operation and system, perception on Islamic Banking products and services and lastly the perception on Islamic Banking products and services. The findings of this research were all of the variables have the significant relationship with the dependent variable. In a nutshell, all the variables used in this study affect the awareness of Islamic Banking products and services among non-Muslims in Bangi.

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CHAPTER ONE

INTRODUCTION

1.1 INTRODUCTION

This chapter will discuss on the overview of the background of the study, problem statement for this research on why this research been carried out, research objectives, significant of the study and the scope of the study. This paper focuses to investigate on the awareness of Islamic Banking products and services among non-Muslims in Bangi.

The research question in this chapter will discuss about the question related to the theoretical framework for this research. This paper consists of two research questions which are divided into main research question and specific research questions. The main research question for this research clearly related to the independent variable which it act as the basic research for this study while the specific research question act as supportive to the main research question. This is to ensure that this paper has a research objective to clarify why the study being conducted. This chapter plays an important role as it will provide the important information for this study for all possible involved parties such as researcher, future researcher and for general use and this will also explain on the significance of this study.