



**UNIVERSITI TEKNOLOGI MARA**

**CUSTOMERS' SATISFACTION ON  
ISLAMIC PAWN BROKING  
SCHEME (AR RAHNU) AT BANK  
RAKYAT HEADQUARTERS, KUALA  
LUMPUR**

**MUHAMMAD MIKRAJUL HAQ BIN AZMAN**

Thesis submitted in fulfillment of the requirement for  
the degree of

**Bachelor of Business Administration**

**(Hons) (Islamic Banking)**

**Faculty of Business and Management**

JULY 2017

## ABSTRACT

Ar-Rahnu scheme or Islamic pawn broking is one of the Islamic banking products. It provided immediate capital for the customer. The principle concepts used on this product are Wadiah Yad Dhamanah, Qard al Hassan, and Ujrah. Nowadays, specifically in Malaysia, it has become a common thing for the people to pledge their asset when they are short on cash or capital. Thus it has become widely accepted. There are two types of pawn broking in Malaysia, which are conventional and Islamic pawn. Moreover, there have been numerous studies on the acceptance and perception of people towards Islamic pawn broking. But, the study on the customers' satisfaction so far has been limited. Hence, a study needs to be done to see the level and the factors that affect the awareness of the people towards Islamic pawn. This may help to improve the Islamic pawn broking to have better acceptance in the future. This research uses five independent variables to determine the level of satisfaction on Islamic pawn broking scheme which are Shariah view, pricing system, pledge asset, customer service, and locality. This research will be focusing on the Islamic pawn broking scheme provided by Bank Rakyat Ar-Rahnu XChange at Kuala Lumpur. Questionnaires will be distributed to the branch and after two weeks the questionnaires will be collect. Lastly, the data will be test by using the statistic program Statistical Package for the Social Sciences (SPSS). Based on the result, the study conclude that most of the respondents are satisfied with the Islamic pawn broking scheme offered by Bank Rakyat due to the application on Shariah view and the locality of the institution.

**Keywords:** Shariah view, Pricing system, Pledge asset, Customer service, Locality.

## ACKNOWLEDGEMENT

This special page is dedicated to the people that had gone through all the hardship in finishing this research. Alhamdulillah thanks to His almighty, Allah SWT for giving me the chance and strength to complete this research. Without His blessing I would not be here today.

Next, I would like to thank my parents, Azman bin Musa and Yasmin binti Abdullah for encouraging me in continuing to complete this research through ups and downs. They are always there to support me. Besides, I want to dedicate this special thanks to my big brother, Muhammad Hidayat bin Azman who always pushed me to obtain better result. I would also like to give my special thanks to my advisor Miss Sharazaad binti Haris for guiding me throughout this research. My thanks also go to my fellow friends for encouraging me in completing this research. They are always open for discussion and never bother to share their views and knowledge on this research's topic. A special thank also for my partner, Intan Zhafirah binti Jalani because she never give up on me and always be there to be my morale support. Last but not least, thanks to all the participants that had given their time to complete this research. Without them, it would be really hard for me to complete this research.

## TABLE OF CONTENTS

<b>AUTHOR'S DECLARATION</b> .....	iii
<b>ABSTRACT</b> .....	iv
<b>ACKNOWLEDGEMENT</b> .....	v
<b>TABLE OF CONTENTS</b> .....	vi
<b>LIST OF TABLES</b> .....	x
<b>LIST OF FIGURES</b> .....	xi
<b>CHAPTER 1 INTRODUCTION</b> .....	<b>1</b>
1.1 INTRODUCTION .....	1
1.2 BACKGROUND OF THE STUDY .....	2
1.3 PROBLEM STATEMENT .....	3
1.4 RESEARCH QUESTION .....	5
1.5 RESEARCH OBJECTIVES .....	6
1.6 SIGNIFICANT OF STUDY .....	7
1.7 SCOPE OF STUDY .....	7
1.8 LIMITATION OF STUDY .....	8
1.9 DEFINITION OF TERMS .....	9
1.10 CONCLUSION .....	10
<b>CHAPTER 2 LITERATURE REVIEW</b> .....	<b>11</b>
2.1 INTRODUCTION .....	11
2.2 CUSTOMERS' SATISFACTION .....	11
2.3 SHARIAH VIEW .....	13
2.4 PRICING SYSTEM .....	14
2.5 PLEDGE ASSET .....	15

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

This study will describe about the relationship on customer satisfaction on islamic pawn broking scheme at Bank Rakyat Headquarters, Kuala Lumpur. This chapter will introduce the initial stage of the study.

This is important to give a brief knowledge on the study taken by the researcher including the background of the study, problem statements and more. This will help to inform and give a better understanding to the reader. The scope of the study will also be explained the actual reason for this study.

Lastly, it will also highlight on the history of Islamic pawn broking scheme so that it will give a better understanding on the reasons for the study. Any hurdles during this study is taken are also be inform to give explanation for the lack of resource.