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**THE ACCEPTANCE OF MTSB SKIM ANSURAN  
MURABAHAH MOCCIS (SAMM) AMONG ITS  
CUSTOMERS AT CAMPBELL COMPLEX,  
KUALA LUMPUR**

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## **EXECUTIVE SUMMARY**

The objective of this thesis is to identify the level of customers' acceptance of Skim Ansuran Murabahah MOCCIS (SAMM).

The study was carried out at MOCCIS Trading Sdn. Bhd. Campbell Complex outlet, Kuala Lumpur. Since MTSB has been operating its SAMM business for the past 10 years, this study is timely in gaining customers feedback towards their acceptance of SAMM.

The findings in this study show that the reasons customers are attracted to consume SAMM can be attributed to its prices, the easy payment method, credit period given by MTSB, terms and conditions of agreement and application, customers confidence with the implementation of the Murabahah concept and also the range of products offered.

However, other service such as delivery, installation and repairs are having a negative acceptance from customers. On top of that customers are also dissatisfied with the under stock problem, selling skill and product knowledge of staff provided at the outlet.

Therefore, it was concluded that the management of MTSB should take action or initiative to improve the factors which can create customers negative acceptance in order to achieve the maximum level of customers satisfaction. In order to achieve