SABAH CREDIT CORPORATION CUSTOMER'S UNDERSTANDING TOWARDS BAY' INAH CREDIT CONCEPT

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ABSTRACT

This research was undertaken to evaluate the Sabah Credit Corporation (SCC) customer's understanding towards Bay' Inah credit concept. This research was intended to attain the following objectives. These include examining in three variables, whether religion, staff knowledge and educational level affected the understanding of customer toward Bay' Inah. This research lay on secondary data whereby a set of 150 customer through quetionaire. In addition, primary data collected through journal, magazines and internet. The overall findings of the research indicate that religion have not affected the level of understanding while staff knowledge and educational level have affected the understanding of customer towards Bay' Inah credit concept in SCC. Majority of the customer understand by these concept but there still have the customer who are not understand. These shows that the level of understanding must be improve to attract more customer, to make sure they know what is Bay' Inah and to keep their loyalty with SCC. In conclusion, some suggestions have been made to narrow the gaps level of understanding towards Bay' Inah.