FACTOR INFLUENCING CUSTOMER TO APPLY PERSONAL FINANCING AT BANK RAKYAT

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ABSTRACT

This research is about the factor that influencing customer to apply personal financing at Bank Rakyat. The study consists variables which is attitude, social influence, religious obligation, government support and pricing. This research used primary sources and the data is run by using statistical package for social science (SPSS). The questionnaire was distributed at Bank Rakyat Indera Mahkota Branch. The research measure on goodness of measure reliability, demographic profile, and descriptive statistic and regression analysis. The result shows that government support is the factor that influence customer to apply Islamic personal financing.