

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS THAT INFLUENCE THE CUSTOMERS  
TOWARDS THE SELECTION IN ISLAMIC HOME  
FINANCING: A CASE STUDY IN SELANGOR**

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Thesis submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration (Hons)**  
**Islamic Banking**

**Faculty of Business Administration**

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## LETTER OF SUBMISSION

21st December 2017

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Dear Madam,

### SUBMISSION OF PROJECT PAPER

Attached in this project paper titled **"Factors that influence the customers towards the selection in Islamic home financing"** to fulfil the requirement needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours sincerely,



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## AUTHOR'S DECLARATION

I declare that the work in this project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Universiti Teknologi MARA, regulating the conduct of my study and research.

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## **ABSTRACT**

The study investigates on the importance of factors that influence the selection in Islamic home financing among customers in Selangor. This study is conduct the relationship between reputation, social influence, service quality, religious belief and media advertisement and factor influence customer selection towards Islamic home financing. There are 150 questionnaire are prepare and distribute to the targeted respondents in the Selangor area. Only 136 respondents out of 150 answered the questionnaire accordingly. This employed Pearson correlation and multiple regression method to achieve the objective. Findings show that there was significant positive correlation selection of Islamic home financing with reputation, social influence, service quality, religious obligation and media advertisement. It recommend that, Islamic provider need to play an important role in order to attract customers to use Islamic home financing product. Therefore, analysis presented in this research can be used for the future researcher that related with this study.

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