

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING THE  
INTENTION TO CHOOSE ISLAMIC  
HOME FINANCING AMONG  
MUSLIM COMMUNITY IN  
KUANTAN, PAHANG**

**HAFIZ BIN SULAIMAN**

**BBA (Hons) Islamic Banking**

**June 2018**

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CHOOSE ISLAMIC HOME FINANCING AMONG  
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**HAFIZ BIN SULAIMAN  
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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
(Islamic Banking)**

**Faculty of Business and Management**

**June 2018**

## AUTHOR'S DECLARATION

I declare that the work in this final year 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 Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.


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Thesis : Factors Influencing The Intention To Choose Islamic  
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## **ABSTRACT**

This paper aim to find out the main factors influencing the intention to choose Islamic home financing among Muslim community in Kuantan, Pahang. Several factors had been chosen in this research such as religious belief, social influence, perceived behavioral control, and service quality. The sample of this study comprised of 100 respondents among Muslim community in Kuantan through survey using questionnaire. The data was distributed in April and May 2018. The stratified random sampling technique was utilised. The descriptive analysis, reliability test, correlation test, and regression analysis were to be conducted to collect the necessary data. The data was processed and analysed by using the Statistical Package for Social Sciences (SPSS). The results of this study shows that religious belief and perceived behavioral control are the two factors influencing the intention to choose Islamic home financing among Muslim community in Kuantan, Pahang.

## **ACKNOWLEDGEMENT**

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

Firstly, I wish to thank God for giving me mental and physical strength to finish the research study on time. I'm wishing to express my highest appreciation and thankfulness to my advisor, Prof. Madya Dr. Mohd Halim Kadri for giving me many useful advice and guidance in completing this project. I would also like to thank the final year project coordinator, Mrs. Zuraidah Sipon who gave me some advice especially when I started preparing this thesis.

I am very grateful to Pahang Football Association for their guidance and constant supervision as well as their support in completing the project.

Next, I would like to express my gratitude towards my parents & members of Pahang Football Association for their kind cooperation and encouragement which help me in completion of this project.

My thanks and appreciations also go to my colleague in developing the project and people who have willingly helped me out with their abilities.

May Allah bless all of you. Thank you.