

**UNIVERSITI TEKNOLOGI MARA**

**FACTORS INFLUENCING CUSTOMERS  
LOYALTY TOWARDS ISLAMIC BANKING: A  
CASE STUDY IN GOMBAK, SELANGOR**

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Final Year Project Paper submitted in fulfillment  
of the requirements for the degree of  
**Bachelor of Business Administration  
(Islamic Banking)**

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## 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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## **ABSTRACT**

The banking system which is based on the principles of Islamic Shariah law that is known as Islamic banking system. For principles, it has two basic that govern Islamic banking which are mutual sharing of profit and loss and the prohibition of the collection and payment of interest. Under Islamic law, it is not permitted the activities that involved interest, gambling and speculative. These basic principles are important when the establishment of an Islamic bank. The main objective of this study is to examine the factors that influence customer loyalty towards Islamic banking. The independent variables included Shariah compliant, product quality, service quality, and convenience. This research is based on data obtained from questionnaires which 300 respondents from Gombak, Selangor. The data collection method is using structured questionnaire and were personally administrated. The study's limitation relates to generalization of result and time constraints. This study is significantly important for the academic point of view, as well as for the bankers to find out the design and motif of customer loyalty for Islamic banks.

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