



THE ACCEPTANCE LEVEL OF ISLAMIC BANKING PRODUCT

MODE B

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LETTER OF SUBMISSION

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE ACCEPTANCE LEVEL OF ISLAMIC BANKING PRODUCT" to fulfill the requirement as needed by the Faculty of Business Management, University Technology MARA.

Thank you.

Yours sincerely,

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ABSTRACT

Islamic banks have been operating like other traditional bank about four decades. They also mobilize deposits and produce loans based on Islamic Law (Shariah), which are different from the other conventional or commercial banks. Therefore, Islamic banking differs from conventional banking in several ways, such as the prohibition of transactions based on interest rate and the requirement that bank's operations be carried out according to certain procedures through the use of certain financial instruments (Abdu IQawi, O. and O. Lynn, 2001). However, the Islamic bank can also offer products and service which are similar to those offered by a conventional bank. Generally, we can define the Islamic bank as a non interest based financial institution which complies fully with Islamic laws and has creative and progressive financial engineering to offer efficient and competitive banking, investment, trade finance, commercial and real estate financing services (Abdul Qawi, O. and O. Lynn, 2001). The SPSS software was used in analyzing and processing the data, and to test the hypotheses made. The findings of the study suggest that the null hypothesis can be rejected meanwhile the alternate hypothesis must be accepted.