

**THE AWARENESS OF THE ISLAMIC BANKING PRODUCT AMONG FAMA STAFF  
AT KUANTAN, PAHANG**

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## DECLARATION OF ORIGINAL WORK



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Hereby, declared that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degree.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

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## ABSTRACT

This study is focusing about the awareness of Islamic Banking product. This study will identify the level of awareness of Islamic Banking product among staff of public sector and how the perceive to use Islamic Banking product it can be determined by several factors and the researcher has find out two major factor that may influence the awareness of Islamic Banking product that are promotion and knowledge. All of the information needed have been gathered by using primary and secondary data. In order to collect primary data the researcher used the questionnaire. The researcher also used references such as books, journals, on line internet to get the information. The populations of the respondents were 60 staffs of FAMA and the sample size for this research were 50 respondents. Here, the researcher used the convenience sampling. The data are analyzed by using frequency distribution, cross tabulation, reliability and hypothesis testing. The findings for this research were, for frequency distribution, the researcher choose section A – Personal Details. For gender, the frequency shows that the most of the respondents are male 33 respondents or 66% and 17 female respondents or 34%. For marital status, the frequency shows the majority of the staffs are married person with respective of 34 respondents or 68%. The frequency distribution for age shows majorities of the staffs are between 41-50 years old with respective 26 respondents or 52%. The frequency also shows 100% of respondents are Malay. Most of the respondents have income about RM2001 and above per month with respective 18 respondents or 36%. The frequency distribution for educational level shows that the majority of the staffs at FAMA have educational level at MCE/SPM with 22 respondent or 44% respectively. Analyzing through the finding suggested on the relationship between knowledge and the awareness of Islamic Banking product is moderate. The moderate correlation score that is 0.627 is indicated in this research could also be explained that the respondents do not have enough level of knowledge about Islamic Banking product. Based on the correlation result, the relationship between promotion and the awareness of Islamic Banking product is low with score of 0.302 respectively. It is interesting to note that the role of media advertising is failed to support the hypothesis. There are some recommendations such as the bank must increase the promotion strategy and for future research this study suggested to investigate in other area such as the awareness of Islamic Banking product among federal public sector.

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