



**IMPACT OF ISLAMIC ETHICS ON CUSTOMER SATISFACTION IN
SELECTED ISLAMIC BANK AT KOTA BHARU, KELANTAN**

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DECLARATION OF ORIGINAL WORK



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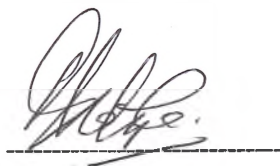
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ABSTRACT

Islamic values have largely shaped the social structures, culture and legal norms that influence consumer preferences and behavior. Adherence to the Islamic ethics in the Islamic banking industry can help elevate the standards of both behavior and living of bankers and customers alike. Islamic ethics requires an individual to behave according to the rules of Islamic moral philosophy. Islamic ethics is a standard for judging the rightness not of an action per se, but of the action of one person relative to another, i.e. Islamic ethics is a basis for judgment in personal as well as collective interaction. Thus, this paper will discuss the impact of Islamic ethics on customer satisfaction in the Islamic Bank at Kota Bharu, Kelantan. This study is focus on the relationship between the five independent variables which is justice, truthfulness, benevolence, sincerity and trust. A human manner and behavior in Islamic banking cannot be effectively clarified without references to the Islamic ethics which can manage it.

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