



**“THE CUSTOMER INTEREST TOWARDS  
ISLAMIC CREDIT CARD AMONG NON-  
MUSLIM STAFF AT STANDARD  
CHARETERED”**

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**DECLARATION OF ORIGINAL WORK**



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## **ABSTRACT**

Nowadays many people use and own the credit card and it is become a trend to people have the credit card. With the rapid of the development the finance institution have introduce Islamic credit card that based on the principal of syariah. In this research, it is emphasize the tendency of the non-Muslim using Islamic credit card. Why they prefer use Islamic credit card even though the conventional also offer the same thing but with differ contract. This paper aimed to investigate the factor that influence no-Muslim to choose Islamic credit card. The respondents had been selected the staff at Standard Chartered bank which is 100 respondent. Researcher focused on three identifiable variables to show the influences in determining the customer's interest towards Islamic credit card. Convenient transaction, provide a special features and effectiveness of customers' services were selected to predictor the dependent variable which influence customer interest towards Islamic credit card. The analysis indicated that all the selected variables were significant in determining the customer interest towards Islamic credit card.

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