

UNIVERSITI TEKNOLOGI MARA

**THE IMPLEMENTATION OF SHARIAH
COMPLIANCE IN TABUNG HAJI (TH) AND
AMANAH SAHAM BUMIPUTERA (ASB):
A CASE STUDY IN KUALA LUMPUR**

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of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and the result of my own work unless otherwise indicated or acknowledge as reference work. This academic writing has not been submitted to any other academic writing institution or non-academic institutions for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Under Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study is to obtain information from customer who deposited their money either in Tabung Haji (TH) or Amanah Saham Bumiputera (ASB). Researcher categorised Customer's Preference into three sections which are Shariah Compliance, Customer's Loyalty and Customer Service. From that, researcher can conclude which one influenced customer the most in choosing the product from both companies. This study with the aim of encouraging people to do saving in any financial institution that comply with Shariah rules. Besides, researcher is about to find out the customer's preference towards the product based on what kind of services the company served. The main point for this research is to look on to the services in both banking account whether it is comply with Shariah Compliance. In addition, the information obtained for this study is based on survey questionnaire that have been answered by customers that used both or either one of the deposit account. The data received has been used to analyse the factors that attract people to do their saving in both saving account. For information, the data has been analysed using the SPSS Software as it helps the researcher to extract the data gathered from respondents.

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