



**UNIVERSITI TEKNOLOGI MARA**

**THE PREFERENCES OF NON-MUSLIM  
TOWARDS ISLAMIC BANKING: CASE STUDY IN  
KEDAH**

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## **ABSTRACT**

In general, Islamic banking by definition of the International Association of Islamic Banks (IAIB) is banking system which was established to utilize fund in accordance to Islamic Shariah principles. The purpose of Islamic banking is to expand the ring of unity among the Muslims and to ensure a fair distribution and utilization of fund in compliance with the Islamic principles and teaching. As we know that Muslim is the majority customers that used Islamic banking as it comply with Islamic principle. In this research, it is more focused on non-Muslim customers that used Islamic banking specifically in Kedah. The main objective of this research to identify the relationship between Shariah compliance, staff affection, service quality, trust and also awareness with preferences of non-Muslim customers toward Islamic banking. This research will take place in Kedah and 150 questionnaire distribute to the respondents data that has been collected were analysed using Statistical Package for Social Science (SPSS) version 22.

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