

**UNIVERSITI TEKNOLOGI MARA**

**THE SATISFACTION TOWARD  
ISLAMIC BANKING PRODUCTS  
AND SERVICES AMONG MUSLIM  
CONSUMERS IN BESUT,  
TERENGGANU.**

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## **ABSTRACT**

This study was conducted to measure the level of satisfaction with Islamic banking products and services among Muslim consumers in Besut, Terengganu. The growth of Islamic banks in Malaysia is increasingly challenging, with more conventional banks engaging and offering banking goods and services based on Islamic principles. Using a questionnaire as a research instrument, 100 sets were distributed via online form among the randomly selected Besut community. The methodology of this study uses quantitative methods. Descriptive analysis was used to analyze the data in percentage, frequency, mean, mode and median. The results of the study found that the mean value shown in each variable is at a moderate level, that is, the mean value of Part B is 3.08 and Part C is 3.14 (moderate). This study also found that there is a significant relationship between the independent variables of understanding and satisfaction with Islamic products and banking among Muslim consumers in Besut, Terengganu. To this end, in order to attract more customers to their Islamic banks, researchers suggest that Islamic Banking provides fast and efficient services.

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