



**ISLAMIC BUSINESS ETHICS : AN EXPLORATORY
STUDY OF BANK ISLAM MALAYSIA BERHAD (BIMB)**

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JUNE 2016

ACKNOWLEDGEMENT

Foremost, I wish to count my blessings and thanked Allah S.W.T for providing me with the mental and physical faculties as well as other positive attributes notably perseverance to complete this challenging research paper. Special mention goes to my research advisor Madam Norhasniza Mohd Hasan Abdullah for his guidance, supervision and support. His constructive comments and suggestions greatly assist in the successful completion of this project paper. In addition, special thanks to Dr. Faridah Najuna Mismam for his guidance and advice towards the completion of this project paper.

Last but not least, I would like to extend my appreciation to each and every one of you who have assisted in one way or another in order for me to complete this research paper. Sincere thanks to all my friends and office colleagues for their understanding, kindness and moral support during the testing time undertook to complete this assignment. Lastly, my deepest gratitude to my beloved parents for their unwavering support, invaluable assistance and sincere blessing.

Thank you.

ABSTRACT

Nowadays, ethics has become increasingly important in financial institutions that their aim of business activities to achieve high quality of value for the customers and also among the colleagues. High quality of value for the customers and also among the staff can increase the positive vibes and good environment in the intuitions where it is encourage the staff or employees in the institutions have high motivation and high responsibility in doing their work every time. If ethics played a larger role in the financial institutions, crisis in the global financial can be averted. Thus, this survey conducted to know how far the practices of Islamic business ethics in Bank Islam Malaysia Berhad (BIMB). By using this means that data can be gathered all at one and to minimize the error and data accuracy. All data will be analyzing by using SPSS software. This paper main objective is to analyze the practices of Islamic business ethics in Bank Islam Malaysia Berhad (BIMB) Wangsa Maju and Menara Bank Islam among the workers. The variables considered are general ethics of bank, code of ethics, attitude and behavior of employees, treatment of employees and management. This paper presents primary data collected be using questionnaire involving sample comprises 100 respondents representing workers of Bank Islam Malaysia Berhad (BIMB) Wangsa Maju Branch and Menara Bank Islam with 100 questionnaires which consist of both dependent variable and independent variables on monthly basis over 5 months from March until June of 2016.

TABLE OF CONTENT

| | |
|---|----|
| Contents | |
| DECLARATION OF ORIGINAL WORK | 1 |
| LETTER OF SUBMISSION | 2 |
| ACKNOWLEDGEMENT | 3 |
| ABSTRACT | 4 |
| TABLE OF CONTENT | 5 |
| CHAPTER 1 | 8 |
| 1.0 Executive Summary | 8 |
| 1.1 Background of the Study | 8 |
| 1.2 Problem Statement | 10 |
| 1.3 Research Objective | 11 |
| 1.4 Research Questions | 12 |
| 1.5 Significant of Study | 13 |
| 1.5.1 Management of Bank Islam Malaysia Berhad (BIMB) | 13 |
| 1.5.2 Future Research | 13 |
| 1.5.3 Researcher | 14 |
| 1.5.4 Individual | 14 |
| 1.6 Scope of Study | 15 |
| 1.6.1 Subject scope | 15 |
| 1.6.2 Time scope | 15 |
| 1.6.3 Geographical scope | 15 |
| 1.7 Assumption | 16 |
| 1.8 Limitation of Study | 16 |
| 1.8.1 Data Transparency | 16 |
| 1.8.2 Data Accuracy and Efficiency | 17 |
| 1.8.3 Time Constraint | 17 |
| 1.8.4 Cost | 17 |
| 1.9 Summary | 18 |
| CHAPTER 2 | 19 |

CHAPTER 1

INTRODUCTION

1.0 Executive Summary

In this introduction chapter, there are several main areas of interest will be discussed. The first section will be an explanation of the background of the study. The second section will enlighten about the problem statement. The third part will be the research objectives and the next, research questions will be presented. The fifth section will present the significant of study will be discussed in the following section. The sixth section is about the scope of the study will be discuss.

1.1 Background of the Study

Religious beliefs and also practices of people will be effect on their social and economic behaviors. Every individual have their own culture and religious beliefs on how they carry out their daily activities or transaction. What is ethics? Ethics is moral principles that govern individual or group of people's behavior. Ethics also can be defined as individual behavior to behave in the society which can distinguish between good or bad, right or wrong. This point has been argued by Josephson in 1989 which "system or code of conduct based on universal moral duties and obligations which indicate how one should behave; it deals with the