



A STUDY ON
DETERMINANT OF ISLAMIC BANK SELECTION: CASE
STUDY IN KLANG VALLEY

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Abstract

This paper actually to presents the determinant of Islamic bank selection by customer in Klang Valley. The bank selection criteria have received attention from the researcher about a decade ago. However, the study only focus on conventional and not many researcher interested to study on Islamic bank site. To achieve the objective of this study, a quantitative methodology (questionnaires) had been use and about 60 random customers from a particular Islamic bank had been approach to answer the questionnaires. Multiple regression method been choose to measure the relationship between those variable and from this testing the researcher are able to differentiate the selection of the determinant between Muslim and non Muslim. The result found that cost and benefit is the highest priority before individual decides to patronize an Islamic bank. Comparison between religion which is Muslim and non Muslim found that religion background does not really give significant impact on the selection of Islamic bank since both Muslim and non Muslim choose cost and benefit as the main priority before there decided to patronize an Islamic bank.

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