



THE DETERMINANT OF CRITERIA IN BANK SELECTION BY

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ABSTRACT

This paper investigates the determinants of criteria in banks selection by way of banking and business clients in Perbadanan Islam Johor. It's far influenced with the aid of the want to cope with the numerous barriers in a previous observe by Omar (2007) as cited by Omo Aregbeyen (2011) by using offering current and extensive evidence on the determinants of criteria in bank selection in Perbadanan Islam Johor, and to better inform bank executives and authorities with insights into the kinds of service clients locate maximum suitable for their banking needs. Altogether ninety two respondents in Perbadanan Islam Johor have been surveyed randomly for this study. This studies gives a useful start line to recognize the criteria of selecting the banks for different companies. consequently it will assist Malaysian government in encouraging and promoting the banks in Malaysia to enhance the economy. Hypotheses will be constructed and test by the usage of p-test and Pearson's Correlation. This research hope can located sure elements which have a positive relationship with the factors that affect the bank selection by Perbadanan Islam Johor. Significant gender and age differences within the elements selection/preferences had been observed.

Keywords: *Banking Selection Criteria, Convenience Factor, Speed and Service Quality, Financial Factor*

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