

AN EXAMINATION OF THE IMPACT OF SERVICE QUALITY AND
CUSTOMER KNOWLEDGE TOWARDS CUSTOMER LOYALTY ON
ISLAMIC BANKING

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ABSTRACT

The purpose of this study is to examine the impact of service quality and customer knowledge towards customer loyalty on Islamic banking. A model designed by Parasuraman called SERVQUAL was used to measure the customer satisfactions on Islamic banks service quality. In this model, there are five (5) dimensions such as tangible, reliability, responsiveness, assurance and empathy. There were two (2) research questions that constructed from research objectives where focuses on how service quality can affects the customer loyalty. The researchers also questioned if there are any relationship between customer knowledge and customer loyalty. In this study, the research scope consists of the employees who worked and contractors who attend to courses held by HR Skill Training & Consultancy Sdn. Bhd. The total number of population is about 40. Meanwhile, the sample size of this study is 30. The questionnaire was distributed equally to all employees and contractors. They were given plenty of time to answer all questions provided. For the findings of research, the results concluded and this shows that there are positive and significant relationships between service quality and customer loyalty. Moreover, second research question also be tested and it shown same result whereas the relationship is positive and significant. Other than that, there also some recommendations stated for this study which is could help the Islamic banks to improve and enhance their service quality. Thus, needs and wants by customer would be granted and performance of banks can be improved at the end.

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