

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

MOHD AMIR BIN AB.RAHMAN

BACHELOR IN OFFICE SYSTEM MANAGEMENT (HONS.)
UNIVERSITI TEKNOLOGI MARA (UiTM)

2014

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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 at the Majlis Daerah Jerantut. The questionnaire was distributed equally to all employees and 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.

ACKNOWLEDGEMENT

First of all, I would like to thank Allah S.W.T for the blessing that help me to complete this research by time given. I would like to take this opportunity to thank the people who participate directly or indirectly in accomplishing this research. Along this research, I have encountered some obstacles and challenges. In the end, I manage to go through with proper guidance and assistance from my supervisor, Mr. Mohd Amli bin Abdullah @ Baharum. As my supervisor, he successfully did his part as he shared all the knowledge about research method. Thank you.

Mohd Amir bin Ab.Rahman

June 30, 2014

Faculty of Business Management

Universiti Teknologi MARA