THE INFLUENCE OF SERVICE QUALITY TOWARDS PEGADAIAN SYARIAH
CUSTOMER SATISFACTION

A Thesis submitted to the College of Business
in partial fulfillment of the requirements for the degree of
Master of Science (Management)
Universiti Utara Malaysia

By

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DEDICATION

This thesis is dedicated to My Beloved Parents.
ABSTRAK


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LIST OF ABBREVIATIONS

ANOVA      ANalysis Of VAriance between groups
i.e.       Example
Servqual   Service Quality
SPSS       Statistical Package for the Social Scienc
UUM        Universiti Utara Malaysia
CHAPTER ONE

INTRODUCTION

1.1 Introduction

The first chapter will discuss the background of the research which explains the general ideas on the scope of the study. The research problems are then stated, followed by the purpose of the study and also the significance of the study.

1.2 Background of the study

The paradigm of economic development that has been dominated by the interest-based economic system has influence all the aspect of nation and community in general. Indonesia as a country with majority Muslim population is no exception. Interest-based economic system is not only applied in financial institution called bank, but also in other financial institutions such as insurance, non-profit based institutions, Syariah pawn shops and other institutions.
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