

A STUDY ON DETERMINANTS OF CUSTOMER'S INTENTION TO USE i-ASLAH

By

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Thesis Submitted to

Othman Yeop Abdullah Graduate School of Business,

Universiti Utara Malaysia,

in Fulfilment of the Requirement for the Degree of Master of Science

JUNE 2014

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ACKNOWLEDGEMENT

Foremost, I would like to express my deepest gratitude to my supervisor, Associate Professor Dr. Azizi Bin Abu Bakar, for his excellent guidance, caring, patience, and providing me with excellent atmosphere for conducting research. I could not have imagined having a better supervisor and mentor for my research.

I would like to thank Dr. Azira Abdul Adzis, who patiently corrected my writing and guiding my research for the past several months.

My sincere thanks also go to Mr. Mohd Norshafidi bin Ghazali, who as a good friend and always willing to help and give his best suggestions. It would have been a lonely lab without him.

Many thanks to the staff and my lecturers in Universiti Utara Malaysia (UUM) and Universiti Teknologi Mara (UiTM) who have significantly contributed to my knowledge, without which I would have no foundation for the accomplishment of this research. My research would not have been possible without their help.

I would also like to thank my family. They were always supporting me and encouraging me with their best wishes throughout my study.

Finally, I would like to thank my wife, Wan Noor Asmuni Binti Wan Fauzi. She was always there cheering me up and stood by me through the good and bad times. I love you so much!

ABSTRAK

Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang boleh mempengaruhi niat pelanggan untuk menggunakan i-Aslah, di Bank Rakyat Pasir Mas. Selain itu, ia juga bertujuan untuk mengenal pasti apakah faktor yang paling mempengaruhi pelanggan untuk menggunakan pembiayaan peribadi i-Aslah. Beberapa faktor iaitu kadar faedah, pengaruh sosial dan imej korporat telah dikenalpasti sebagai faktor yang berpotensi untuk mempengaruhi pelanggan menggunakan i-Aslah. Sampel terdiri daripada 100 orang pelanggan Bank Rakyat di Pasir Mas dan data yang diperolehi adalah melalui kajian soal selidik. Penyelidik telah berjaya mendapatkan kesemua maklum balas. Data yang diperolehi telah diuji pada kekerapan, analisis kebolehpercayaan, korelasi dan analisis regresi. Kajian mendapati bahawa ketiga-tiga faktor iaitu kadar faedah, pengaruh sosial dan imej korporat adalah saling berkait. Faktor yang paling mempengaruhi pelanggan untuk menggunakan i-Aslah adalah imej korporat. Batasan kajian ini adalah fokus yang sempit terhadap pelanggan iaitu hanya dari satu cawangan. Walaubagaimanapun, hasil kajian ini memberikan cadangan yang boleh membantu pihak pengurusan Bank Rakyat untuk meningkatkan imej dan reputasi mereka. Bank-bank perlu memberi tumpuan kepada kualiti perkhidmatan yang mereka berikan kepada pelanggan untuk mengekalkan pelanggan sedia ada dan untuk menarik pelanggan baru.

Katakunci: pembiayaan peribadi, niat pelanggan, kadar faedah, pengaruh sosial, imej korporat.

ABSTRACT

The aim of this study was to examine the factors that can influence customers' intention to use i-Aslah, in case of Bank Rakyat, Pasir Mas. Besides, it was also conducted to identify what is the most preferred factor that influences customers' intention to use i-Aslah personal financing at Bank Rakyat Pasir Mas. A number of variables which are interest rate, social influence and corporate image have been examined as potential factors influencing customer's intention to use i-Aslah. The sample comprised of 100 customers of Bank Rakyat Pasir Mas and the data were obtained through a questionnaire. The researcher manages to get 100% response rate. The data collected was then tested on its frequency, reliability analysis, correlation and regression analysis. The study found that all the three variables interest rate, social influence and corporate image to be significant. The most important factor in influencing the intention to use i-Aslah is social influence. The limitation of the study is the narrow focus of the survey on the customers from only 1 branch. Despite of the limitations, the findings of this study provide recommendations which can help the management of Bank Rakyat to improve their image and reputation. The bank needs to focus on the quality of the services they are rendering to clients in order to retain their current customers and to attract new customers.

Keywords: personal financing, customer intention, interest rate, social influence, corporate image.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

According to Investopedia.com (retrieved, 2014) Islamic banking is a banking system that is based on the *Shariah*, ideology of Islamic law and steered by Islamic economics. Furthermore, the collection and payment of interest, sharing of profit and loss, collecting interest is not acceptable under Islamic law.

Islamic financial sector introduces Islamic banking as a component to generate the growth of economic, beside Islamic capital market, takaful (Islamic insurance) and mutual fund. The earliest Islamic bank in Malaysia was in 1983. In 1993, some of the financial organizations started to use the Islamic Banking Scheme (IBS banks) to propose Islamic banking products and services. The funds and activities transactions that come from the Islamic banking have been separated from the conventional banking by IBS banks (Sudin Haron, 1999).

1.1 Background of the Study

Shariah Committees has been established by all Islamic and IBS banks. Its function is to lead them to Shariah matters and to check what is in line with Shariah. This is to guarantee the standardization in views and practices. The members of the Shariah Committees and the Shariah Advisory Council are academicians and Shariah experts in Islamic banking and finance (Sudin Haron, 1999).

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