FACTORS AFFECTING THE INTENTION TO USE ISLAMIC PERSONAL FINANCING

NIK SAFIAH BINTI NIK ABDULLAH

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By
NIK SAFIAH BINTI NIK ABDULLAH

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ABSTRAK

Memandangkan situasi pembangunan dan pertumbuhan ekonomi yang berterusan positif di Malaysia, pinjaman peribadi juga mempunyai potensi besar dalam pembangunan tersebut. Hutang seisi rumah merupakan aspek yang tertinggi di dalam ekonomi negara yang membangun di rantau ini. Sehubungan dengan itu, pinjaman peribadi yang dijalankan oleh institusi perbankan telah menurun berbanding dengan institusi-institusi kewangan bukan perbankan. Oleh yang demikian, penyelidik mengambil peluang untuk menarik pengguna agar memilih produk perbankan Islam dengan menjalankan penyelidikan ini. Berdasarkan permasalahan ini, penyelidik berminat untuk mengkaji faktor-faktor yang paling mempengaruhi niat pengguna untuk menggunakan pembiayaan peribadi Islam dan meneroka hubungan antara kakitangan Universiti Utara Malaysia (UUM) dalam pelbagai aspek iaitu sikap, pengaruh sosial, kawalan tingkahlaku, kewajipan agama dan keagamaan. Oleh yang demikian, kajian ini adalah penting untuk memastikan keseragaman dalam amalan pembiayaan peribadi di antara institusi perbankan dan institusi-institusi kewangan bukan perbankan dengan memilih pembiayaan peribadi Islam yang ditawarkan oleh bank-bank Islam. Sampel kajian terdiri daripada 308 responden Islam di kalangan kakitangan Universiti Utara Malaysia. Semua data dianalisis menggunakan perisian Pakej Statistik Untuk Sains Sosial (SPSS) dengan mengaplikasikan kaedah statistik iaitu Ujian-T Sampel Tidak Bersandar, Analisis Varians (ANOVA), Korelasi Pearson dan Regresi Linear Berganda bagi mencapai objektif kajian ini. Kerangka kerja konseptual telah dibina berdasarkan Teori Kelakuan Terancang (TPB) dengan menambah dua pembolehubah luaran yang baru, iaitu kewajipan agama dan keagamaan untuk menjelaskan lagi hasrat menggunakan pembiayaan peribadi Islam. Hasil kajian ini menunjukkan bahawa semua pembolehubah mempunyai hubungan yang positif terhadap hasrat untuk menggunakan pembiayaan peribadi Islam pada tahap keyakinan 99%. Di samping itu, hasil keputusan kajian ini juga mengenal pasti empat faktor iaitu, sikap, kawalan tingkahlaku, kewajipan agama dan keagamaan didapati penting dalam mempengaruhi hasrat untuk menggunakan pembiayaan peribadi Islam. Kawalan tingkahlaku terbukti menjadi pengaruh yang kuat terhadap hasrat menggunakan pembiayaan peribadi Islam. Walaubagaimanapun, pengaruh sosial tidak membuktikan sebagai pengaruh penting terhadap hasrat menggunakan pembiayaan peribadi Islam. Hasil kajian ini mungkin boleh memberi idea dan cadangan kepada bank-bank berkenaan pelarasan dan perubahan yang diperlukan untuk meningkatkan hasrat pelanggan memilih pembiayaan peribadi Islam yang ditawarkan. Melalui hasil kajian ini juga, ia membolehkan pengurus bank mempertingkatkan usaha pemasaran mereka dengan menarik lebih ramai pelanggan pada masa hadapan. Selain daripada itu, ia juga membantu meningkatkan penyelidikan dalam bidang pembiayaan peribadi Islam dan menggalakkan lebih banyak perbahasan dalam bidang ini.

Kata kekunci: Pembiayaan peribadi Islam, hasrat, penggunaan.

ABSTRACT

Looking into the situation in Malaysia, with a continued positive economic growth, the loan segment also has great potential for growth. In terms of household debt, it is the highest among developing economic countries in the region. In connection with the personal loan by banks have fallen compared with non-banking financial institutions, thus, the researcher took the opportunity to attract the consumers choose an Islamic banking product by conducting this research. In view of this problem, the researcher interested to study the factors that most influence a consumers' intention to use Islamic personal financing and explore the relation among UUM staffs in aspects of attitude, social influence, perceived behavioral control, religious obligation and religiosity. Hence, this study is important to ensure consistency in the practice of financing between banks and non-banks by selecting an Islamic personal financing offered by Islamic banks. The sample consisted of 308 Muslim respondents among employees of Universiti Utara Malaysia. All data are analyzed using software of Statistical Package for Social Science (SPSS) by conducting statistical method namely, Independent Samples T-Test, Analysis of Variance (ANOVA), Pearson Correlation and Multiple Linear Regression analysis to achieve the objectives of this research. A conceptual framework is built based on the Theory of Planned Behavior (TPB) by adding two new external variables, namely religious obligation and religiosity to further explain the intention to use Islamic personal financing. The results showed that all the variables are positively correlated with the intention to use Islamic personal financing at 99% of confidence level. In addition, the results also identified four factors which are attitude, perceived behavioral control, religious obligation and religiosity found significant in influencing the intention to use Islamic personal financing. Perceived behavioral control proved to be a strong predictor on the intention to use Islamic personal financing. However, social influence is found to be insignificant predictor. Perhaps, the findings of this research may give ideas and bring recommendations for banks concerns the adjustments and changes needed in order to increase the chances of customers opting an Islamic personal financing offered. Moreover, this will also enable the bank managers to tailor their marketing efforts in line with attracting more customers in the future. Other than that, this study also helps to improve the research of Islamic personal financing and thereby promote more debates in this area.

Keywords: Islamic personal financing, intention, usage.

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Nik Safiah Binti Nik Abdullah
Islamic Business School
Universiti Utara Malaysia
13rd December, 2013/ 10 Safar 1435

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LIST OF ABBREVIATIONS

AITAB	*Al-Ijarah Thumma Al-Bay'*
ANOVA	Analysis of Variance
BNM	Bank Negara Malaysia
GDP	Gross Domestic Product
IBI	Islamic Banking Industry
i.e.	That is
NBFI	Non-Bank Financial Institutions
SPSS	Statistical Package of Social Science
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UUM	Universiti Utara Malaysia

CHAPTER ONE

INTRODUCTION

1.1 Introduction

This chapter begins with an overview of the general aspects in this study. It also presents the background of the study, problem statement, research questions and research objectives. It follows by a discussion of the importance of this study, the definition of the key terms and then the scope and limitations of the study. Finally, this chapter discusses the organization of the remaining chapters.

1.2 Overview of Islamic Personal Financing in Malaysia

Presently, the growth of Islamic banking is the fastest sector in the international financial system. The Islamic banking industry (IBI) with an estimated worth of US$1 trillion, is generally measured to be one of the fastest growing sectors in the world (Awan & Bukhari, 2011). The internationalization of Islamic finance offers the potential to further facilitate the cross border financial flows between economies around the world. Islamic banks mitigate the effect of the financial crisis to a large extent, which was achieved by the provision of Islamic law or *Shari'ah*. It is expected, IBI will reach US$1.6 trillion in 2012 (Khan & Bhatti, 2008).

The contents of the thesis is for internal user only

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