PRODUCTS’ KNOWLEDGE AMONG ISLAMIC BANKS’ STAFFS IN ALOR SETAR, KEDAH

By

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ABSTRACT

This research focuses on the level of knowledge among the Islamic bankers towards the Islamic banking products. It is intended to measure the factor that might affect the knowledge of Islamic bankers which include the understanding of underlying principles, religiosity factors, perceptions towards the Islamic banking and training gained in the workplace. This study examines the relationships between the knowledge with all the mentioned factors earlier. A proposed theoretical framework has been developed in this study in order to illustrate the whole research area. Hypothesized relationships are tested using survey responses from a sample of 150 respondents which consist of the Islamic banks' staff who worked in the Islamic banks. Results revealed a positive relationship between the understanding of underlying principles and training gained in the Islamic banks with the knowledge. Apart from that, the perception and religiosity have not given much influenced towards the knowledge. The results reported in this research are useful to both industry and academics by providing relevant exploratory data about the knowledge. The results should be able to recommend some suggestion on how to improve the knowledge among the Islamic bankers. The issue of the accessibility of well-trained and skilled employees must be spoken critically by the industry players, government as well as academician in order to obtain sustainable growth and to realize Malaysia as Asia Islamic financial hub.

**Keywords**: Knowledge, Products and Services, Islamic bankers
ABSTRAK


Kata kunci: Pengetahuan, Produk dan Servis, Pekerja perbankan Islam
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CHAPTER ONE

INTRODUCTION

1.1 Introduction

This research is about the products’ knowledge among Islamic banks’ staffs in Alor setar, Kedah. Firstly, this chapter discuss about the state of the global Islamic banking specifically in Malaysia. Then the problem statement on this research is stated, followed by the research questions, objectives of the study, significance of this study as well as the organization of the report.

1.2 Background of Study

The Islamic banking industry has appeared as one of the fastest growing sectors over the last several decades. This is due to the fact that the Islamic banking sector has extended to places all over the world and has gained acknowledgment by Muslims as well as non-Muslims. In normal point of view, Islamic banks basically perform similar functions as the conventional banks. However, these systems differ in terms of their operation.

Islamic banks carry out its transactions in line or in accordance with the Islamic principles (Arshad, Aslam, Razi, & Ali, 2011). However, in order to ensure that the Islamic banking sector has a more competitive advantage with the conventional sector,
The contents of the thesis is for internal user only
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