

CUSTOMER SATISFACTION IN ISLAMIC BANKING CASE STUDY OF BANK ALFALAH ISLAMIC

BY

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28281

A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree





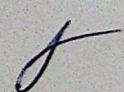
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Supervisor-Student Meeting Record

| No. | Date | Place of Meeting | Topic Discussed | Signature of Student |
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| 5 | 18 Sep 2016 | Cubicle | DATA INTEGRATION |  |
| 6 | 23 Oct 2016 | Cubicle | CRITIQUE DEBATE |  |
| 7 | 26 Oct 2016 | Cubicle | CONCLUSION RECOMMENDATION |  |

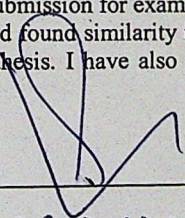
APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at ----- that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature:  Date: 28 October 2016

Name: S M SYDAB WADIM

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The achievement of this paper is the result of uncountable help from Almighty ALLAH. Then all the efforts and care made by my beloved parents for providing me all the necessities to complete this project. Then thanks to my thesis supervisor Sir Shoaib Waseem under his guideline and supervision the project has comes towards a successful end.

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Abstract

Purpose- The main objective of this study is to examine the effects of both service quality and product quality, and of satisfaction awareness of Islamic banking in Pakistan. This study also examines the reasons that consumers select Islamic banking.

Methodology/sample- A questionnaire survey was conducted by 614 respondents of Bank Alfalah Islamic customers. The respondents belong to different age group. To analyze the data some tests like reliability, correlation and regression analysis were applied.

Findings- The findings show that the indirect effects of service quality and product quality on satisfaction awareness were positive and significant. They also revealed that consumers were aware of Islamic banking products and services to a certain degree; and the reasons for preferring them were profitability and religious principles. As a result, these findings provide the Islamic banking industry with helpful guidelines in its efforts to formulate suitable promotional policies to attract more banking customers

Practical Implications- The outcome of the research might help the customers of banking sector to understand the knowledge of Islamic banking and the products and services that Islamic bank offers and to understand the overall dynamics and mechanism of Islamic banking in Pakistan.

Keywords: Islamic banking, Islamic finance, customer awareness, customer satisfaction, service quality.

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