

CUSTOMER SATISFACTION WITH ISLAMIC BANKING: A CASE OF KARACHI

By

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Abstract

Purpose

The main purpose of this particular study is to examine the impact of product quality, service quality, and customer awareness on the customer satisfaction of the Islamic banking sector in Karachi.

Methodology & Design

This is a survey based research, in which questionnaire survey was conducted among the customers of Islamic banks in Karachi. The main intention of this survey is just to measure the level of customer awareness and customer satisfaction of Islamic banking. For this intention service quality and product quality is used to measure customer satisfaction mediating through consumer awareness.

Findings

The findings show that service quality and product quality directly affects the customer satisfaction rather than mediating through consumer awareness.

Limitations

The study only tested its designed model and hypotheses in Islamic banks, but further researchers should use this particular model and hypotheses in other financial institution in Karachi and even in throughout Pakistan. If strong conclusion is needed, then must have to do some robust or strong analyses.

Recommendations

The findings proves that Islamic banks in Karachi should focus on promotional activities or marketing activities to attract more customers and from this customer get aware about the Islamic banks products and services quality.

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

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