

AWARENESS TOWARDS ISLAMIC BANKS AMONG INTERNATIONAL STUDENTS OF FBEA, UNIVERSITI MALAYSIA SABAH.

This survey examines students' awareness towards Islamic banks. This survey is divided into four sections, namely Demographics, Awareness, Product and Service Quality, Potential of Islamic Banks and Satisfaction with Islamic Banks. There are 100 international students filled out the questionnaire. A summary of the survey is shown in this poster.

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DEMOGRAPHICS

GENDER

59%



Of students are female while the remaining 41% are male.

RACE

100%



Of students are Chinese.

HOMETOWN

10%



Most students are from Chongqing, while the rest are from other states; for example, 9% are from Chengdu, and 8% are from Beijing. The smallest percentages are from Guangdong, Jiangxi, Hainan and Yunnan.

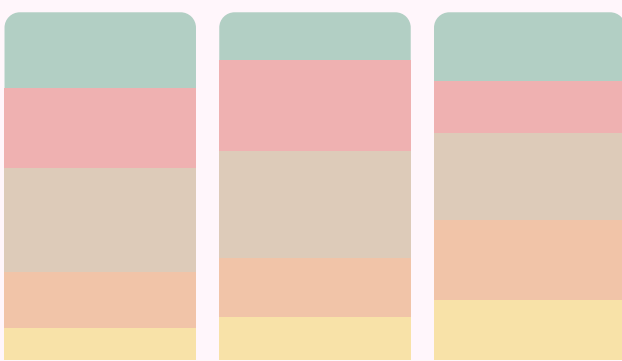
YEAR OF STUDY

36%



Of students are from the third year, followed by first- and second-year student.

AWARENESS OF ISLAMIC BANKING



I am aware about the differences between conventional banking system and Islamic banking system.

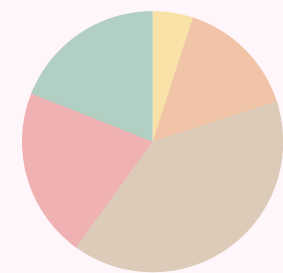
I agree that Islamic banking services are provided for both Muslims and non-Muslims.

I am familiar with the basic principles of Islamic banking.

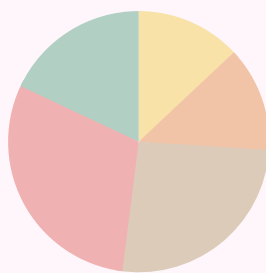
Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

The results show that the total of 45 students aware the difference between conventional banking system and Islamic banking system. However, there are 12 students strongly disagree that Islamic banking services are provided for both Muslims and non-Muslims.

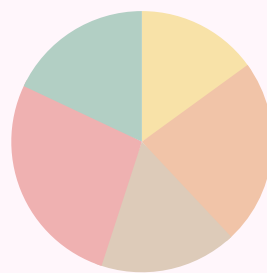
PRODUCT AND SERVICE QUALITY OF ISLAMIC BANKS



I have no doubts on the Islamic banking products.



I can rest assured of the high reliability of Islamic banking products and services.

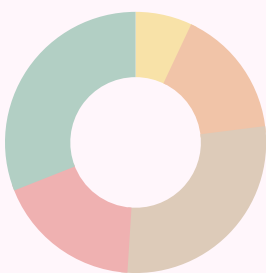


Islamic banks give many benefits than conventional banks.

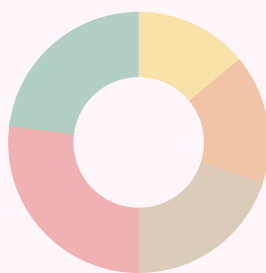
Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

The data shows that the majority of international students are neutral with no doubts about Islamic banking products. At the same time, 30% of the students are assured of the high reliability of Islamic banking products and services. There are 27 students agree that Islamic banks offer many benefits than conventional banks.

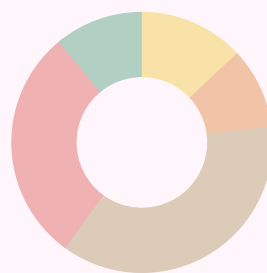
POTENTIAL OF ISLAMIC BANKS



Islamic banking can contribute to the economic development and financial stability of a country.



Islamic banking can facilitate international trade and investment.

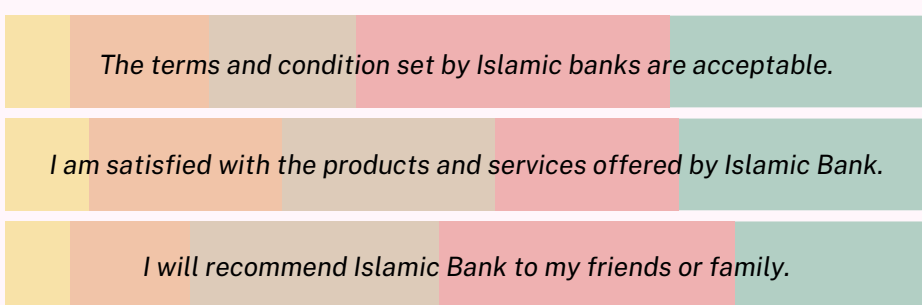


Islamic banks can play a role in supporting entrepreneurship and SMEs.

Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

The results show that most students agree that Islamic banking can contribute to a country's economic development and financial stability. At the same time, they also believe that Islamic banking can facilitate international trade and investment. However, most students are neutral about the role that Islamic banks can play in supporting entrepreneurship and SMEs.

SATISFACTION WITH ISLAMIC BANKS



Strongly disagree
 Disagree
 Neutral
 Agree
 Strongly agree

The majority of students are satisfied with the products and services offered by Islamic banks and they are more likely to recommend Islamic banks to their friends or family.