

The Basis for Selecting Islamic Banking: A Research Study on Selected Customers of Islamic Banks in Pakistan

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Abstract

Bank is an institution which provides financial services to its customers and Islamic Banking is a comparatively new concept which works on the basis of shariah law and provides interest free banking.

Many research studies have been conducted in the world to identify the factors that are important for the customers to select an Islamic Bank. Each researcher has identified few factors which differ from one another. This study focuses on all those twenty factors (variables) which have been identified by the various researches of the world, having effect on the selection criteria of an Islamic Bank but have not been so far considered as a whole by any one of the previous researchers. For this purpose, 300 questionnaires were distributed among the existing customers of the Islamic Banks, 223 were found complete. The reliability of the instrument was checked through Cronbach's Alpha which is 0.950 and is above the acceptable range of 0.7. The analysis of the data proved that all the twenty factors are important for the selection of an Islamic Bank. The results of the previous researches were verified and generalized. Moreover it is also found that credibility of the Islamic Bank in the eyes of its customers also depends on the same factors which are important for the selection of the Islamic Banks by its customers.

Key Words: Bank, Islamic, Shariah, Customer, Conventional.

Introduction

Banking is a sector playing very important role in competitive world having significant contribution in the development of the economy of a country (ABL, 2016) (Khalid & Hanif, 2014). All other sectors of the economy like industry, commerce, trade and agriculture depend on banks to meet their financial needs (Tai, 2014). Bank is a financial institution which trades in money. It collects deposits from individuals and organizations at a lower rate and grants loans to the needy persons at higher rates and earns profits (Yousaf, 2014). As it is against the Islamic principles, therefore, a new trend of Islamic Banking was introduced to follow the Islamic Principles.

Islamic banking is emerging in the world and is growing very fastly in term of volume and number of branches. (Chong & Liu, 2009) Its growth rate is 50% more as compared to traditional Banks (Ernst & Young, 2012). Islamic Banking annual growth rate was 19% during 2008 to 2011 and expected to grow more than two trillion dollars upto 2014 (Ernst & Young, 2012). Islamic Banking is working in both Muslim and non-Muslim countries of the world. The Islamic Bank of Britain was licenced as 1st Islamic Bank in non-Muslim country (Chong & Liu, 2009). Conventional Banks work on the basis of interest (Fatima, 2006), which has been declared as fight against Almighty Allah and Holy Prophet (Al-Quran, Sura Al-Bakra verse no.279). So Islamic Banking is interest free and it works with Islami shariah principles (Haroon & Ansari, 2014). Islamic Banking is contract based and allows returns on investments by sharing risks on the basis of contracts made among the parties by following the Islamic shariah rules (Him, 2014).

In 1980, the work was done in Pakistan to eliminate interest and to introduce the concept of Islamic Banking and Finance. Subsequently, in 1985, all the conventional Banks changed the name of their saving accounts as Profit and Loss Sharing Account in order to eliminate the concept of interest. But in 1991, procedure adopted by these Banks was declared as non-Islamic by the Federal shariat Court. In 1997, the 1st Islamic Bank was established named as Al-Meezan Investment Bank to provide Islamic Banking services in Pakistan. Now-a-days five Islamic Banks are working in Pakistan.

It is a general concept that only Muslims are the customers of the Islamic Banks, where as a research in India proves that in Malaysia, UK and rest of the world, 40% of the

customers of Islamic Banks are non-Muslims (Dubey, 2014) which opens a new window to identify the cause of selecting Islamic Banking irrespective of religious attachments.

The customers use to select Islamic Banks on the basis of services provided by these Banks and not only on the basis of religious values (PolatAli & A. Alsaid, n.d.).

As stated above that Muslims and non-Muslims both are the customers of the Islamic Banks, so this research gives importance to the fact that Islamic Banks should not emphasis solely on religious factors in order to attract customers. Therefore, this research identifies the important factors that provide basis for selecting Islamic Banks as compared to conventional Banks and will provide guidelines to the Islamic and conventional Banks in formulating their strategies for the provision of satisfactory services to attract and satisfy the customers (both Muslims and non-Muslims).

Literature Review:

The Banking system of a country is a dominating force and is a back bone of the economy. It controls and regulates all the economic activities of the country. No economic activity can be run without funds and these are the Banks and financial institutions that make arrangement for these amounts for the smooth running of the economy. Currently Banking system can be categorized into two categories i-e Conventional Banking and Islamic Banking.

Conventional Banking Vs Islamic Banking

Conventional Banking is defined as a system by which all the general Banking functions and utility services are provided on the basis of interest where deposits of the individuals and organizations are collected on lower rate of interest and loans are granted to the needy persons at higher rate and in between profit is earned. On the other hands, Islamic Banking is a system where all the Banking services are provided on the basis of Islami shariah laws, where interest based, immoral and unethical transactions are not allowed and it works for the achievement of financial goals of Islamic economy.

The Conventional Banks work on the basis of capitalistic economic system which is based on profit motive that is actually the greed of the wealth (Usmani, 2008). By this system, every person wants to earn more and more profit at the cost of the humanity without considering social, moral and spiritual values. Thus there is no fair distribution of wealth and it is concentrated within few hands. (Domhaff, 2007). Therefore, this greed of accumulating much wealth sometimes becomes the cause of financial crisis not only within the country, but also in the whole of the world as it occurred in 1998 and later on in 2008 (Usmani, 2008).

The Islamic Banking system however is the solution to the financial problems caused by the conventional banking system. It is based on the Islamic shariah principles. All transactions of the Islamic Banks are done on the basis of profit and loss sharing (Chong & Liu, 2009), partnership with capitals (Modarba) and joint venture with skill and money (Mosharka), (Weill & Wski, 2014). When we say about Islamic finance or Islamic economic principles, it does not mean only for Muslim community, but these are a set of universal principles and beliefs which work for the benefits of the whole human beings (Usmani, 2008). So Islamic Banking works on the principle of just-distribution of wealth in the whole population where immoral transactions are not allowed and interest has been treated as haram (non- halal) and prohibited by Islam (Chong & Liu, 2009). Based on this concept it has been observed by (Dubey, 2014) that around 40% of the customers of the Islamic Banks are non-Muslims. Therefore, it is evident that while selecting a bank, a customer did not give much weight to its religious aspects only rather there are some other factors which are taken into consideration while selecting a Bank. So when a new customer wants to get banking services, he has to decide either to go towards the conventional Bank or to Islamic Bank. Thus the selection criteria of a customer, is very important for both conventional and Islamic Banks. Therefore, 1st the literature is briefly reviewed to know the preference of the customer for selecting the conventional Banks and in later part factors have been identified to know the basis for selecting an Islamic Bank.

Conventional Bank Selection:

A study in Singapore proves that the selection of a Bank by customers is based on High Interest rate offered on deposits, convenience and quality of services offered (Ta & Har, 2000).

Whereas a study in Bahrain indicates the customer's selection criteria for conventional Bank is the reputation of the Bank, parking place near bank, friendliness of Bank employees, location of and availability of ATM. (Almossawi, 2001).

Conventional Bank selection criteria developed in study made in UK, Egypt is Brand, interest rates, availability of credit and fees (Abou, et al., 2003). Another study made in Northern Cyprus describes the customer's selection of Bank on the basis of quality of services and efficiency, Bank's image, convenient location of Bank, Parking facilities and financial factors (Safakli, 2007).

Bank selection criteria in India by the customers of conventional Banks as given in study made is reputation of the Bank, availability and security of ATMs and safety of the customer's funds (Kamakkodi & Khan, 2008).

A study made in Nigeria indicates the customer's selection criteria of a conventional Bank as Funds safety and technology based services (Aregbeyen, 2011). Another study made in Northern Cyprus proves that the selection of a Bank is based on quality and speed of services, availability of ATM at convenient place (Katirciogilu, et al., 2011).

The result of the study made at the city of Kavala, Greece, identifies that reputation and image of the Bank, and services charges received by the for the provision of banking services are prominent factors for the customers to select a Bank for receiving banking services (Kamenidou, et al., 2013). Similarly the results of the study at the University of Ghana shows that for the undergraduate students, the important factor is convenience that saves their time for which they are willing to pay money (Hinson, et al., 2013).

An article in European journal Of Business & Management, as a result of the research made at Raegenesys Business School of South Africa, concludes that dominating factors for Bank selection, are provision of security services for the transaction and products of Banks, quality of services provided, technology and innovative products at reasonable cost. (Muzanda & Ilexander, 2014).

In Pakistan the basis for selecting a Bank by the customers as per the study already made by Rehman and Ahmed (Rehman & Ahmad, 2008) describes online banking, convenience and customer service. In Greece, the selection of a Bank is on the basis of convenience and quality of services provided by Bank (Mylonakis, et al., 3011).

SELECTION OF AN ISLAMIC BANK: - As already stated that concept of Islamic Banking is comparatively new one but is growing rapidly (Chong & Liu, 2009) not only in Muslim countries but also in non-Muslim countries of the world. The table A below shows the variables considered in previous studies for selecting Islamic Banks in different countries of the world:

Name of Researcher	Name of the Research Country	Factors for the Selection of Islamic Banking
Edris (1997)	Kuwait	Size of Banking Assets, efficiency of staff, help in financial emergency, bank experience, friendliness of staff, reputation, communication with staff, knowledge about firm, activities, prompt provision of services and availability of branches abroad.
N.Ahmed and Haroon (2002)	Malaysia	Cost / Benefits
Okumus (2005)	Turkey	Religious based decisions, staff friendliness, efficiency and speed in completing a transaction and high rate of return
Karamustafa and yildirem, (2007)	Turkey	Credibility of bank, fast service without waiting for long queue and availability of ATMs. Whereas the factors due to which the bank is changed by the customers are delay in operation and unsatisfied consumer complaints and frequent faulty operations.
Haque et al.(2009)	Malaysia	Quality and availability of services, social and religious perspective and confidence in bank with consumers perception of Islamic bank.
Marimuthu et al. (2010)	Malaysia	Convenience, cost/benefits, friend and relatives, service delivery.
Mansour et al.(2010)	UK	Low service charges, religion.
Khattak & kashif-ur-	Pakistan	Religious motivations, speed and efficiency of transaction

Rehman (2010)		trust and working hours.
K. Ahmed et al.(2011)	Malaysia	Convenience, ATMs and their locations parking space, the attractive location of the banks and its opening hours.
Awan & Bukhari(2011)	Pakistan	Quality of services, features of product and lesser importance to religion.
Hedayatnia & Eshghi (2011)	Iran	Quality of services, new banking methods, innovation and responsiveness of the banker, friendliness of staff and confidence on manager, price and cost, staff attitude and convenience of bank location and services.
Saini et al. (2011)	South Africa	Efficiency, the availability of ATMs, low bank charges, and extensive branch network.
Kalkan & Oktar(2011)	Turkey	Increasing customer satisfaction.
Thambiah et al.(2012)	Malaysia	Relative advantage, compatibility, promotional efforts, complexity and consumer awareness.
Saad (2012)	Malaysia	Competency friendliness and efficiency of the staff.
Nawi et al. (2013)	Malaysia	Understanding of concept of Islamic bank Shariah laws compliance, religious aspects, attractiveness and quality of offerings willingness to deal with Islamic banks potentials and prospects of Islamic banks.
Ozsoy et al. (2013)	Turkey	Quality of services religious aspects, personal competency.
Dineshwar & Ramdhony (2013)	Mauritius	Cost/benefits religious aspects.
Alipolat et al. (2014)	Turkey	Standard Banking for the satisfaction of consumer needs provision of fast and high quality Banking.
Zargham Ullah Khan (2014)	Pakistan	Banking products and services.

TABLE-1: Variables for the Selection of an Islamic Bank

The analysis of the previous studies shown in table-1 on the selection criteria of the Islamic Bank shows that each researcher has used few variables of his own choice to check their effect on the selection of an Islamic Bank. Someone of them has selected efficiency and friendliness of staff, reputation of the Bank and financial assistance of the customers but ignored the relative advantage on the basis of cost and benefit analysis and religious beliefs of the customers. Whereas other has considered cost/benefit, friendliness of staff, religious aspects and high rate of returns but has ignored the competency of staff, their awareness about shariah laws and convenience etc. Therefore, from the above table it has been observed that different researchers used few variables but left other important ones and none of them has considered maximum or all factors relevant to the selection criteria of the Islamic Bank. Hence this study focuses on all the factors (variables) which have been identified in the studies referred in table-A above, having effect on the selection criteria of an Islamic Bank but have not been so far considered as a whole by any one of the previous researchers. Similarly the

researchers of various countries have used different words for same nature variables, so in order to keep the variables within a limit, factors with similar meaning have been combined together and arranged as quality of services, relative advantage in between cost and benefits, religious beliefs, advertising by the Banks, trust and confidence, experience and competency of Bank staff, image and reputé of the bank, co-operation and friendliness of bank staff, location of bank and parking place for customers (convenience), online Banking and electronic technology (use of ATMs) internet banking, Working hours and days of Bank, awareness of Bank's staff about islamic shariah laws, branches with in the country and abroad (Networking), Customer's awareness about shariah laws, innovation and use of new methods, financial assistance to the customer in case of emergency, credibility of Islamic Bank, relation with and influence of the bank staff member, and products of Islamic Banks.

Research Methodology:

A survey method has been adopted to collect the data from the existing customers of the Islamic Banks in Pakistan to see the relationship between variables and the selection criteria of a customer. The population for this research is all the existing customers of the Islamic Banks in Pakistan. The sample has been selected for this study through random sampling approach (Kamenidou, 2013). 300 customers of the Islamic Banks have been selected as sample which according to Comery and Van (1992) has been considered as good (Comrey & Lee, 1992). For the purpose of collecting of data, structured questionnaire was adapted. The questionnaire contains two parts i.e:

- i. Information about the personal profile of the respondent and
- ii. Statements regarding variables for the selection criteria of an Islamic Bank at a scale of 5 points ranging 1 to 5.

The "1" stands for most important and "5" is considered as least important. 300 questionnaires were distributed in different branches of Islamic Banks. The respondents were asked to fill the questionnaires by rating their preference at scale 1 to 5 for the factors they like more while selecting an Islamic Bank.

Data Collection:

As already stated that 300 questionnaires were distributed in the current customers of the Islamic Banks, 242 questionnaires were returned by the respondents whereas 223 were found complete and the response was 74.33 %. Among those 73.1% were male and 26.9% were female, 65.9% were married and 34.1% were unmarried, 16.6% were of age group of 18 to 25, 56.1% of 26 to 40 and 27.4% were above the age of 40 years. So far as qualification is concern, 6.3% have elementary Education, 10.3% have high school education, 33.2% were graduate and 52.9% were Post graduate and above, 2.7% were firm owners, 55.4% were employees and 41.9% were others. Religiously, 99.1% were Muslims and 0.9% were Non-Muslims. Keeping in view the income of the respondents,

10.4% have income up to Rs.10000, 32% have income of Rs.10000 to 20000, 78.8% have income of Rs.20000 to 40000 and 25.2% have income above Rs.40000.

Table 2:- Comparison among respondents according to their age.

Age		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	37	16.6	16.6	16.6
	26-40	125	56.1	56.1	72.6
	40 and above	61	27.4	27.4	100.0
Total		223	100.0	100.0	

Table 3: Comparison among respondents according to their qualification.

Qualification		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Elementary	8	3.6	3.6	3.6
	High School	23	10.3	10.3	13.9
	College	74	33.2	33.2	47.1
	Master and above	118	52.9	52.9	100.0
	Total	223	100.0	100.0	

Table 4: Comparison among respondents according to their profession.

Profession		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Firm Owner	6	2.7	2.7	2.7
	Employee	123	55.2	55.4	58.1
	Others	93	41.7	41.9	100.0
	Total	222	99.6	100.0	
Missing	System	1	.4		
Total		223	100.0		

Table 5:- Comparison among respondents according to their religion.

Religion		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Muslim	219	98.2	98.6	98.6
	Non Muslim	2	.9	.9	99.5
	3.00	1	.4	.5	100.0
	Total	222	99.6	100.0	
Missing	System	1	.4		
Total		223	100.0		

Income		Frequency	Percent	Valid Percent	Cumulative Percent
up to 10000		23	10.3	10.4	10.4
10000 to 20000		48	21.5	21.6	32.0
20000 to 40000		95	42.6	42.8	74.8
more than 40000		56	25.1	25.2	100.0
Total		222	99.6	100.0	
System		1	.4		
Total		223	100.0		

Data Analysis:

Analysis of this paper has been divided into two parts. First part deals with the significant variables for the selection of Islamic Banks and second part will find impact of selected variables on Islamic Bank's credibility in the eyes of its customers.

Reliability Statistics

Cronbach's Alpha	N of Items
.950	20

Analysis of Part-1

In order to check the reliability of the items in the questionnaire, first of reliability test has been conducted. According to this analysis as shown in table-C above, the sampling fram's overall value of cronbach's Alpha is 0.950 which is above the acceptable range of 0.7 as described by Nunnally (Nunnally & Bernstein, 1994). It tells that the items shown in the questionnaire are highly reliable to measure the selection criteria of the customers of Islamic Banks.

The results in the table-6 below shows that more than 56% respondents considered all the twenty factors either most important or important for the selection of the Islamic Bank. It means this research verifies the results of all the previous researches. All the twenty factors are important for the selection of Islamic Bank but some factors are more important as compare to others as shown in the table:6 below. The first five factors are quality of services, Relative advantage between cost and benefits, Experience and competency of Bank staff, co-operation and friendliness of bank staff and the customer's trust and confidence on Islamic Bank.

Analysis Part II:

In the analysis of part-II, the credibility of Islamic Bank in the eyes of its customer has been considered as dependent variable and other nineteen factors as independent variables. For this purpose we applied correlation and multiple regression tests. The table shows the relationship between credibility of Islamic Bank and other nineteen factors. This relationship has been found positive. For all nineteen variables 2-tailed

significance value is below 0.01 that tells all the results are highly significant and it is proved that there is strong relationship among Islamic Bank's credibility and all other variables.

Correlation

In the regression model, the model summary below shows the value of R, R square, adjusted R and std. error. The R's value range is in between -1 to +1. The higher is the value of R, the stronger is the relationship between variables. As the value of R in the model summary is 0.754 which shows positive strong relationship between variables. The value of R square is 0.568 that shows that model is good fitted.

Table 6: showing the Percentage Results of Responses

	Variables	Most Important	Important	Neutral	Unimportant	Most unimportant	Accumulative Percentage of Most Important and Important
01	Quality of services provided by Islamic bank	57.0	32.7	9.4	0.9	0.0	89.7
02	Relative advantage in between cost and benefits	31.4	53.8	11.3	2.2	0.9	85.2
03	My own religious beliefs	53.8	22.4	20.6	3.1	0.0	76.2
04	Quick and speedy services of bank	33.6	34.1	21.1	10.8	0.4	67.7
05	My trust and confidence on Islamic bank	50.2	26.5	16.6	5.4	0.9	76.7
06	Experience and competency of bank's staff	42.6	37.2	15.2	4.0	0.4	79.8
07	Image and reput of the Islamic bank	42.2	32.7	19.3	5.8	0.0	74.9
08	Co-operation and friendliness of bank's personnel	34.5	42.6	17.9	4.5	0.4	77.1
09	Location of bank and parking place for customer	39.9	23.3	13.5	11.7	11.7	63.2
10	Use of ATM, online banking and electronic technology	42.2	27.4	20.6	8.1	1.8	69.6
11	Working hours and working days of the bank	38.1	37.2	15.7	6.3	2.7	75.3
12	Awareness of the bank staff about Islamic Shariah laws	47.5	27.8	18.8	3.6	2.2	75.3
13	Branches with in the country and abroad (Networking)	28.7	27.8	19.3	11.2	13	56.5
14	My own awareness about Shariah laws	30	35.9	26.5	5.4	2.2	65.9
15	Innovation and use of new methods	32.7	36.8	21.1	9.0	0.4	69.5
16	Financial assistance of customer by the Islamic bank in case of emergency	30.5	33.2	26.5	8.1	1.8	63.7
17	Concept of interest free banking due to my religious thoughts	47.1	26.5	17.9	6.7	1.8	73.6
18	Credibility of Islamic bank	36.8	33.2	23.8	5.8	0.4	70.0
19	Relation with and influence of the member of bank staff	38.6	36.8	16.6	7.6	0.4	75.4
20	Products of the Islamic bank	46.6	26.9	15.7	9.0	1.8	73.5

Table 7: item Statistics

Sr.#	Variables	Pearson correlation	Sig. (2tailed)	N
01	Quality of services provided by Islamic bank	0.594	000	223
02	Relative advantage in between cost and benefits	0.396	000	223
03	My own religious beliefs	0.514	000	223
04	Advertising Compain	0.434	000	223
05	My trust and confidence on Islamic bank	0.568	000	223
06	Experience and competency of bank's staff	0.438	000	223
07	Image and reput of the Islamic bank	0.586	000	223
08	Co-operation and friendliness of bank's personnel	0.389	000	223
09	Location of bank and parking place for customer	0.583	000	223
10	Use of ATM, online banking and electronic technology	0.535	000	223
11	Working hours and working days of the bank	0.438	000	223
12	Awareness of the bank staff about Islamic Shariah laws	0.506	000	223
13	Branches with in the country and abroad (Networking)	0.619	000	223
14	My own awareness about Shariah laws	0.468	000	223
15	Innovation and use of new methods	0.525	000	223
16	Financial assistance of customer by the Islamic bank in case of emergency	0.582	000	223
17	Concept of interest free banking due to my religious thoughts	0.536	000	223
18	Relation with and influence of the member of bank staff	0.511	000	223
19	Products of the Islamic bank	0.655	000	223

Model Summary ^a									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.754 ^a	.568	.528	.64569	.568	14.059	19	203	.000

a. Predictors: (Constant), ISB_PROD, CvsB, Frind, Adv, SH_L_Aw, WH, RB, BS_comp, INOV, Loc, BSR, TC, Online_ser, Awr, IFB, FA, Reput, Qty, BN
 b. Dependent Variable: CR

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	111.366	19	5.861	14.059	.000 ^a
	Residual	84.634	203	.417		
	Total	196.000	222			

a. Predictors: (Constant), ISB_PROD, CvsB, Frind, Adv, SH_L_Aw, WH, RB, BS_comp, INOV, Loc, BSR, TC, Online_ser, Awr, IFB, FA, Reput, Qty, BN

b. Dependent Variable: CR

Conclusion

In this study all those factors have been collectively considered which were identified by the different researchers of the world in parts. As a result, more than 56% respondents verified that all these twenty factors are important for the selection of Islamic Banks. So the result of this research verifies the results of the previous researches conducted for the same purpose. Now the results can be generalized that these are twenty factors which are important for the customers of the Islamic Banks. This research contributes to the current knowledge that not only the few but these all factors are important for the customers of the Islamic Banks. The management of the Islamic Banks, while making their strategies, should give importance to the factors, keeping in view their importance in the eyes of the customers of the Islamic Banks. The factors like quality of services and Relative advantage in between cost and benefits should be given more importance as compare to Religious beliefs of the customers because 40% of the customers of the Islamic Banks in different countries of the world are non-Muslims as described by Dubey (2014). Moreover the Islamic Bank's credibility in the eyes of its customers also depends of the same factors which are important for the selection of the Islamic Banks. So in order to facilitate the Bank Management, for making their decisions for the attraction of their customers, all the twenty factors has

been given below in sequence of their relative importance in the eyes of its customers as a result of this study in.

Further Research:

Time and money were the constraints while conducting this study. If sufficient resources are available then a good research at extensive level can be conducted.

The conventional banks work on the basis of capitalistic economic system which is based on profit motive which is actually the greed of the wealth and is responsible for current financial problems (Hinson, et al., 2013) (Usmani, 2008). So a further research can be conducted to compare the products of the Islamic Banks and Conventional Banks to explore the facts due to which Islamic Banking is treated as solution for the financial problems created due to present conventional banking system.

Table 9: Importance of the Factors for the Selection of Islamic Bank In the Eyes of Customers

Sr.No.	Q.No.	Variables	Importance in%
1	01	Quality of services provided by Islamic Bank	89.7
2	02	Relative advantage in between cost and benefits	85.2
3	06	Experience and competency of Bank's staff	79.8
4	08	Co-operation and friendliness of bank's staff	77.1
5	05	Customer's trust and confidence of Islamic Bank	76.7
6	03	Customer's religious belief	76.2
7	19	Relation with and influence of the member of the bank staff	75.4
8	11	Working hours and working days of the bank	75.3
9	12	Awareness of the bank staff about Islamic shariah law	75.3

10	07	Image and reput e of the Islamic bank	74.9
11	17	Concept of interest free banking	73.6
12	20	Products of Islamic Bank	73.5
13	18	Credibility of Islamic Bank	70.0
14	10	Use of ATM, online banking and electronic technology	69.6
15	15	Innovation and use of new methods	69.5
16	04	Advertising by the Islamic Bank	67.7
17	14	Customer's awareness about shariah law	65.9
18	16	Financial assistance of customer by Islamic bank in case of emergency	63.7
19	09	Location of bank and parking place for customer	63.2
20	13	Branches with in the country and abroad (Net working)	56.5

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