

CUSTOMER SATISFACTION IN LIBYAN WINDOWS ISLAMIC BANKING

Ali Joma El-basheir Khafafa
(Matric No.4090057)

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AUTHOR DECLARATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

I hereby declare that the work in this thesis entitled “**CUSTOMER SATISFACTION IN LIBYAN WINDOWS ISLAMIC BANKING**” and submitted for the degree of PhD in Muamalat Administration my own except for quotations and summaries which have been duly acknowledged.

Date: 18 June 2015

Signature:

Name: Ali Joma Elbasheir Khafafa

Matric: 4090057

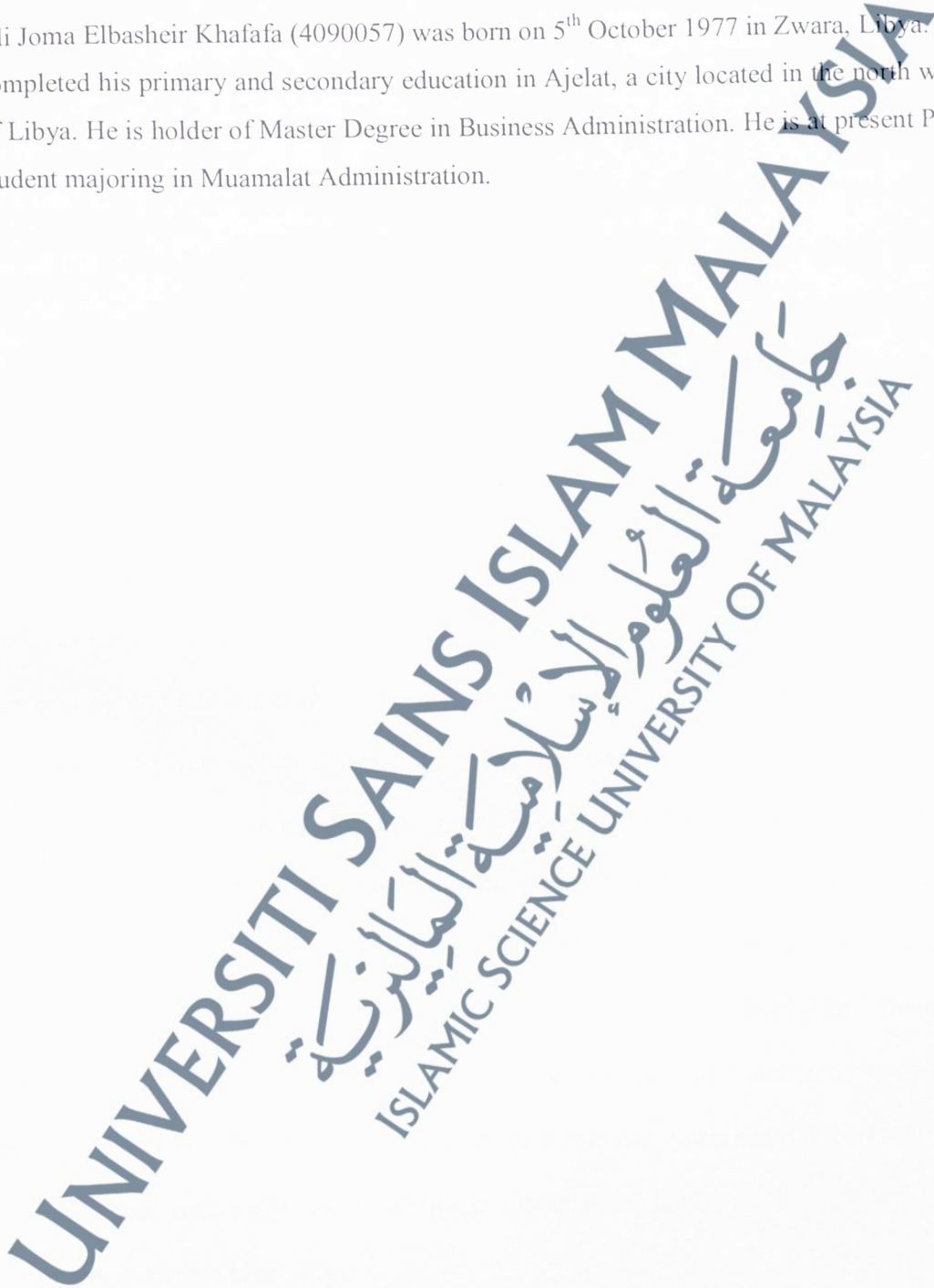
Address: D-14-11, Ampang Prime Condo, Jalan

wawasan ampang 2/5, Bandar baru

ampang, 68000 ampang Selangor.

BIODATA OF AUTHOR

Ali Joma Elbasheir Khafafa (4090057) was born on 5th October 1977 in Zwara, Libya. He completed his primary and secondary education in Ajelat, a city located in the north west of Libya. He is holder of Master Degree in Business Administration. He is at present PhD student majoring in Muamalat Administration.



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ABSTRACT

Banking sector's growth is vital for a country's economic development as it provides most of the financing sources for businesses. Customer satisfaction is one of the most important factors which determine the feasibility of a banking operation. Thus, this study aims to measure customer satisfaction in Libyan commercial banks which operate under the Islamic window system, using the structural equation model (SEM). This study uses the dimensions from the modified SERVQUAL model, namely Tangibility, Assurance, Reliability, Responsiveness and Empathy. Structural Equation modeling (SEM) was performed to determine the direct relationship between customers' satisfaction and the underlying construct of perceived service quality as indicated by the SERVQUAL model. In addition, this study examined indirect relationship between Expected service quality and customer satisfaction mediated by the perceived service quality. The relationship between customer awareness and customer satisfaction moderated by gender and marital status is also examined. Testing series of hypothesis designed in the study, in relation to expected and perceived service quality, the study has found that there is an indirect relationship between expected service quality and customer satisfaction mediated by perceived service quality. There is a positive and significant relationship between customers' satisfaction and customer awareness. Positive and significant relationship between customers' satisfaction and constructs of perceived service quality represented by (Tangibility, Responsiveness, Assurance, Empathy and Reliability) dimensions was also established in the research. This study also examines the awareness level of Libyan customers on various Islamic products such as the understanding of the key concepts of banking services, namely Mudharabah, Musharakah, Murabahah, Ijarah Financing and a number of interest-free bank services for 366 cross-sectional samples that were taken from three commercial banks in Libya which have been adopting the window Islamic system namely Gumhouria Bank, Wahda Bank and Sahara Bank in year 2012. The study has found that there is a positive and significant relationship between customers' satisfaction and customer awareness. Also there is an indirect relationship between expected service quality and customer satisfaction mediated by perceived service quality. This study also found positive and significant relationship between customers' satisfaction and constructs of perceived service quality represented by (Tangibility, Responsiveness, Assurance, Empathy and Reliability) dimensions. This study implicates that Libyan banking sector should be focusing to improve the expressions of the desire or willingness of the service provider to help customers and deliver services to them. The results of the study could be used by players and regulators in the banking sector in Libya to improve the service quality offered to their customers by examining the dimensions of expected and perceived service quality.

Keywords: Customer Satisfaction, Perceived Service Quality, Expected Service Quality, Customer Awareness and Structural Equation modeling (SEM).

ABSTRAK

Pertumbuhan sektor perbankan adalah penting untuk pembangunan ekonomi sesebuah negara oleh kerana ia menyediakan kebanyakan sumber pembiayaan untuk perniagaan. Kepuasan pelanggan adalah salah satu faktor yang sangat penting dalam menentukan kebolehpelaksanaan sesuatu operasi perbankan. Dengan itu, kajian ini bertujuan untuk mengukur tahap kepuasan pelanggan di bank-bank komersial di Libya yang beroperasi di bawah sistem jendela Islam, menggunakan model persamaan struktur atau (SEM). Kajian ini menggunakan dimensi-dimensi daripada model SERVQUAL yang telah diubahsuai, yang diberi nama Kebolehpelaksanaan, Jaminan, Kebolehgantungan, Respon dan Empati. Kajian ini juga melihat kepada aras kesedaran pelanggan-pelanggan Libya ke atas pelbagai produk Islam seperti kefahaman tentang konsep-konsep utama tentang perkhidmatan perkhidmatan perbankan, iaitu mudharabah, musharakah, murabahah, pembiayaan ijarah dan beberapa perkhidmatan bank bebas faedah untuk 366 sampel merentas-bahagian yang diambil dari tiga bank komersial di Libya, yang menggunakan sistem jendela Islam iaitu Bank Gumhouria, Bank Wahda dan Bank Sahara pada tahun 2012. Pengkaji menggunakan Cronbach Alpha untuk menyukat kebolehgantungan soal-selidik yang digunakan. Agihan kelaziman juga turut diuji dengan memeriksa kepencongan dan kurtosis dalam mengaplikasikan model Persamaan struktur (SEM). Sementara itu, pengkaji melakukan analisis faktor pengesahan untuk menguji model pengukuran yang mengkhususkan perhubungan pembolehubah-pembolehubah yang diperhatikan kepada konstruk yang tersirat, termasuk model-model faktor pengesahan aras-pertama, dan satu lagi, model faktor pengesahan aras-kedua untuk Persepsi Kualiti Perkhidmatan dan Jangkaan Kualiti Perkhidmatan, yang direka untuk menguji perhubungan di antara lima sub-dimensi (Kebolehpelaksanaan, Jaminan, Kebolehgantungan, Respon dan Empati) dan satu pembolehubah primer Persepsi Kualiti Perkhidmatan dan Jangkaan Kualiti Perkhidmatan. Akhir sekali, pengkaji menjalankan model Persamaan Struktur (SEM) untuk menentukan perhubungan langsung di antara kepuasan pelanggan dan konstruk tersirat persepsi kualiti perkhidmatan seperti yang ditunjukkan oleh model SERVQUAL. Pengkaji juga perlu menentukan perhubungan tidak langsung di antara kualiti perkhidmatan jangkaan dan kepuasan pelanggan yang diperantarai oleh persepsi kualiti perkhidmatan, dan mengkaji perhubungan di antara kesedaran pelanggan dan moderator kepuasan pelanggan oleh jantina dan status perkahwinan. Kajian mendapati terdapat perhubungan tidak langsung di antara kualiti perkhidmatan jangkaan dan kepuasan pelanggan yang diperantarai oleh persepsi kualiti perkhidmatan. Juga terdapat perhubungan positif dan signifikan di antara kepuasan pelanggan dan kesedaran pelanggan. Dapatan-dapatan lain mengesahkan perhubungan positif dan signifikan di antara kepuasan pelanggan dan konstruk persepsi kualiti perkhidmatan yang diwakili oleh dimensi-dimensi Kebolehpelaksanaan, Jaminan, Kebolehgantungan, Respon dan Empati. Dapatan-dapatan kajian ini sangat membantu dalam pembuatan polisi oleh pihak berkuasa Libya yang bertanggungjawab dalam membangunkan sektor perbankan.

Kata Kunci: Kepuasan pelanggan, Persepsi Kualiti Perkhidmatan, Jangkaan Kualiti Perkhidmatan, Kesedaran Pelanggan dan Model Persamaan Struktur (SEM).

ملخص الدراسة

تتمثل الدراسة في القطاع المصرفي في مصر حيوي بالنسبة للتنمية الاقتصادية للبلاد ؛ حيث أنه يوفر أكثر من مصدر للتمويل بالنسبة للشركات. ورضا العملاء هو واحد من أهم العوامل لتحديد الجدوى من العملية المصرفية. وبالتالي تهدف هذه الدراسة إلى قياس رضا العملاء في المصارف التجارية الليبية التي تعمل بنظام التوافق الإسلامية ؛ وذلك باستخدام نموذج المعادلة الهيكلية (SEM). تستخدم هذه الدراسة أبعاد من نموذج SERVQUAL المعدل ، وهي : الملموسية ، والضمآن ، والموثوقية ، والتجاوب ، والتعاطف. تم تنفيذ الهيكلية معادلة النمذجة (SEM) لتحديد العلاقة المباشرة بين رضا العملاء وبناء الكامن وراء جودة الخدمة المدركة كما يدل على ذلك نموذج SERVQUAL. بالإضافة إلى ذلك، تبحث هذه الدراسة العلاقة الغير مباشرة بين جودة الخدمة ورضا العملاء بواسطة جودة الخدمة المدركة. كما تبحث هذه الدراسة العلاقة بين وعي العملاء ورضا العملاء بالإشراف حسب المتغيران : الجنس والحالة الاجتماعية. سلسلة من اختبارات الفرضيات المصممة في الدراسة، فيما يتعلق بنوعية الخدمة المتوقعة والمدركة، وقد وجدت الدراسة أن هناك علاقة غير مباشرة بين جودة الخدمة المتوقعة ورضا العملاء بواسطة جودة الخدمة المدركة. هناك علاقة إيجابية ذات دلالة إحصائية بين رضا العملاء ووعي العملاء. تأسست علاقة إيجابية ذات دلالة إحصائية بين رضا العملاء وبناء جودة الخدمة المدركة التي تمثلها (ملموسية، الاستجابة والتأكيد والتعاطف والموثوقية) تأسست الأبعاد أيضا في مجال البحوث. كما تبحث هذه الدراسة مستوى الوعي لضعف العملاء الليبيين على مختلف المنتجات الإسلامية، مثل فهم المفاهيم الأساسية للخدمات المصرفية ،وهي : المضاربة ، المشاركة ، المراجعة ، والإجارة التمويلية ، وعدد من الخدمات المصرفية الحالية من الفائدة إلى 366 عينة مستعرضة التي أخذت من ثلاثة مصارف تجارية في ليبيا ، والتي تم اعتماد نظام التوافق الإسلامية ، وهي : مصرف الجمهورية ، و مصرف الوحدة ، ومصرف الصحارى في عام 2012 . وقد وجدت الدراسة أن هناك علاقة إيجابية ذات دلالة إحصائية بين رضا العملاء ووعي العملاء. أيضا هناك علاقة غير مباشرة بين جودة الخدمة المتوقعة ورضا العملاء بواسطة جودة الخدمة المدركة. كما وجدت هذه الدراسة علاقة إيجابية ذات دلالة إحصائية بين رضا العملاء وبناء جودة الخدمة المدركة التي تمثلها (ملموسية، الاستجابة والتأكيد والتعاطف والموثوقية) الأبعاد. شملت هذه الدراسة القطاع المصرفي الليبي يجب أن يركز على تحسين تعبيرها عن رغبة أو استعداد لمزود الخدمة لمساعدة العملاء وتقديم الخدمات لهم. يمكن استخدام نتائج الدراسة من قبل اللاعبين والمنظمين في القطاع المصرفي في ليبيا لتحسين نوعية الخدمة المقدمة لعملائها عن طريق فحص أبعاد جودة الخدمة المتوقعة والمتصورة.

كلمات البحث: رضا العملاء ، جودة الخدمة المدركة ، جودة الخدمة المتوقعة ، وعي العملاء ، و الهيكلية نموذج المعادلة (SEM).

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