

CUSTOMER INTENTION OF ISLAMIC HIRE PURCHASE: AN APPLICATION OF THEORY REASON ACTION

By

Syahirah Binti Mohd Marzuki

M1410532M04

**MASTER in Islamic Banking and Finance
Kuliyyah Muamalat
INSANIAH UNIVERSITY COLLEGE**

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ABSTRACT

Islamic hire purchase (IHP) facility is widely used by Islamic banks for car financing in Malaysia. One of the latest innovative products of Islamic banks is the Islamic hire-purchase *Al-Ijarah Thumma Al-Bay'* (AITAB) facility which is designed to meet the current demand and avoid certain risks in the financing of consumer durables and motor vehicles. AITAB can be utilized to finance a wide range of assets, either for individual or corporate customers. Thus, this research was carried out to determine the Customer Intention of Islamic Hire Purchase in Suruhanjaya Koperasi Malaysia Negeri Pulau Pinang. A total of 53 customers on Islamic hire purchase in Suruhanjaya Koperasi Malaysia Negeri Pulau Pinang were selected as respondents of the survey questionnaire which was randomly distributed. The data obtained were analyzed using T-test, Pearson Correlation and Multiple Regressions. The finding shows that attitude and subjective norms influence the Customer Intention of Islamic Hire Purchase. Since choosing Islamic hire purchase rests largely on these factors, Islamic banks must emphasize on religious values such as ethics and manners which are friendlier towards the customers. Islamic banks should expand their target market and increase the quality of performance through Islamic values in Islamic banking. Last but not least, Islamic banks need to become transparent and disclose all information to their customers to avoid misconception about Islamic hire purchase.

Keywords: Islamic Hire Purchase, Attitude, Subjective Norms, Theory Reason Action.

ABSTRAK

Kemudahan sewa beli Islam *Al-Ijarah Thumma Al-Bay'* (AITAB) digunakan secara meluas oleh bank-bank Islam untuk pembiayaan kereta di Malaysia. Salah satu produk terkini yang inovatif bank-bank Islam adalah kemudahan sewa beli Islam. *Al-Ijarah Thumma Al-Bay'* (AITAB) yang direka bentuk untuk memenuhi permintaan semasa dan mengelakkan risiko tertentu dalam pembiayaan barangan pengguna tahan lama dan kenderaan bermotor. AITAB boleh digunakan untuk membiayai pelbagai aset, sama ada untuk pelanggan individu atau korporat. Oleh itu, kajian ini dijalankan untuk menentukan niat pelanggan iaitu sewa beli Islam di Suruhanjaya Koperasi Malaysia Negeri Pulau Pinang. Seramai 53 pelanggan sewa beli Islam di Suruhanjaya Koperasi Malaysia Negeri Pulau Pinang telah dipilih sebagai responden soal selidik kajian yang telah diedarkan secara rawak. Data yang diperolehi di analisis dengan menggunakan ujian-T, Pearson Korelasi, Pelbagai Regresi. Dapatan kajian menunjukkan bahawa sikap, norma subjektif, mempengaruhi niat pelanggan iaitu sewa beli Islam. Sejak memilih sewa beli Islam sebahagian besarnya bergantung kepada faktor-faktor ini, Bank-bank Islam mesti memberi penekanan kepada nilai-nilai agama seperti etika dan akhlak yang lebih mesra terhadap pelanggan. Bank-bank Islam perlu memperluaskan sasaran pasaran mereka dan meningkatkan kualiti prestasi melalui nilai-nilai Islam dalam perbankan Islam. Akhir sekali, bank-bank Islam perlu telus dan mendedahkan segala maklumat kepada pelanggan mereka untuk mengelakkan salah faham tentang sewa beli Islam.

Katakunci: Sewa Beli Islam, Sikap, Norma Subjektif, Teori Sebab Tindakan

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