

CHAPTER 11

FACTORS INFLUENCING SERVICE QUALITY ON BANK ISLAM MALAYSIA BERHAD IN KOTA BHARU, KELANTAN

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INTRODUCTION

Today, Islamic banking institutions in Malaysia have developed rapidly, and there are many challenges to the organization of Bank Islam Malaysia Berhad to be more committed to improving the customer service quality. To gain sustainability and be more competitive, the organizations of Bank Islam Malaysia Berhad are required to focus on service quality in Bank Islam Malaysia Berhad. Service quality is one of the essential key factors in developing Islamic banking to be successful. Service quality can be an essential tool for the Islamic bank's development. The best service quality of Islamic banking has received substantial returns (Abdul Ghani Azmi, 2008).

In this regard, a growing body of research has acknowledged the enabler, which is the factor influencing service quality. To be more specific, many previous studies have proven that the offer of service quality by Islamic banking is different. It is because successful Islamic banking is a bank that provides a good and quality service to compete with other Islamic banking. The role of quality service in supporting the activity of Islamic banking organizations is to achieve the organization's goals.

According to Hamzah (2014), people have defamed and infiltrated the name of Islam, and scholars say that Islam already has a service quality that has Sharia' compliant. It is hard to manage the organization to be more effective and efficient to increase productivity and service quality.