SATISFACTION LEVEL BETWEEN
ISLAMIC CREDIT CARDHOLDERS AND
CONVENTIONAL CREDIT CARDHOLDERS
IN RESPONDS TO THE DIFFERENCE IN SERVICE
QUALITY OF ISSUING BANKS
IN MALAYSIA

BY

CHAN MUN CHUN
CHONG YIP YEE
KOAY CHUN ENG
MAH WEI GIAP

A research project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF BUSINESS ADMINISTRATION (HONS)
BANKING AND FINANCE

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF FINANCE

APRIL 2012

SATISFACTION LEVEL BETWEEN
ISLAMIC CREDIT CARDHOLDERS AND
CONVENTIONAL CREDIT CARDHOLDERS
IN RESPONDS TO THE DIFFERENCE IN
SERVICE QUALITY OF ISSUING BANKS
IN MALAYSIA

CHAN MUN CHUN
CHONG YIP YEE
KOAY CHUN ENG
MAH WEI GIAP

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) BANKING AND FINANCE

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF FINANCE

APRIL 2012

Copyright @ 2012

DECLARATION

We hereby declare that:

(1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.

(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.

(3) Equal contribution has been made by each group member in completing the research project.

(4) The word count of this research report is 13,178 words.

	Name of Student:	Student ID:	Signature:
1.	Chan Mun Chun	09ABB07771	_____
2.	Chong Yip Yee	09ABB07768	_____
3.	Koay Chun Eng	09ABB06113	_____
4.	Mah Wei Giap	09ABB05945	_____

Date: April 2012

ACKNOWLEDGEMENT

In addition, we would like to thank every survey questionnaire respondents who were willing to spend their valuable time and co-operation when answering the questionnaire. Last but not least, we would like to deliver our appreciation to our family members and colleagues for their moral support and encouragement in order to produce this research. This is our honor and pleasure to contribute and associate this research to all of you.

DEDICATION

We would like to dedicate our research paper to our family members, friends, relativities, UTAR's staff and people surrounding for providing their care, supports, motivation and encouragement throughout the completion of this paper.

TABLE OF CONTENTS

CHAPTER 1   RESEARCH OVERVIEW

LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

US	United States
ABM	Association of Banks in Malaysia
BIC	Bank Islam Card
BNM	Bank Negara Malaysia
ATM	Automatic Teller Machine
UTAR	University Tunku Abdul Rahman
UTM	University Teknologi Malaysia
USM	University Sains Malaysia
SPSS	Statistical Package for Social Science
PhD	Doctor of Philosophy
BAFIA	Malaysia Banking and Financial Institution Act

LIST OF APPENDICES

Page

PREFACE

As time goes, numbers of credit card are aggressively and increasingly marketed in Malaysia, certain issues are inevitably to be brought into concern by every existing and potential credit cardholders. The knowledge and ability to understand and comprehend every features, benefits, charges, information and cost of holding credit card are needed and alerted for them. The launch of new type of banking product, the Islamic credit card, have encouraged people in Malaysia to adopt it due to some advantages based on *Syari'ah law* system and hence making this new product to gain high popularity in short time as compared to conventional credit card.

The satisfaction level and specific selection criteria by credit cardholders from conventional and Islamic credit card issuing institution remain unknown and unidentified. It would be hard to obtain a clearer comparison for consumer choosing for the best solution for their credit lending and payment purposes. The importance of relationship between satisfaction level and credit cardholders is a valuable and well-educated research topic to be explored and discovered in order to further understand the spending behaviour of credit cardholders and thus it would be an effort for issuing institutions, bankers and policy makers to improve the economy stability.

ABSTRACT

This study aims to analyse the credit cardholders' satisfaction towards Islamic credit card and conventional credit card. The objective of this research is to determine the credit card group, Islamic or conventional, that has higher satisfaction than the other, and to identify the factors that affect the satisfaction level among credit cardholders and examine the behaviour of each factors in affecting the satisfaction level among credit cardholders. In conducting the research, this study assembled primary data from Malaysia through a questionnaire survey with 202 participants through electronically distribution and personally administration. In terms of determining the customer satisfaction towards Islamic credit card and conventional credit card, the study identifies six determining factors which included demography, usage rate, loyalty, service perceived, benefits, and marketing strategy. According to the analysis, the demography factor is not significantly affecting the satisfaction level; meanwhile others five factors are significantly affecting the satisfaction level for both Islamic credit cardholders and conventional credit cardholders. In the conclusion, the results of analysis shows that the Islamic credit cardholders are more satisfied compare to conventional credit cardholders. This research is useful for various parties, including customers, in finding out the benefits and features that both Islamic credit card and conventional credit card are provided. Last but not least, this research also can be taken as guideline or reference for credit card issuing banks in knowing more details about the customers need and want in the future.

CHAPTER 1:
RESEARCH OVERVIEW

1.0   Introduction

This chapter provides an overview of the research study. Section 1.1 explores the research background to serve as a basic knowledge framework in order to proceed with the research. Section 1.2 explains the research problem. Section 1.3 sets forth the research objectives that are to be achieved. Section 1.4 outlines research questions that are needed to be answered. Section 1.5 continues with brief hypotheses of the study. Section 1.6 briefly explains the importance and significance of the study. Section 1.7 outlines the layout for each subsequent chapters of the research report. Finally, Section 1.8 summarises the research overview.

1.1   Research Background

A credit card is typically a card made of plastic with a magnetic stripe containing magnetic encoded credit card information of the cardholder which can be read with a magnetic stripe reader. With the advancement of technology, credit cards issued nowadays are embedded with smart chips to enhance its security features, and it can only be read using a smart card reader. It is a financial instrument that allows the holder to pay for goods or services on credit. The credit cards are issued by banks which provide the infrastructure to settle the transaction that are made by the users. Credit cards enable customers to buy goods and services on the spot and then settle the bill at a later date.

The concept of credits was started being used by merchants while selling their goods to buyers which do not have the necessary cash in hand in the late nineteenth century. Credit cards began to use in the US during 1920s. The issuers

are mainly hotel chains and oil companies. Today, credit cards are adopted globally and involved many third parties. With supports from Visa, MasterCard, and American Express, credit cards can be used globally and for a wide array of purchases. Also, account maintenance with the issuing banks or companies is not necessary (Economy Watch, 2010).

Figure 1.1: Growth of Number of Credit Cards in Circulation in Malaysia from 2006 to 2011 in Percentage (log annual changes)

Growth in Cards in Circulation (log annual changes)
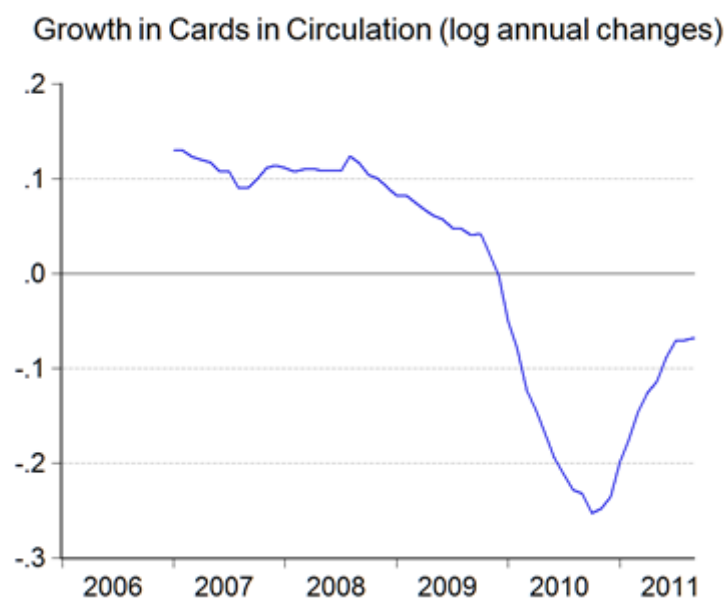
Source: Economics Malaysia (2011). *Credit Card Woes?*

Zoom into Malaysia, figure 1.1 shows the growth of number of credit cards in circulation in percentage had decreased significantly as represented by the downward sloping of the graph from the year 2006 till year 2010. The main reason for the sharp decrease is due to Bank Negara Malaysia (BNM) had implemented the RM50 service tax in year 2009. Since then, the credit card growth had remained negative until end of 2010. In 2011, credit card in circulation had growth back significantly. This indicates that credit cardholders have been increasingly accepted and adapt to the service tax imposed.

Credit cards are generally grouped into 2 main categories; they are Islamic credit cards and conventional credit cards. For conventional credit card in Malaysia, in

order to cater for the various needs among different income groups, conventional credit cards are available in three categories. The three categories are classic card for individuals with fixed incomes or low credit ratings, gold card for individuals with good income levels or strong credit ratings, and platinum card for the affluent and mostly offered by special invitation only. There are over 15 banks in Malaysia that issue conventional credit cards. Some of the popular issuers of credit card in Malaysia include Affin Bank, AEON Bank, Alliance Bank, Bank Islam, Bank Simpanan National, HSBC Bank, Maybank, and Standard Chartered Bank. These cards are generally offered in association with Visa, MasterCard or American Express. Conventional credit card's interest rate in Malaysia was dropped to 13.5% from 15% per annum for tier 1 cardholders by the Association of Banks in Malaysia (ABM) on March 31, 2009 (Economy Watch, 2010). Besides that, conventional credit cardholders in Malaysia are benefited from low interest rate of 13.5% instead of the usual 17.5% per annum simply by settling their payments punctually for 12 consecutive months.

For Islamic credit cards, Bank Islam Card (BIC) is the first Islamic credit card issued in Malaysia that is offered to both Muslims and non-Muslims. BIC is purely based on *Syari'ah* contract and is absolutely free from any "Riba" or "Gharar". Riba means the interest charged by the bank, while Gharar means uncertainty or risk. Since the maximum profit earned by the issuing bank has been determined at the beginning, there are no uncertainty, thus BIC is free from "Gharar" (Bank Islam, 2012).

According to the Annual Report of Bank Negara Malaysia (BNM) 2010, approximately 21% of the total banking system, which is valued at $116 billion or RM350.8billion, was amounted to the financial base of the Islamic finance industry in Malaysia with compliance to *Syari'ah Law*. In other words, Islamic credit cards have increasingly replacing conventional credit cards as the main stream credit cards and there are concerns that Islamic credit cards will create financial complications among users similar to that of conventional credit cards.

1.2 Problem Statement

Islamic credit card has been available in the market for some time since the issuance of the first Islamic credit card in Malaysia, the Bank Islam Card in the early 2000s. The introduction of the new Islamic credit card is increasingly competing to the conventional credit card which is generally accepted by the financial consumers in Malaysia. However, a decade has been passed and it is still unclear of the satisfaction level of the Islamic credit cardholders and whether does the Islamic credit cardholders reach or exceed the satisfaction level that of conventional credit cardholders. Both types of credit card issuing institutions cannot reach for the actual level of credit cardholders' satisfaction by solely based on their credit card holding data and thus cannot devise appropriate actions that should be taken in order to improve customer adoption and retention rate.

In the past, MasterVisa Advisor had conducted a study about credit cardholders' satisfaction and loyalty in US consisting of a total of 40,000 respondents in order to assist credit card issuing institutions and business entities in making sound business decision. This shows that identification of Islamic and conventional credit cardholder's satisfaction in Malaysia would bring forward and develop healthier competition in terms of service quality delivered by both credit cards issuing institutions.

The intention of this research is to compare whether Islamic credit cardholders are more satisfying than conventional credit cardholders given the difference in service quality of the issuing banks in terms of features offered, benefits, services, and promotion. This research also following previous researches to identify credit cardholder's selection factors in Malaysia. For instance, the uptrend of religious feature of Islamic banking products, on-going and unknown credit card satisfaction level and selection factors are few valuable variables that are to be determined in this research and also to determine how they are useful for policy makers and banking institution to build superior credit payment system to handle requests from demanded credit cardholders.

1.3   Research Objectives

To solve the research problems, a study between Islamic credit cardholders and conventional credit cardholders is conducted to measure their level of satisfactions given the current service quality of their credit card issuing banks. In order to achieve the research aim, the following objectives are developed:

1. To identify the factors that affect satisfaction level among credit cardholders.
2. To examine the behaviour of each factor in affecting the satisfaction level among credit cardholders.
3. To determine the credit cardholders group, Islamic or conventional, that has higher satisfaction level than the other.

1.4   Research Questions

To achieve the research objectives stated in Section 1.3, some research questions are formulated, they are:

1. What factors will influence the satisfaction level of credit cardholders?
2. Do the swipe amount and the swipe frequency affect satisfaction level?
3. How do we measure loyalty of a credit cardholders and does loyalty affects satisfaction level?
4. Will demographic factors play a role in explaining the satisfaction level?
5. Does the customers' perceive service provided by issuing banks affects satisfaction level?
6. Will the benefits offered by the issuing banks affect satisfaction level?
7. Are there any relationships between the marketing strategies used by the issuing banks in affecting cardholders' satisfaction level?
8. Do Islamic credit cardholders are more satisfied than conventional credit cardholders, or the opposite?

1.5   Hypotheses Of The Study

The hypotheses formulated are:

1. There is positive relationship between each of the independent variables (demography, usage rate, loyalty, service perceived, benefits, and marketing strategy) and the dependent variable (Satisfaction level)

2. Islamic credit cardholders are more satisfied than conventional credit cardholders.

Full hypotheses are available at Section2.4 at Chapter 2 Literature Review.

1.6   Significance Of The Study

This study will be a significant effort in understanding the factors that determine satisfaction level among Islamic and conventional credit cardholders. Presently, there are no in depth literature available on measuring the satisfaction level between Islamic credit cardholders and conventional credit cardholders. Besides that, most of the available literatures are either focussed on conventional credit card or more to religious factors on Islamic credit card. Hence, the output of this study shall serve as a door opener and future reference for more researchers to further investigate on the satisfaction level among Islamic and conventional credit cardholders.

On the other hand, this study will also be beneficial to credit card issuing banks to improve on their service quality in order to design better Islamic based or conventional financing products. By understanding more about the components that affects satisfaction level, this will help credit card issuing banks to improve their customer retention rate and increase credit card application rate.

Importantly, this research study will educate potential customers or credit cardholders in selecting the type of credit card, Islamic or conventional which is best suits their needs.

1.7 Chapter Layout

Chapter 1 is the research overview. This chapter discusses about the overall ideas of the research. First of all it consists of the research background, followed by the problem discussion. Brief development and history of both credit cards are also presented for further understanding in this research paper. After that, objectives and research questions are formulated. Next, a brief elaboration on hypotheses of the study is discussed. Lastly, the chapter ends by providing the structure of the research where the main content for each chapters of this research paper are briefly outlined.

Chapter 2 is about the literature review on credit cards and research topic. This chapter starts by a brief comparison between Islamic credit card and conventional credit card. The chapter then continues to the literature review of each variable. After that, the relevant theoretical models are briefly discussed. Next, the theoretical framework and the hypotheses based on the research objectives and research questions are proposed and developed. Lastly, this chapter is mainly used to identify ways to conduct the current research more effectively.

Chapter 3 is the research methodology chapter. This chapter consists of the research methodology used in this study. This chapter also explains the research design, strategy, and methodology used in the study. Furthermore, it details the research process by providing an understanding of how the study will be carried out in answering the research objectives. The statistical method used in analysing the questionnaire survey data is also explained.

Chapter 4 is the empirical chapter. This chapter presents an analysis of the data collected through the questionnaire survey. This chapter provides the demographic profiles of the cardholders participated in the questionnaire survey. After the reliability tests and central tendencies measurement of constructs are passed and tested respectively, the variables are further analysed for both Islamic credit cardholders and conventional credit cardholders using Pearson Correlation

Coefficient and Regression Analysis with the objective of discovering the satisfaction level between the two holding types.

Chapter 5 is the conclusion chapter. This chapter summarises the statistical analyses and discusses about the major findings. The implications and limitations of the research are also discussed. This chapter also provides recommendations for further research. Last but not least, this chapter concludes the entire research and presents an overview of the study and identifies whether the research objectives have been achieved.

1.8   Conclusion

Research background serves as a knowledge framework to better understand the problem statement. In order to solve the research problem, various research objectives, questions, and hypotheses are formulated. Based on the research objectives, the importance and contribution of the study are derived and developed. Having attained the necessary preliminary information and knowledge, literature review is carried out in Chapter 2.

CHAPTER 2:
LITERATURE REVIEW

2.0   Introduction

This chapter contains literature reviews from previous studies related to the research topic. The literature review set forth a foundation to arrive at the proposed theoretical framework and the formulation of the hypotheses. Section 2.1 reviews on the comparison between Islamic credit card and conventional credit card as well as previous studies for each variable. Section 2.2 reviews on relevant theoretical model. Section 2.3 is followed by the proposed theoretical framework. The chapter continues with Section 2.4 which is hypotheses development after forming the theoretical framework. Lastly, Section 2.5 ends the chapter with a brief summary.

2.1   Review of the Literature

2.1.1 Comparison between Islamic Credit Card and Conventional Credit Card

To compare with conventional credit card, a lot of studies on Islamic credit card had also been done and investigated. The inexistence of usury elements which follow the *Syari'ah law* permits Islamic credit card to serve as one of the Islamic banking tool for Muslims and non-Muslims. Shawan *et al.* (2008) reported the relationship between card ownership with religious practice which showed the relationship between respondents' religiosity indexes with Islamic *Syari'ah* card ownership. The religiosity indexes include three categories of *tawhid*: belief on articles of faith, application of pillars of Islam and performing other complementary deeds. The report showed a significantly positive relationship between

conventional credit card and religiosity index. Therefore, it indicates that level of religiosity is not a selection factor of Islamic credit card ownership.

As far as concerned, the existence of few key differences between conventional and Islamic banking system would make customers to choose a better one for them. Customers are more aware and conscious to Islamic credit card because of it is free from interest, zero profit charges if full payment is made before due date, online zakat payment, Islamic takaful and acknowledgement of maximum profit charged within the contract period. A study on Islamic credit card by Ridzwan, N., Shah, MD., Hanifah, AH. (2007) highlighted the features and advantages of Islamic credit card encourage Muslim and non-Muslim customers in Malaysia to engage to this new type of credit cards. These features include free from *riba* and *gharar*, fixed profit margin, zero per cent interest on easy payment plan, balance transfer facility enhancement and low profit charged rate on the outstanding balance. These features are following the *Syari'ah* contracts such as Bai Al-Inah, Al-Wadiah and Qardh Hassan. Based on the findings, there are 9 factors that could be further studied in encouraging the Islamic credit card ownership. They are usage, perception, interest-free, credit and control, bulk purchases and status, emergency and traveling, easy payment scheme, knowledge, and *Syari'ah* compliance.

2.1.2 Customer Satisfaction

In the philosophical words of Peppers and Rogers "The only value your company will ever create is the value that comes from customers, the ones you have now and the ones you will have in the future". Thus it show that how important is customer satisfaction to the criteria of credit card.

Nowadays the concept of Islamic banking system is getting popular and accepted by the community. Islamic banking is well established with *Syari'ah* principles and regulations which make it more protective for

customers in the financial industry. Services and offers provided by Islamic banking institution are competitive to conventional banking institution in the industry. Naveed and Kashid (2010) had analysed the customer satisfaction and awareness level toward Islamic banking by conducting a survey of 156 respondents from different cities in Pakistan. Results reported that some of respondents are satisfied with certain products and some are not. Customers also indicate that they are aware of several available products but not to adopt them. It shows that Islamic banking still needs some improvement and development in their long term strategies in order to be leaders in the industry.

Ramalingam, P. (2009)'s research paper also reveals that Master and Visa cards are the leading card brands in India and further advises both banks to keep enhancing its functions, competitive advantages and services provided with aims to attract greater amount of customers thus maintaining the customer satisfaction toward their credit card issuing institutions.

2.1.3 Demography

Ravichandran and Maran (2010) used factor analysis to examine credit card selection criteria and found out that a consumer's annual personal income is a major contribution factor in a bank's selection criteria. Besides that, the study shows that selection criteria such as convenience and protection, flexibility, economic, promotion and reputation do not influence demography. From past paper research of Gan and Maysami (2006), the analyses showed that there are positive correlation between numbers of credit cardholders and education, income, age and marital status among research targets of Singaporean.

Azman, C. M. & Norudin, M. (2009) had further proved that income is one of the best and most important variables for holders of Islamic credit card and conventional credit card to measure the usage of credit card. It was

used to evidentially support previous researches paper from Chan (1997) which stated that there was positive relationship between usage rate and income. The reason to make up this fact is because majority of higher income cardholders would be simply approved for higher credit limit and they prefer to purchase their goods and make dealing transactions by using their credit card. When consumer income level has increased, people tend to have greater spending and purchasing power on goods and services toward greater living standard.

In addition, Ramalingam, P. (2009) had explored that the usage pattern of credit card holders of SBI, ICICI and ABN banks in Tamil Nadu. The study surveyed that higher income and married group mainly and mostly use the credit card for impulse purchases due to the conveniences provided by the card issuers.

Choo *et al.* (2005) had empirically reported that Islamic credit cardholders were still in small number although the Islamic credit card has provided some special features and benefits to customers. The research was done in all the 13 states of Malaysia and through distributing 500 questionnaire surveys by using the method of convenience sampling. There were only 255 returned and usable questionnaires. The report showed that only the employment sector was significantly related to selecting Islamic credit card where the staff from government sector had higher tendency to hold the card compare to the private sector.

2.1.4 Usage Rate

Bowers and Crosby (1979) studied customer credit behaviour by using a two-year longitudinal study. The study was only focused on relationship between low-income bank credit cardholders and their level of usage. The findings reported that at the beginning of the year, respondents always settled the outstanding balance with objective of maintaining the maximum

credit limit. Followed with the second year, the credit limit granted was almost fully used up, thus results in a very low available credit balance. Besides, the low-income cardholders proved that they have impulsive buying behaviour and spend using credit card for instalment paying purposes. However, limitation of this study is small sample size of low-income cardholders was interviewed; therefore the result by Bowers and Crosby (1979) could not be represented to all low-income card holders.

Ramayah *et al.* (2002a) had done for an exploratory study on Malaysia cardholders' attitude and bank credit card usage. This study contains 13 important attributes related to bank credit cards to examine attitude of active and inactive cardholders. From the result of the study by Ramayah *et al.* (2002b), acceptance level, credit limit, interest free repayment period, ancillary functions, handling of cardholders' complaint, bank image, and bank advertising were the most important attributes that affected cardholder's attitudes between the active and inactive cardholders.

2.1.5 Benefits

Another variable to be discussed is the customer benefits. The use of Islamic credit cards has resulted in some controversial issues in Indonesia and Malaysia (Ilham, Miranti, and Faried, 2008). Islamic credit card is permitted to be used as long as it is free from interest (*riba*), uncertainty (*gharar*), and gambling (*maysir)* as in compliance with *Syari'ah Law*. However, there is a debate on the use of *aqad* (contract of offer and acceptance) which is similar to another form of interest as applied in conventional credit card. Mohd, M. B. (2001)'s research paper found that credit cardholders comfortably enjoy the advantages of credit card such as convenience to the buyer, security and being cost effective.

In addition, Azman and Rafidah (2010) shows that the major *Syari'ah* issues in credit card is credit card was initially designed to provide loan

and to generate revenue for the interests of the loan while *Syari'ah* prohibited *riba* which is the interests from the loan.

A research was conducted by Gan and Maysami (2006) to determine the credit card selection criteria among Singaporean. This research consistently supporting the previous studies on the selection criteria which found that the most important factors are the convenient and protection attributes. This coincides with a similar finding from Durbin (2000) as it was concluded that consumers favoured the factor of convenience when using credit card. From Gan and Maysami (2006)'s paper, it shows that the next credit card selection criteria in the order of importance are economical and flexibility. The least important factors to be considered are the reputation of card and travel economy. The research also reported that Singaporeans were not seen much different than researches conducted in other developing and developed counties.

In another study in Pakistan, Babar *et al.* (2010) discovered that convenience, economical use, both local and sense of security are important attributes that customers in the country take as considerations for credit card selection. This research involved a large sample size of 800 credit cardholders by using ANOVA test and Independent Sample t-test. The results of this study are similar to some previous studies conducted on credit card selection criteria. The findings are consistent with Kaynak and Harcar (2001); Gan and Maysami (2006) that convenience of use in national and international market, protection and economy were significance factors on selecting credit card. All the significance findings would be related and helpful in assisting credit card issuing institutions to develop a series of successive marketing strategies and capture larger market to be part of the "plastic card" members.

2.1.6 Loyalty

Increasing competitions and fast-growing banking trends have made capturing consumers demand a priority of every credit card issuing institutions so that they will become successful leader in banking industry. An important variable to be highlighted is loyalty. Many credit card issuers have offered loyalty programs and value-added activities to create loyalty among the cardholders. From online source of Hubpages, Ohic reported that credit card consumers are expecting service providers, merchants and financial institution to satisfy their needs and demand when they are needed and ready. The report also suggested a good example of using customer feedback and involvement in order to create loyalty among the credit cardholders which is Priority Club Select Visa Card. With the Priority Club Select Visa Card, cardholders was satisfied that the card is worth and highly rated with the service providers. This shows that loyalty programs can enhance benefits and offer rewards to credit cardholders for greater card usage and spending.

Furthermore, official web page from MasterCard Advisors had carried study on cardholders satisfaction and loyalty with an objective to build loyalty through making appropriate business decision. The study are related to all credit card alliances such as MasterCard, Visa, American Express, Discover and others based on in-depth interviews with a nationally representative sample of 40,000 credit cardholders in US. Studied factors like reward card ownership and likelihood to stop using or cancel specific cards are main indicators to maintain the loyalty for the transaction relationship.

2.1.7 Service Perceived

Jayaraman, Shankar and Hor (2010) research stated that service quality delivery has an important impact on customer satisfaction in banking

sector in which credit card products are included. It also stated that quality service and merchandise are important in nowadays' competitive market, in the way that superior customer service can be delivered to all customers to experience the 'Wow-effect".

Further works by Sudin and Nursofiza (2005) supportably found that religion no longer plays an important factor in bank patronage in Malaysia. From their findings, they further concluded that Islamic business ethics are perceived as an essential element that Islamic banks must conform to. Their finding also reported that the service level of Islamic banks in Malaysia is unacceptable and less than satisfactory.

Another survey that analysed about the service perceived had done by Credit Reporting Agency in the year 2007, which involved 4,749 of citizens of United Kingdom that took part in the survey. It was stated that during the year 2007, there was a significant improvement of customer service from bank at 50.8% as compared with the year of 2006 at only 36.3%.

2.1.8 Marketing Strategy

Azman, C. M. & Norudin, M. (2009) reported that conventional credit card is still the customers' preference compared to Islamic credit card based on its usefulness, availability, and the values added to the card. As increasing ways of aggressive marketing to compete for credit cardholders by both credit card institutions, consumer would enjoy benefits and advantages such as lower interest fee, annual fee, incentives, credit limit extended and value-added services.

In Chiranpanda, S. and Yoopetch, C. (2008) research suggested that in order to increase the usage rate of credit card, creative point collection campaigns can be applied by bank marketers. Apart from that,

collaboration between banks and other business can contribute to benefits for both parties. Banks can offer point redemption methods in more convenient ways through various channel such as internet, ATMs, telephone and point-of-sales. Besides that, banks should have a co-branded program with business, including hotels, airlines, shopping malls, restaurants, hospitals, and retailers.

2.2   Review of Relevant Theoretical Models

Figure 2.2: Theoretical Framework of Spending Pattern of Islamic Credit Card
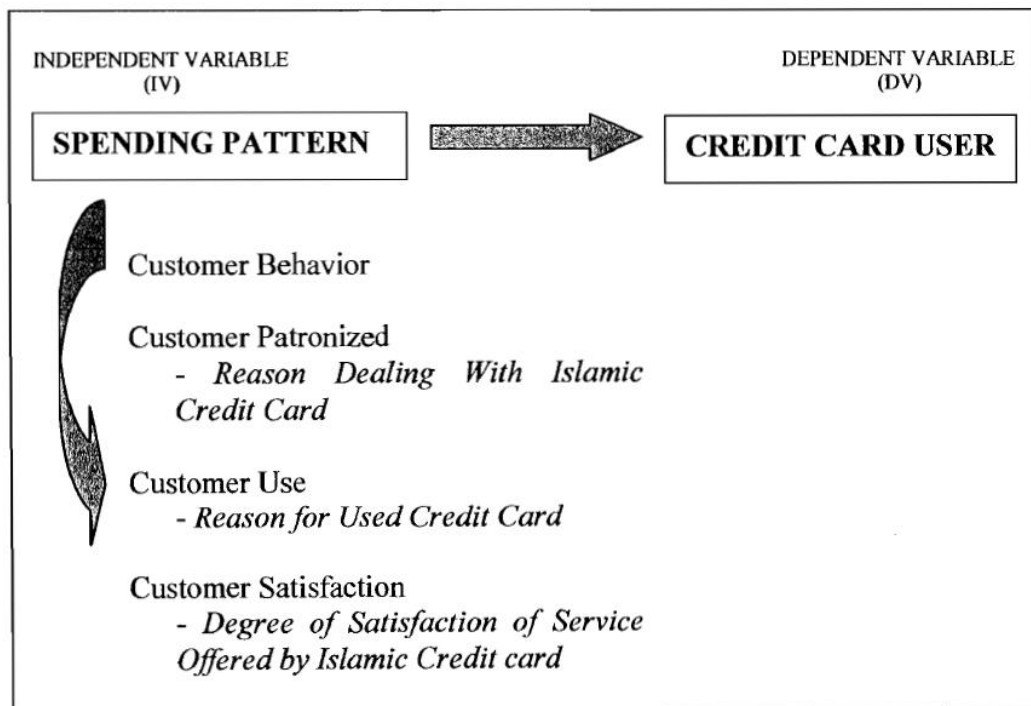
Adapted from: Noor, I. (2009) *Spending Pattern of Islamic Credit Card.* Master's Degree thesis, Universiti Utara Malaysia.

The model in figure 2.2 was developed by Noor, I. (2009) to study the spending pattern of Islamic credit card. The model clearly shows the relationships between the independent variables (Customer Behaviour, Customer Patronised, Customer

Use, and Customer Satisfaction) and dependent variable (Credit Card User). All the four (4) independent variables are components of Spending Pattern.

Based on the results of Noor, I. (2009), all the independent variables are positively related to the dependent variable and Customer Satisfaction is found to be the strongest contributor that relates to credit card user.

2.3   Proposed Theoretical Framework

Figure 2.3: Theoretical Framework of Satisfaction Level between Islamic Credit Cardholders and Conventional Credit Cardholders
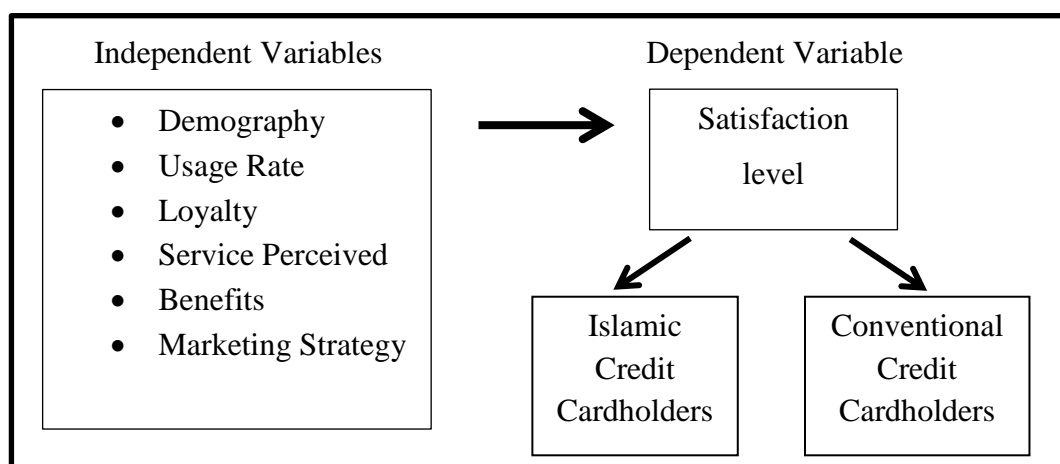
Figure 2.3 shows the relationship between the independent variables and dependent variable. In this theoretical framework, the satisfaction level for each of the credit card holding type – Islamic and conventional are attempted to be discovered. Based on the literature review, six (6) independent variables (Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy) that affect the dependent variable (Satisfaction Level) had been identified.

For the first independent variable, demography is directly related to satisfaction level. Normally, the demography factors such as education, income, age and

marital status will probably affect the satisfaction level. For example, as for the education, the higher the education level, the higher the needs for self-esteem, thus by owning higher credit card category like platinum card, this might increase the satisfaction level. In addition, higher income leads to owning higher category of credit card that only high income group can own, thus increasing the satisfaction level.

For the second independent variable, usage rate is directly related to satisfaction level. Generally, the higher the rate of credit card usage, the higher the satisfaction level. It is theorised that an increase in the rate of using credit card indicates higher level of satisfaction as based on human psychology, people tends to perform repeated actions that are pleasurable to them.

For the third independent variable, loyalty is directly related to satisfaction level. Intuitively, the more loyal the credit cardholders toward the type of credit card they are holding, the higher the satisfaction level for the type of credit card they are holding – Islamic or conventional.

For the fourth independent variable, service perceived is directly related to satisfaction level. Naturally, the better the service the credit cardholders perceived, the higher the satisfaction level.

For the fifth independent variable, the benefits, is directly related to satisfaction level. In theory, the more benefits the credit cardholders received while using their credit card, the higher the satisfaction level.

For the sixth independent variable, marketing strategy is directly related to satisfaction level. The better the marketing strategy of the issuing banks in introducing their credit card products to the potential credit cardholders, the higher the satisfaction level. This is theorised that those credit cardholders who signed up are well understood about the features and the benefits of the credit card.

2.4   Hypotheses Development

Once the relationships among the independent variables and the dependent variable have been established, testable hypotheses are formulated to examine the validity of the theoretical framework and the relationships among variables. The hypotheses for Islamic credit cardholders and conventional credit cardholders are listed in 2.4.1 and 2.4.2 respectively. Sub-section 2.4.3 shows the hypothesis for comparison between Islamic credit cardholders and conventional credit cardholders.

2.4.1 Islamic Credit Cardholders

H1:   There is a positive relationship between Demography and Satisfaction Level

H0:   There is no relationship between Demography and Satisfaction Level

H2:   There is a positive relationship between Usage Rate and Satisfaction Level

H0:   There is no relationship between Usage Rate and Satisfaction Level

H3:   There is a positive relationship between Loyalty and Satisfaction Level

H0:   There is no relationship between Loyalty and Satisfaction Level

H4:   There is a positive relationship between Service Perceived and Satisfaction Level

H0:   There is no relationship between Service Perceived and Satisfaction Level

H5:   There is a positive relationship between Benefits and Satisfaction Level

H0:   There is no relationship between Benefits and Satisfaction Level

H6:   There is a positive relationship between Marketing Strategy and Satisfaction Level

H0:   There is no relationship between Marketing Strategy and Satisfaction Level

2.4.2 Conventional Credit Cardholders

H1:   There is a positive relationship between Demography and Satisfaction Level

H0:   There is no relationship between Demography and Satisfaction Level

H2:   There is a positive relationship between Usage Rate and Satisfaction Level

H0:   There is no relationship between Usage Rate and Satisfaction Level

H3:   There is a positive relationship between Loyalty and Satisfaction Level

H0:   There is no relationship between Loyalty and Satisfaction Level

H4:   There is a positive relationship between Service Perceived and Satisfaction Level

H0:   There is no relationship between Service Perceived and Satisfaction Level

H5:   There is a positive relationship between Benefits and Satisfaction Level

H0:   There is no relationship between Benefits and Satisfaction Level

H6:   There is a positive relationship between Marketing Strategy and Satisfaction Level

H0:   There is no relationship between Marketing Strategy and Satisfaction Level

2.4.3 Comparison between Islamic credit cardholders and conventional credit cardholders

H1:   Islamic credit cardholders are more satisfied than conventional credit cardholders

H0:   Islamic credit cardholders are not more satisfied than conventional credit cardholders

2.5 Conclusion

This chapter reviewed the related literature to arrive at the proposed theoretical framework. Based on the theoretical framework, some hypotheses are formulated in order to test the relationships between the independent variables and dependent variables, and at the same time answering the research questions. Once the theoretical framework and hypotheses are ready, the next step is to construct the research methodology.

The expectation from this research is all the six (6) independent variables: Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy are significantly positive in affecting satisfaction level for both Islamic credit cardholders and conventional credit cardholders. It is also to be expected that Islamic credit cardholders to be much more satisfied than conventional credit cardholders. However, analyses are yet to be done to validate the expectations.

CHAPTER 3:
RESEARCH METHODOLOGY

3.0   Introduction

After exploring the background, literature, and variables of this study, the study continues with the research methodology as follows: Section 3.1 elaborates the research design; Section 3.2 describes the data collection methods; Section 3.3 explains about the sampling design; Section 3.4 demonstrates the research instrument; Section 3.5 shows the constructs measurement where the scale and operations are defined; Section 3.6 clarifies on the data processing; Section 3.7 continues with data analysis; and finally Section 3.8 summarises the research methodology of the study.

3.1   Research Design

Research design provides a useful framework to carry out the research as it demonstrates various interrelated components. This study is both an exploratory and descriptive research. It is exploratory as currently the knowledge about Islamic credit card is still very scarce both in terms of individual knowledge and available literatures. This study is a descriptive research as it is based on the summary of statistical data collected such as the measuring of central tendency like mean and correlation between variables, to explain the satisfaction level between Islamic credit cardholders and conventional credit cardholders. Quantitative analysis is used in this study as it is conclusive in its purpose of quantifying the problem by generalising a sample to the population.

3.2   Data Collection Methods

Primary data is used for this research. Survey questionnaire provides first-hand information regarding the perceptions of the public through population sampling. Besides that, survey questionnaire allow researchers to measure the variables accurately thus it is considered as an efficient data collection mechanism. Generally, there are 3 ways to gather responses through survey questionnaire, they are personal administration, mailing, and electronic distribution. The survey questionnaire is designed to be forwarded to many individuals in a short amount of time by electronic means such as by email and survey links to link to a free survey tool website that hosts the survey. Besides that, the researcher had also planned to personally administer about half of the survey questionnaire in high traffic locations of different states.

3.3   Sampling Design

To conduct a study with aims to figure out the customer satisfaction level between Islamic and conventional credit cardholders, a total sample size consisted of 250 credit cardholders from all over Malaysia is to be used.

There are a total of 250 sets of questionnaires that has been distributed. Among the 250 sets, they are divided into two type of sampling distribution. The first 150 sets are distributed through online questionnaires which involved lecturers, tutors and staffs from several local and private universities in Malaysia. The participated universities are University Tunku Abdul Rahman (UTAR), University Teknologi Malaysia (UTM) from Johor and University Sains Malaysia (USM) from Penang. For UTAR, the online questionnaires are distributed to all faculties' lecturers, tutors and staff from Perak, Petaling Jaya and Sungai Long campus. For staffs from UTM, only lecturers and staff from Faculty of Computer Science and Information System and Faculty of Arts for USM are distributed to. All the online questionnaire links were distributed through their email. Every participated respondent from the universities would be based on different locations and

hometowns in every states of Malaysia. So from this, an assumption is made that the samples are randomly distributed in the Malaysia.

For another 100 sets of questionnaires, convenience sampling method is used to administer the questionnaires survey. The questionnaires are distributed and collected from Kuala Lumpur, Penang and Perak as these 3 cities are located fairly near to the researchers' hometown and all of these 3 cities are also having higher household income as compare to others states. The surveys were distributed in the high traffic locations to only credit cardholders who then completed them on site. The survey data collection process was set to run for 2 months starting from 1 January 2012 until 29 February 2012. The main reason for using random sampling is to avoid bias so that a good sample can be obtained for the research. The target respondents were the credit cardholders disregarding whether they are using Islamic credit card or conventional credit card. Respondents from different class of income are targeted with minimum salary of RM 1, 500 until salary above RM10, 000.

3.4   Research Instruments

The research instrument used in the study is survey questionnaire. The main reason survey questionnaire is chosen is because the data that the researchers needed involve quantitative responses. Besides that, the data that the researchers needed are not available through secondary data. The respondents are to fill in their answers directly into surveybuilder.com, a free online survey tool website. The average survey length is about 7 minutes for each respondent.

3.5   Constructs Measurement

Single-select list questions are included where respondents can only select one answer for each question that involve single answer such as gender, age, and marital status. Also, multi-select list questions are included where more than 2

answers are possible to be chosen or answered by respondents such as the type of credit card holding, either Islamic or conventional or both selections.

Besides that, 5-point Likert scale is used to measure the respondents' behaviour towards certain answers. Each question that involved Likert scale is provided with 5 alternatives as answer. Please refer to Appendix A for the sample of survey questionnaire.

Several variable-related questions are combined in order to arrive at each of the variables that we were using in our research.

3.5.1 Satisfaction Level

Customer Satisfaction is the dependent variable of the research. There are a total of 2 questions that are used to arrive at the variable. The checklist of questions distribution for Customer Satisfaction is illustrated in Table 3.5.1

Table 3.5.1: Distribution of Customer Satisfaction

VARIABLE	NO	ITEMS
Customer	1	Annual fee charged affects satisfaction.
Satisfaction	2	Cash rebate affects satisfaction.

3.5.2 Demography

Demography is the independent variable of the research. There are a total of 6 questions that are used to arrive at the variable. The checklist of questions distribution for Demography is illustrated in Table 3.5.2.

Table 3.5.2: Distribution of Demography

VARIABLE	NO	ITEMS
Demography	1	Age
	2	Marital Status
	3	Education level
	4	Profession
	5	Monthly Income
	6	Household Size (Person)

3.5.3 Usage Rate

Usage Rate is the independent variable of the research. There are a total of 2 questions that are used to arrive at the variable. The checklist of questions distribution for Usage Rate is illustrated in Table 3.5.3.

Table 3.5.3: Distribution of Usage Rate

VARIABLE	NO	ITEMS
Usage Rate	1	Number of swipe per year
	2	Total swipe amount per year

3.5.4 Loyalty

Loyalty is the independent variable of the research. There are a total of 2 questions that are used to arrive at the variable. The checklist of questions distribution for Loyalty is illustrated in Table 3.5.4.

VARIABLE	NO	ITEMS
Loyalty	1	Willingness to switch the type of Credit Card from one to another
	2	Credit Card preference

3.5.5 Service Perceived

Service Perceived is the independent variable of the research. There are a total of 2 questions that are used to arrive at the variable. The checklist of questions distribution for Service Perceived is illustrated in Table 3.5.5

Table 3.5.5: Distribution of Service Perceived

VARIABLE	NO	ITEMS
Service Perceived	1	Customer expectations on overall perceived services provided
	2	Customer complaints handling

3.5.6 Benefits

Benefits is the independent variable of the research. There are a total of 4 questions that are used to arrive at the variable. The checklist of questions distribution for Benefits is illustrated in Table 3.5.6

Table 3.5.6: Distribution of Benefits

VARIABLE	NO	ITEMS
Benefits	1	Service Tax

	2	Interest rate (riba) charged
	3	Minimum requirements to hold a credit card
	4	Customer perceptions of features offered

3.5.7 Marketing Strategy

Marketing Strategy is the independent variable of the research. There are a total of 4 questions that are used to arrive at the variable. The checklist of questions distribution for Marketing Strategy is illustrated in Table 3.5.7

Table 3.5.7: Distribution of Marketing Strategy

VARIABLE	NO	ITEMS
Marketing Strategy	1	Likeliness to signup due to attractive Reward Points.
	2	The exposure to available advertisements and information
	3	Credit Card companies use aggressive strategies & advertisements to market their cards.

3.6 Data Processing

After the desired number of completed surveys is collected, the survey data is exported from the website into .csv (comma separated value) format that can be imported into Microsoft Excel for further processing. The string values such as "Female/Male" are needed to translate into numeric values such as "1, 2" as statistical operations cannot be performed on string values.

3.7 Data Analysis

Data obtained is analysed using SPSS Statistics 17. First, the process begins with reliability test through Cronbach's Alpha. Second, the demographic profile of respondents is examined using Descriptive Statistics. Third, the Pearson Correlation Analysis is carried out to determine the relationships between the dependent variables (Customer Satisfaction) and independent variables (Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy). Finally, a Linear Regression Analysis is conducted.

3.8 Conclusion

This chapter explains the research methodology and research methods used to achieve the aim of the research. Quantitative analysis is used in attempt in answering the research objectives. Besides that, primary data is used as the main data collection method. The data collected are transformed and feed into SPSS Statistics 17 for various analysis. The findings are further explored in the next chapter, Data Analysis.

CHAPTER 4:
DATA ANALYSIS

4.0   Introduction

This chapter outlines the results of data analysis obtained from data collected from respondents through survey questionnaire. Descriptive analysis is carried out to describe the demographic profile of the respondents which includes gender, age, race, marital status, education level, profession, monthly income, and household size. Pearson Correlation test is used to determine the relationships between independent variables and dependant variables. Regression Analysis is conducted to test the explanatory power of the independent variables in explaining the satisfaction level. Reliability test using Cronbach's Alpha measures how reliable the collected data are. This chapter is organised into parts: Section 4.1 summarises the scale measurement with reliability test. Section 4.2 shows the descriptive analysis for respondents' demographic profile, central tendencies measurements of constructs, as well as the Pearson Correlation Coefficient. Section 4.3 outlines the inferential analyses which validate the hypotheses testing and regression analysis which concludes the explanatory power of each independent variable in explaining the dependent variable. This chapter ended with a brief summary at Section 4.4.

4.1   Scale Measurement

4.1.1 Reliability Test

This research uses Cronbach's Alpha to test the reliability of the instruments used. The Cronbach's Alpha values of each variable are illustrated in Table 4.1.1 below.

Table 4.1.1: Reliability Test on Instruments

Variables	No. of Items	Items Dropped	Cronbach's Alpha
Satisfaction Level	4	0	0.71
Demography	6	0	0.72
Usage Rate	2	0	0.79
Loyalty	2	0	0.87
Service Perceived	4	0	0.64
Benefits	8	0	0.84
Marketing Strategy	6	0	0.73

Table 4.1.1 shows the Cronbach's Alpha values for both dependent (Satisfaction Level) and independent variables (Demography, Usage Rate, Loyalty, Benefits, Service Perceived, and Marketing Strategy) which are considered to be above acceptable level. For the independent variable, Service Perceived, although the Cronbach's Alpha value is less than 0.70, it is still acceptable as it is still more than 0.60. According to Sekaran, U. (2010) it consider reliabilities with less than 0.60 are poor which those in the range of 0.70 is acceptable and those above 0.80 is considered as good. Since all the variables are considered as reliable, analyses can be continued in an effort to answer the research questions.

4.2 Descriptive Analysis

4.2.1 Respondent Demographic Profile

Table 4.2.1 summarises the demographic profile of 202 respondents consisting of respondents from Kuala Lumpur, Pinang, Perak and staff of UTAR, UTM, USM through the data collected from the survey questionnaire.

Table 4.2.1: Demographic Profile of Respondents

Profile		Frequency	Percentage (%)
Gender	Male	91	45.0
	Female	111	55.0
Age Group	18-25	56	27.7
	26-35	63	31.2
	36-45	47	23.3
	More than 45 years old	36	17.8
Race	Malay	74	36.6
	Chinese	86	42.6
	Indian	41	20.3
	Others	1	0.5
Marital Status	Single	103	51.0
	Married	99	49.0
Education Level	High School	9	4.5
	Diploma	41	20.3
	Bachelor's Degree	82	40.6
	Master Degree	53	26.2
	PhD	17	8.4
Profession	Student	31	15.3
	Self-employed	30	14.9
	Private Sector Employee	97	48.0
	Government Sector Employee	43	21.3
	Retired	1	0.5
Monthly Income	RM1,500-RM2,500	49	24.3
	RM2,501-RM3,500	45	22.3
	RM3,501-RM5,000	44	21.8
	RM5,001-RM10,000	38	18.8
	More than RM10,000	26	12.9
Household	1-2	35	17.3

Size	3-5	124	61.4
	6-8	43	21.3
	9-10	0	0.0
	More than 10	0	0.0

The research indicates that 55% of the respondents are female while the remaining 45% of the respondents are male.

The respondents are divided into four age groups: 18-25 years old, 26-35 years old, 36-45 years old, and more than 45 years old. And the results showed that majority age is dropped between 26 and 35 years old with 63 people or 31.2%. Secondly, age group of 18 to 25 years old consists of 56 people or 27.7 % followed by the third age group of 36 to 45 years old with 47 people or 23.3%, and lastly is age group of more than 45 years old with 36 persons or 17.8%.

Based on table 4.2.1, most of the respondents are Chinese at 86 people or 42.6% and for Malay at 74 people or 36.6%, Indian at 41 people or 20.3%, and others at 0.5% or 1 people.

Marital status consists of two groups which are single and married. There are 103 people or 51% which are Single, followed by 99 people or 49% which are married.

Education Level consists of 5 groups which are High School, Diploma, Bachelor's Degree, Master Degree, and PhD. The respondents with Bachelor Degree are 40.6% or 82 people, followed by Master Degree at 26.2% or 53 people, Diploma at 20.3% or 41 people, PhD at 8.4% or 17 people, and lastly High School at 4.5% or 9 people.

There are 5 groups of professions: Student, Self-employed, Private sector employee, Government sector employee, and Retired. The result shows that majority are Private sector employee at 48% or 97 people, followed by

Government Sector Employee at 42 people or 21.3%, Student at 31 people or 15.3%, Self-employed at 30 people or 14.9%, and Retired at 1 people or 0.5%.

Income Level consists of five of groups: RM1,500-RM2,500, RM2,501-RM3,500, RM3,501-RM5,000, RM5,001-RM10,000 and more than RM10,000. The majority income group which is between RM1,500 and RM2,500 consists of 24.3% or 49 people, RM2,501 until RM3,500 consists of 22.3% or 45 people, followed by RM3,501 until RM5,000 which consists of 21.8% or 44 people, RM5,001 until RM10,000 consists of 18.8% or 38 people, lastly more than RM10,000 consists of 12.9% or 26 people.

Lastly, Household size of respondents are divided into five groups in such as 1-2, 3-5, 6-8, 9-10, and more than 10 members per family. Majority are at 3-5 members per family with 124 people or 61.4%, household size of 6-8 members per family are at 43 people or 21.3%, followed by 1-2 members per family at 35 people or 17.3%, and other two have zero in results.

4.2.2 Overview of Data Collection

A total of 250 sets of questionnaires were distributed to respondents. Unfortunately, only 202 sets of questionnaires or 80.8% were returned to us. Table 4.2.2 below summarises the survey responses rate.

Table 4.2.2: Survey Responses Overview

Variables	Total	%
Questionnaire distributed	250	100
Collected questionnaires	202	80.8
Usable questionnaires	202	100
Uncollected questionnaires	48	23.8

4.2.3 Central Tendencies Measurement of Constructs

4.2.3.1 Total Sample Size

The mean and variance for the independent and dependent variables on total sample size of 202 are attained from the reliability test in SPSS Statistics 17 and recorded in Table 4.2.3.1. The Standard Deviation is obtained by the square-root of Variance.

The results show that the mean of Dependent Variable, Satisfaction Level (3.44), Independent Variable, Demography (2.25), Usage Rate (3.93), Loyalty (2.56), Services Perceived (3.54), Benefits (3.20), and Marketing Strategy (3.56).

Table 4.2.3.1: Descriptive Analysis for Major Variables on Total Sample Size

Variable	Mean	Variance	Standard Deviation
Satisfaction Level	3.44	0.73	0.85
Demography	2.25	0.92	0.96
Usage Rate	3.93	2.73	1.65
Loyalty	2.56	1.01	1.00
Service Perceived	3.54	0.58	0.76
Benefits	3.20	0.95	0.97
Marketing Strategy	3.56	0.83	0.91

4.2.3.2 Sample Subset of Islamic Credit Cardholders

Descriptive analysis which includes the mean, variance and standard deviation for the independent variable on sample subset of 103 Islamic credit cardholders are attained through SPSS Statistics 17 and recorded in Table 4.2.3.2

The results show that the mean of Dependent Variable, Satisfaction Level (3.40).

Table 4.2.3.2: Descriptive Analysis for Satisfaction Level on Sample Subset of Islamic Credit Cardholders

Variable	Mean	Variance	Standard Deviation
Satisfaction Level	3.40	0.18	0.42

4.2.3.3 Sample Subset of Conventional Credit Cardholders

Descriptive analysis which includes the mean, variance and standard deviation for the independent variable on sample subset of 139 valid conventional credit cardholders are attained through SPSS Statistics 17 and recorded in Table 4.2.3.3

The results show that the mean of Dependent Variable, Satisfaction Level (3.40).

Table 4.2.3.3: Descriptive Analysis for Satisfaction Level on Sample Subset of Conventional Credit Cardholders

Variable	Mean	Variance	Standard Deviation
Satisfaction Level	3.41	0.53	0.73

4.2.4 Pearson Correlation Coefficient

4.2.4.1 Islamic Credit Cardholders

A correlation test is conducted using the dependent variable, Satisfaction Level from total sample size of 202 and the six measurements of

Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy as the independent variable using the sample subset consists only of Islamic credit cardholders. The correlation matrix between Satisfaction Level and dimensions of Demography, Usage Rate, Loyalty, Services Perceived, Benefits and Marketing Strategy is exhibited in Table 4.2.4.1 below. The findings from this analysis are then compared against the hypotheses developed in this research.

Table 4.2.4.1: Inter-Correlations of the Major Variables for Sample Subset of Islamic Credit Cardholders

	DV Satisfaction Level	IV DemographyICC	IV Usage RateICC	IV LoyaltyICC	IV Service PerceivedICC	IV BenefitsICC	IV Marketing StrategyICC
DV Satisfaction Level	1	.114	.435**	.616**	.306**	.388**	.308**
IV DemographyICC	.114	1	.615**	-.305**	-.123	-.420**	-.039
IV Usage RateICC	.435**	.615**	1	-.587**	-.179	-.617**	-.080
IVLoyaltyICC	.616**	-.305**	-.587**	1	.162	.336**	-.127
IV Service PerceivedICC	.306**	-.123	-.179	.162	1	.085	.278**
IV BenefitsICC	.388**	-.420**	-.617**	.336**	.085	1	.118
IV MarketingStrategyICC	.308**	-.039	-.080	-.127	.278**	.118	1

**. Correlation is significant at the 0.01 level (2-tailed).

4.2.4.2 Conventional Credit Cardholders

A correlation test is conducted using the dependent variable, Satisfaction Level from total sample size of 202 and the six measurements of Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy as the independent variable using the sample subset consists only of conventional credit cardholders. The correlation matrix between Satisfaction Level and dimensions of Demography, Usage Rate, Loyalty, Services Perceived, Benefits and Marketing Strategy is exhibited in Table 4.2.4.1 below. The findings from this analysis are then compared against the hypotheses developed in this research.

Table 4.2.4.2: Inter-Correlations of the Major Variables for Sample Subset of Conventional Credit Cardholders

	DV Satisfaction Level	IV DemographyCCC	IV Usage RateCCC	IV LoyaltyCCC	IV Service Perceived CCC	IV BenefitsCCC	IV Marketing Strategy CCC
DV Satisfaction Level	1	.068	.168**	.232**	.303**	.181**	.422**
IV DemographyCCC	.068	1	.615**	-.159	.303**	-.281**	-.266**
IV Usage RateCCC	.168**	.615**	1	.029	.374**	-.136	.231**
IVLoyaltyCCC	.232**	-.159	.029	1	.057	.334**	.179**
IV Service Perceived CCC	.303**	.303**	.374**	.057	1	.110	.314**
IVBenefitsCCC	.181**	-.281**	-.136	.334**	.110	1	.326**
IV	.422**	.266**	.231**	.179*	.314**	.326**	1

Marketin gStrategy CCC							

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

4.3 Inferential Analysis

4.3.1 Hypotheses For Islamic Credit Cardholders

4.3.1.1 Hypothesis 1: There is a positive relationship between Demography and Satisfaction Level

The independent variable, Demography is tested against Satisfaction Level. The results indicate that there is no significant relationship between the two variables (r=.114, n=103, p>0.05). Therefore, hypothesis 1 is rejected.

4.3.1.2 Hypothesis 2: There is a positive relationship between Usage Rate and Satisfaction Level

The independent variable, Usage Rate is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.435, n=103, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 2 is accepted.

4.3.1.3 Hypothesis 3: There is a positive relationship between Loyalty and Satisfaction Level

The independent variable, Loyalty is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two

variable (r=0.616, n=103, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 3 is accepted.

4.3.1.4 Hypothesis 4: There is a positive relationship between Service Perceived and Satisfaction Level

The independent variable, Service Perceived is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.306, n=103, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 4 is accepted.

4.3.1.5 Hypothesis 5: There is a positive relationship between Benefits and Satisfaction Level

The independent variable, Benefits is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.388, n=103, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 5 is accepted.

4.3.1.6 Hypothesis 6: There is a positive relationship between Marketing Strategy and Satisfaction Level

The independent variable, Marketing Strategy is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.308, n=103, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 6 is accepted.

4.3.2 Hypotheses For Conventional Credit Cardholders

4.3.2.1 Hypothesis 1: There is a positive relationship between Demography and Satisfaction Level

The independent variable, Demography is tested against Satisfaction Level. The results indicate that there is no significant relationship between the two variables (r=.068, n=145, p>0.05). Therefore, hypothesis 1 is rejected.

4.3.2.2 Hypothesis 2: There is a positive relationship between Usage Rate and Satisfaction Level

The independent variable, Usage Rate is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.168, n=145, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 2 is accepted.

4.3.2.3 Hypothesis 3: There is a positive relationship between Loyalty and Satisfaction Level

The independent variable, Loyalty is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.232, n=145, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 3 is accepted.

4.3.2.4 Hypothesis 4: There is a positive relationship between Service Perceived and Satisfaction Level

The independent variable, Service Perceived is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.303, n=139, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 4 is accepted.

4.3.2.5 Hypothesis 5: There is a positive relationship between Benefits and Satisfaction Level

The independent variable, Benefits is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.181, n=139, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 5 is accepted.

4.3.2.6 Hypothesis 6: There is a positive relationship between Marketing Strategy and Satisfaction Level

The independent variable, Marketing Strategy is tested against Satisfaction Level. The results indicate that there is a positive relationship between the two variable (r=0.422, n=138, p<0.01). The relationship between the variables is significant with moderate correlation. Therefore, hypothesis 6 is accepted.

4.3.3 Comparison between Islamic Credit Cardholders and Conventional Credit Cardholders

4.3.3.1 Hypothesis 1: Islamic credit cardholders are more satisfied than conventional credit cardholders

The mean is the most commonly used measure of central tendency, it indicates the average value. The mean of Satisfaction Level obtained from sample subset consists only of Islamic credit cardholders is 3.40 whereas the mean of Satisfaction Level obtained from sample subset consists only of conventional credit cardholders is 3.41. Both mean are approximately equal and are inconclusive in the statistical results. Therefore, an advanced comparison using standard deviation is applied.

When the mean values are approximately the same, it is logical and useful to use standard deviation to measure the difference in spread from the expected value or the mean. If standard deviation is higher, it indicates the distribution of the data is spread over a large range of values and might have outliers. From the research results, the standard deviation of conventional credit cardholders are reported with higher value (0.73) than Islamic credit cardholders (0.42) which suggest that the mean of the conventional credit cardholders is less representable. On the other hand, Islamic credit cardholders have lower standard deviation which suggests that Islamic credit cardholders have closer range to the mean. Therefore, hypothesis 1 is statistically tested and is accepted. Hence, Islamic credit cardholders are more satisfied than conventional credit cardholders.

4.3.4 Regression Analysis

Regression analysis is conducted to identify which among the independent variables that explained most the dependent variable. The result is

illustrated in Table 4.3.4.1 (Islamic Credit Cardholders) and Table 4.3.4.2 (Conventional Credit Cardholders).

4.3.4.1 Islamic Credit Cardholders

Table 4.3.4.1: Results of Regression Analysis of Independent Variables on Satisfaction Level for Islamic Credit Cardholders

Variables	Dependent Variables (Beta Standardization)	Sig
Usage Rate	.112	.000**
Loyalty	.476	.000**
Service Perceived	.461	.002**
Benefits	.219	.000**
Marketing Strategy	.110	.002**
R Square	.542	
Adjusted R Square	.519	

*p<.05,**<.01

The results indicate that only 54.2% of the variance (R square) in Satisfaction Level of Islamic credit cardholders is significantly explained by Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy. The remaining percentages of the variance are being affecting by other factors that has not been studied in this research. The result shows that the entire dimension in Usage Rate, Loyalty, and Benefit are significantly correlated to Satisfaction Level with coefficient alpha of .000 and for Service Perceived and Marketing Strategy with coefficient alpha .002. The beta value for Usage Rate (0.112), Loyalty (0.476), Service Perceived (0.461), Benefits (0.219), and Marketing Strategy (0.110) explain the significance of the dimensions of these five independent variables to Satisfaction Level of Islamic credit cardholders.

4.3.4.2 Conventional Credit Cardholders

Table 4.3.4.2: Results of Regression Analysis of Independent Variables on
Satisfaction Level for Conventional Credit Cardholders

Variables	Dependent Variables (Beta Standardization)	Sig
Usage Rate	.036	.044*
Loyalty	.108	.005**
Service Perceived	.232	.000**
Benefits	.179	.033*
Marketing Strategy	.305	.000**
R Square	.300	
Adjusted R Square	.274	

*p<.05,**<.01

The results indicate that only 30% of the variance (R square) in Satisfaction Level is significantly explained by Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy. The remaining percentages of the variance are being affecting by other factors that has not been studied in this research. The result shows that the entire dimension in Service Perceived and Marketing Strategy are significantly correlated to Satisfaction Level of conventional credit cardholders with coefficient alpha of .000. Meanwhile, for Loyalty with coefficient alpha 0.005, for Benefits with coefficient alpha 0.033, and Usage Rate with coefficient alpha 0.044. The beta value for Usage Rate (0.036), Loyalty (0.108), Service Perceived (0.232), Benefits (0.179), and Marketing Strategy (0.305) explain the significance of the dimensions of these five independent variables to Satisfaction Level of conventional credit cardholders.

4.4   Conclusion

In overall, the intentions have been achieved for this chapter. Firstly, the reliability test shown that all data are considered as acceptable and thus reliable. Secondly, based on the results obtained from correlation test through Pearson Correlation Coefficient, all the relationships between the independent variables and the dependent variable have been identified, thus all the hypothesis tests are achieved. Thirdly, the comparison of satisfaction level between Islamic credit cardholders and conventional credit cardholders are also achieved, and the hypothesis is statistically tested using standard deviation due to the inconclusiveness of using mean as the main measurement of central tendency. Lastly, the regression analysis of independent variables on satisfaction level for both Islamic credit cardholders and conventional credit cardholders are obtained where the results indicates the regression model for Islamic credit cardholders has higher explanatory power than the regression model for conventional credit cardholders in explaining the satisfaction level.

Further discussion of the research findings and conclusion are offered in Chapter 5.

CHAPTER 5:
DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

Having carried out the data analysis in Chapter 4, this chapter summarises the statistical analyses and the major findings in Section 5.1 and Section 5.2. The implications of the study are also discussed in Section 5.3. Section 5.4 states the limitations of the study. Recommendations for future research are offered in Section 5.5. Section 5.6 concludes the entire research project.

5.1 Summary of Statistical Analyses

Summary descriptions of each statistical analysis obtained in Chapter 4 are presented in sub-sections below.

5.1.1 Hypotheses

5.1.1.1 Islamic Credit Cardholders

Table 5.1.1.1: Summary of Findings

	Hypotheses	Results
H1	There is a positive relationship between Demography and Satisfaction Level.	**Rejected**
H2	There is a positive relationship between Usage Rate and Satisfaction Level.	**Accepted**
H3	There is a positive relationship between Loyalty and	**Accepted**

	Satisfaction Level.	
H4	There is a positive relationship between Service Perceived and Satisfaction Level.	**Accepted**
H5	There is a positive relationship between Benefits and Satisfaction Level.	**Accepted**
H6	There is a positive relationship between Marketing Strategy and Satisfaction Level.	**Accepted**

From the above findings, hypotheses testing concluded that only Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy are having positive relationships with Satisfaction Level of Islamic credit cardholders whereas there is no positive relationship between demography and Satisfaction Level.

5.1.1.2 Conventional Credit Cardholders

Table 5.1.1.2: Summary of Findings

	Hypotheses	**Results**
H1	There is a positive relationship between Demography and Satisfaction Level.	**Rejected**
H2	There is a positive relationship between Usage Rate and Satisfaction Level.	**Accepted**
H3	There is a positive relationship between Loyalty and Satisfaction Level.	**Accepted**
H4	There is a positive relationship between Service Perceived and Satisfaction Level.	**Accepted**
H5	There is a positive relationship between Benefits and Satisfaction Level.	**Accepted**
H6	There is a positive relationship between Marketing Strategy and Satisfaction Level.	**Accepted**

From the above findings, hypotheses testing conclude that only Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy are having positive relationships with Satisfaction Level of conventional credit cardholders whereas there is no positive relationship between demography and Satisfaction Level.

5.1.1.3 Comparison between Islamic credit cardholders and conventional credit cardholders

Table 5.1.1.3: Summary of Findings

	Hypothesis	Results
H1	Islamic credit cardholders are more satisfied than conventional credit cardholders	**Accepted**

From the above findings, hypothesis testing concludes that Islamic credit cardholders are more satisfied than conventional credit cardholders.

5.1.2 Regression Analyses

5.1.2.1 Islamic Credit Cardholders

The result from regression analysis indicated that the most affecting variable toward Satisfaction Level of Islamic credit cardholders is Loyalty. This means that Loyalty has the strongest influence to Satisfaction Level of Islamic credit cardholders.

5.1.2.2 Conventional Credit Cardholders

The result from regression analysis indicated that the most affecting variable toward Satisfaction Level of conventional credit cardholders is Marketing Strategy. This means that Marketing Strategy has the strongest influence to Satisfaction Level of conventional credit cardholders.

5.2 Discussions of Major Findings

5.2.1 Question 1: Investigate the factors that influence the Satisfaction Level of credit cardholders.

The empirical results indicated there are acceptable coefficients between the independent variables Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy with dependent variable Satisfaction Level. In the opposite, the independent variable Demography does not have significant relationship with dependent variable Satisfaction Level.

5.2.2 Question 2: Investigate credit card's swipe amount and swipe frequency in affecting Satisfaction level.

To conduct research, the two factors (swipe amount and swipe frequency) are grouped under the independent variable usage rate. Results showed that usage rate is an important variable to affect both Islamic and conventional credit cardholders' satisfaction level. Past research paper by Bowers and Crosby (1979) also discovered that low-income cardholders have impulsive behaviour and spend using credit card for instalment payment. This paper supportively proves that usage rate has positive relationship toward credit card satisfaction. When credit cardholders tend to spend more on their purchases, travelling or other purposes by using the credit

card they are holding, this shows that they feel satisfied and enjoy with services quality delivered by the issuing banks.

5.2.3 Question 3: Investigate the elements of the independent variable Loyalty and the relationship between Loyalty and Satisfaction Level.

The reliability test of the independent variable Loyalty shows that the combined item which consists of willingness to switch and credit card preference is reliable. Meanwhile the inter-correlation test indicated there is an acceptable coefficient, and positive relationship between independent variable of Loyalty and dependent variable of Satisfaction Level.

5.2.4 Question 4: Investigate the relationship between the Demographic factors and cardholder's satisfaction level.

Based on the empirical analysis on the demographic profile, it showed that there is no positive relationship between independent variable demography and satisfaction level for both Islamic and conventional credit cardholders. This research's outcome is contrasted with many previous credit card research studies. For example, Gan and Mayasami (2006) stated that there are positively correlated between numbers of credit cardholders and education, income, age and marital status of the research targets in Singapore. Chan (1997), Azman, C. M. & Norudin, M. (2009) and Ramalingam, P. (2009) were agreed that income, a demographic variable is the best indicator for usage of credit card among the holders.

5.2.5 Question 5: Investigate the relationship of independent variable Service Perceived and dependent variable Satisfaction Level.

The inter-correlation test indicated there is an acceptable coefficient, and positive relationship between independent variable of Service Perceived and dependent variable of Satisfaction Level. This result is supported by researchers like Jayaraman, Shankar and Hor (2010) and Sudin and Nursofiza (2005). Improvements in quality and quantity of service perceived of credit cardholders will lead to higher satisfaction level.

5.2.6 Question 6: Investigate the relationship of independent variable Benefits and dependent variable Satisfaction Level.

The inter-correlation test indicated there is an acceptable coefficient, and positive relationship between independent variable of Benefits and dependent variable Satisfaction Level. This result is supported by researchers Azman, C. M. & Norudin, M. (2009), Durbin (2000), Gan and Maysami (2006), Babar et al. (2010), and Kaynak and Harcar (2001).

Due to the introduction of various card products such as debit card and charge card, credit card issuing institutions are starting to offer better and more attractive benefits in order to compete in the market. Credit cardholders that receive better and more benefits from using credit cards lead to higher satisfaction level.

5.2.7 Question 7: Investigate the relationship of independent variable Marketing Strategy and dependent variable Satisfaction Level.

The inter-correlation test indicated there is an acceptable coefficient, and positive relationship between independent variable Marketing Strategy and dependent variable Satisfaction Level. This result is supported by researchers like Azman, C. M. & Norudin, M. (2009), Ramalingam, P. (2009), and Chiranpanda, S. and Yoopetch, C. (2008).

As mentioned above, due to higher competition from the market, credit card had implemented more aggressive marketing strategies to attract new customers and retain existing credit cardholders. Thus, by increasing the marketing strategy will increase the satisfaction level of credit cardholders.

5.2.8 Question 8: Investigate the comparison on Customer Satisfaction level between Islamic and Conventional credit cardholders.

Based on hypothesis in Section 5.1.1.3, it is concluded that Islamic credit cardholders are slightly satisfied to their credit card which they are holding comparing to conventional credit cardholders. This statement is supported by past credit card research study by Ridzwan, N., Shah, MD., Hanifah, AH. (2007) which emphasised the features and advantages of this newly introduced Islamic credit card. The benefits and value-added such as usage and perception, interest free, *Syari'ah* systems, credit and control and etc. make their cardholders satisfied for the product. For Conventional cardholders, they are not satisfied with current poor services, high product fees changed and aggressive marketing methods by their credit card issuing institution.

5.3 Implications of the Study

Based on the findings obtained in this research, the implications are focus on Islamic credit card issuing banks, conventional credit card issuing banks and policy makers.

For Islamic credit card issuing banks, this study shows that although Islamic credit cards are relatively newer than conventional credit cards, it had successfully achieved comparable level of satisfaction among cardholders. However, it is still at a very early stage to infer that the satisfaction level of Islamic credit cardholders will be able to continue to maintain at a higher level than conventional credit cardholders in the near future due to the competitive personal financing business environment. Thus, the issuing banks should continually improving their service quality in terms of customer relationship management, benefits and features such as cash rebate, and marketing strategy such as promotions to improve the adoption rate and always appear as a better alternative to conventional credit cardholders.

For conventional credit card issuing banks, this study shows that the satisfaction level of Islamic credit cardholders is higher than the satisfaction level of conventional credit cardholders. This implies that the longer period of existence of conventional credit cards could not be directly translated to the degree of satisfaction level. Cardholders are assumed to be rational in choosing the type of credit card that is best suit their needs. The conventional credit card issuing banks should improve on their features and benefits such as offering lower interest rates and carry out market surveys to constantly find out the cardholders' needs and best interests.

For policy makers, since Islamic credit cards is free from *Riba* or interests, the policy maker, Bank Negara Malaysia should encourage more banks to issue Islamic credit cards by providing clear guidelines on *Syari'ah Law* compliance and streamline the Islamic credit card issuance bank license approval process.

5.4   Limitations of the Study

The limitations listed below are acknowledged. However, they do not detract from the significance of findings but merely provide as foundations for future research.

5.4.1 Confidentiality of Information of Respondents

According to Malaysia Banking and Financial Institution Act 1989 (BAFIA), it is illegal to acquire information and details about credit cardholders from banks; this would be one of the problems to acquire true information of credit cardholders to be used in the research. As a result, the researchers are only able to approach each respondent individually during survey administration. For another set of online distributed questionnaires, the responses rate is just average and not effective as the personally administered survey. For the collected questionnaires, creditability of information given by the respondents are not identified and it is questionable as some respondents may not disclose their real details such as credit limit, monthly income, total annual swipe amount and etc. They may give their information on that particular section in a casual and perfunctory manner. For online survey's results, some respondents maybe reluctant to fill in their confidential information and simply select randomly for each of the answers, thus it poses a potential bias in the data.

5.4.2 Sampling and Sample Size Problem

The method of convenience sampling that was applied for the 100 set questionnaires had its own drawback. The convenience sampling may not be accurate due to the research only conducted in high traffic areas in Kuala Lumpur, Perak and Penang city as these cities would not significantly represent the whole population of credit cardholders in

Malaysia and participated cities are mainly located near areas with higher standard of living and working places. The credit cardholders from some rural area in Malaysia have been neglected. For the distributed questionnaires to lecturers, tutors and staffs, they are also cannot be truly representing the population due to similarity of their income level; education level and profession. It can be concluded that the targeted respondents may not be well representing the actual population of credit cardholders. Furthermore, there is a limitation in the sample size with only 202 set of usable samples for the research. The sample size is smaller comparing to some of the previous researchers due to the constraint of time. As a result, the analyses based on the samples may not be so accurate and potentially bias. It is suggested that further research consists of larger sample size for both types of credit cardholders in Malaysia are necessary to obtain a better result on this research.

5.4.3 Time

The questionnaires distribution was running for 2 month period consisted of weekly personal survey administrations during weekends and online survey collection. The period of time is considerably short and only sufficient to distribute 250 sets of questionnaire. Longer period of time would be better as more questionnaires can be distributed to obtain a larger sample size. During personal administration of the survey, the researchers had needed to spend time to approach credit cardholders and to explain about the research objectives. Some of them failed to understand the research questions and need assistance in providing further explanations.

5.4.4 Variables Used in the Research

Another shortage of this research paper is the limited number of explanatory variables. For example, the explanatory variables like

demographic, usage rate, loyalty, service perceived, benefits and marketing strategy of credit card issuing institution can be improved by adding more variables like credit cardholder's spending behaviours, peer group influence, credit card debt held, credit and overdue history and others in order to make a clearer comparison between the Islamic and conventional credit cardholders. Another limitation of the research is that information from the previous empirical researches on few investigated variables in Islamic credit cardholder's satisfaction level is lacked of. The variables affected are loyalty and rate of usage. In the past, researches that into discovering relationship between satisfactions of Islamic credit cardholders and affecting factors are mostly reported in descriptive analysis.

5.5　Recommendations for Future Research

Regardless of limitations mentioned in Chapter 5.4, this study is still a significant and useful research paper as it can be used as a guidance for Islamic and conventional credit card issuing institutions in improving their service quality based on the variables influencing credit cardholder's satisfaction level. Due to the primary data collection method, this would be insufficient to learn about full aspects of credit cardholders. It is suggested that further researches to undergo negotiation and discussion with the credit card issuing institutions with the purpose of obtaining credit cardholders' past satisfaction records and credit history. In addition, secondary data of credit card debt provided by the Bank Negara Malaysia (BNM) are aggregated but not distinguishable for each types of credit card. Bank Negara Malaysia should segregate the secondary data for both types of cards so that further analysis using the secondary data can be applied in distinguishing credit cardholder's satisfaction. This will helps future researches to be more consolidated in discovering the difference and impacts of Islamic and conventional credit cards.

In this study, there are findings on relationship between loyalty and credit cardholder's satisfaction. To define better variable that represents loyalty of credit

cardholders, it is better for future researchers to conduct empirical studies on reasons of switching from one type of credit card to another one to determine the contributing factors and variables. Credit card switching is based on cardholders' willingness and would be an important reason for credit card issuing institutions to study about it so that they can capture market demands and needs in the competitive banking sector.

In addition, future researchers are recommended to compare the credit cardholders living in rural and urban areas. This study is only conducted in urban states in Malaysia. It may not take some rural areas' people into account to measure the differences of both types of cardholder's satisfactions. Differences of usage behaviours, economic spending and availability of credit card issuing branches can be further discovered or studied between the rural and urban areas.

Last but not least, future researchers are suggested to include additional determining factors in comparing the satisfaction of both cardholders such as ethnic and religious factors. The reason of Islamic credit cardholders based on influences of religion group and degree of their understanding of features likes *Riba* and *Gharar* are main interests to be focused in the future. In the opposite, questions like "How many conventional credit cardholders are willing to switch their card to Islamic credit card?" and "Conventional credit card institutions provide me some features and benefits which are not obtainable from Islamic credit card?" are also topics to research on.

5.6   Conclusion

This research sought to find out the satisfaction level between Islamic credit cardholders and conventional credit cardholders by conducting an empirical study using Primary data collected through survey questionnaire. A theoretical framework showing the relationships between the independent variables (Demography, Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing

Strategy) and dependent variable (Satisfaction Level) is developed after reviewing available literature and relevant theoretical framework. The data collected is analysed in Chapter 4 using reliability tests, descriptive analyses, Pearson Correlation tests, and Regression Analyses.

Based on the results of the analyses, all the research objectives and research questions in this research have been answered. The first objective that is to identify the factors that affect satisfaction level among credit cardholders has been achieved through literature review in Chapter 2.

The second objective that is to examine the behaviour of each factor in affecting the satisfaction level among credit cardholders is also accomplished. The results had verified that the five (5) out of six (6) independent variables (Usage Rate, Loyalty, Service Perceived, Benefits, and Marketing Strategy) are related to Satisfaction Level except for independent variable Demography for both Islamic and conventional credit cardholders. From the regression analysis, among all the six (6) independent variables, Loyalty is found to be the strongest contributor in explaining Satisfaction level of Islamic credit cardholders. However, for conventional credit cardholders, Marketing Strategy is found to be the strongest contributor in explaining their Satisfaction level.

Our third objective that is to determine the credit cardholders group, Islamic or conventional, that has higher satisfaction level than the other is also attained where the results from hypothesis testing concludes that Islamic credit cardholders are more satisfied than conventional credit cardholders.

The implications of this study based on the findings obtained in this research, are focus on Islamic credit card issuing banks, conventional credit card issuing banks and policy makers. Besides that, there are few limitations being identified in this research such as Confidentiality of Information of Respondents, Sampling and Sample Size Problem, Time and Cost Constraint, and Variables Used in the Research. However, it is worthy to note that they do not detract from the significance of findings but merely provide foundations for future research.

The recommended future researches shall encompass larger sample size that covers both rural and urban areas of all states in Malaysia, and include other variables that are not discussed in this research, as well as obtain true information of respondents upon the approval of the governing institutions.

In conclusion, this research has successfully fulfilled the objectives set at the beginning of the research.

REFERENCES

Azman, C. M. & Norudin, M. (2009). "Islamic Credit Card: Are Demographic Factors a Good Indicator?".*Asian Social Science, 5(12),* 17 26.

Banking and Credit Card Survey (2007). Retrieved on 14 February 2012, from:http://www.checkmyfile.com/content/downloads/BankSurvey2007. df

Bowers, J. S. and Crosby, K. R. (1979).Credit Card Use by Low-Income Consumers. *The Journal of Consumer Credit, 10:* 80–87.

Chan, Y. K. (1997). Demographic and Attitudinal Differences between Active and Inactive Cardholders: the Case of Hong Kong. *International Journal of Bank Marketing*, *15(4),* 117-125.

Choo, S. Y., Lim, H. E., and Sanusi, N. A. (2005).*The Consumer Choice of Islamic based Credit Card: An Analysis of Bivariate Probit Model.* Universiti Utara Malaysia.

Economics Malaysia (2011). Credit Card Woes? Retrieved on 12th April 2012, from: http://econsmalaysia.blogspot.com/2011/11/credit-card-woes.html

Economy Watch (2010). Malaysia Credit Cards. Retrieved on 13th February 2012, from http://www.economywatch.com/malaysia credit-cards/

Evans, D. S. and Schmalensee, R. (1999). "Paying with Plastic: The Digital Revolution in Buying and Borrowing"*, Cambridge, MA: MIT Press*.

Gan, LL., Maysami, CR. (2006). "Credit Card Selection Criteria: Singapore Perspective", *Economic Growth Centre, working Paper Series No 2006*/10.

Ihlam, R. F., Miranti, K. D., and Faried, K. R. (2008).*The Practice of Islamic Credit Card: A Comparative Look between Bank Danamon Indonesia's Dirham Card and Bank Islam Malaysia's BI Card*, retrieved on 10 September 2011, from http://staff.ui.ac.id/internal/060603200/publikasi/200808IAEIConference IslamicCreditCard.pdf

Jayaraman, M., Shankar, C., Hor, W. M. (October 2010). Service Quality Delivery and Its Impact on Customer Satisfaction in the Banking Sector in Malaysia. *International Journal of Innovation, Management and Technology, Vol. 1, No. 4,* ISSN: 2010-0248.

Master Card Advisors. (2007). The Cardholder Satisfaction and Loyalty Study show how to improve portfolio performance. Retrieved on 10 September 2011 from: http://www.mastercardadvisors.com/_assets/pdf/cardholder_satisfac ion.pdf

Mohd, J. M., Rahmah, I., Ruzian, M. (2011). the Jurisprudential   Differences about the Term Credit "Al-I'timan" and Credit Card: Islamic   and Conventional Perspectives. *International Journal of West Asian   Studies, 3(2),* 59-81.

Naveed, A. K. and Kashif, U. R. (2010).Customer satisfaction and awareness   of Islamic banking system in Pakistan. *African Journal of   Business Management, Vol. 4 (5),* 662-671

Noor, I. (2009). *Spending Pattern Of Islamic Credit Card.* Master's Degree thesis, Universiti Utara Malaysia.

Ohic 32. (2011). *What Credit Card Users want their Cards to do for Them.* [Hubpages post]. Retrieved on 22 February 2012,   from: http://ohic32.hubpages.com/hub/Satisfying-the-demand-of-credit   card-customers

Ramalingam, P. (2009). 'Usage Pattern of Credit Card Holders'.*Indian Journal of Finance.3(4). April.* 7-18

Ridzwan, N., Shah, MD., Hanifah, AH. (2007). *"A Study On Islamic Credit Card Holders".*

Chirapanda, S. and Yoopetch, C. (2008). *Bank Credit Card Adoption Criteria and Marketing Implications: The Case of Thailand.*

Sekaran, U. (2010). *"Research Methods for Business: A Skill Building Approach."* (Fifth Edition). New York; John Wiley & Sons, Inc

APPENDICES

APPENDIX A: SURVEY QUESTIONNAIRE

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF BUSINESS AND FINANCE

UNDERGRADUATE RESEARCH PROJECT

TITLE:

Satisfaction Level between Islamic Credit Cardholders and Conventional Credit Cardholders in Responds To the Difference in Service Quality of Issuing Banks in Malaysia

SURVEY QUESTIONNAIRE

Dear respondent,

We are final year undergraduate student of Bachelor Of Business Administration (HONS) Banking And Finance from Universiti Tunku Abdul Rahman.

This survey is open for credit cardholders only. The purpose of this survey is to study about *whether Islamic credit cardholders are more satisfying than Conventional credit cardholders given the difference in service quality of the issuing banks in Malaysia or vice versa.*

The information gathered will be kept confidential and strictly for academic purpose only. We would like to express our gratitude to you for spending your valuable time in completing this survey.

Group Member	Student ID	Contact
1. Chan Mun Chun	09ABB07771	014-9054470
2. Chong Yip Yee	09ABB07768	017-5323998
3. Koay Chun Eng	09ABB06113	016-5197384
4. Mah Wei Giap	09ABB05945	017-4740511

Section A: Demographic Information
Please tick "☑" for your answers:

1. Gender:
   ❐ Male   ❐ Female

2. Age:
   ❐ 18 – 25   ❐ 26 – 35   ❐ 36 – 45   ❐ >45 years old

3. Race:
   ❐ Malay   ❐ Chinese   ❐ Indian   ❐ Others

4. Marital Status:
   ❐ Single   ❐ Married

5. Education level:
   ❐ High School   ❐ Diploma   ❐ Bachelor's Degree
   ❐ Master Degree   ❐ PhD

6. Profession:
   ❐ Student   ❐ Self-employed   ❐ Private Sector Employee
   ❐ Government Sector Employee   ❐ Retired

7. Monthly Income:
   ❐ RM1500 – RM2500   ❐ RM2501 – RM3500
   ❐ RM3501 – RM5000   ❐ RM5501 – RM10,000
   ❐ >RM10,000

8. Household Size (Person):
   ❐ 1 – 2   ❐ 3 – 5   ❐ 6 – 8   ❐ 9 – 10   ❐ > 10

Section B: Research Survey
Please tick "☑" for your answers:

1. Type of credit card you are holding (more than one tick is allowed):
   ❐ Islamic Credit Card   ❐ Conventional Credit Card

2. Number of swipe per year:
   ❐ 1 – 3   ❐ 4 – 6   ❐ 7 – 9   ❐ 10 – 12   ❐ >12

3. Total swipe amount per year:
   ❐ <RM1500   ❐ RM1501 – RM3000
   ❐ RM3001 – RM4500   ❐ RM4501 – RM8000
   ❐ RM8001– RM10000   ❐>RM10000

4. Willingness to switch the type of Credit Card from _____ to
   _____.
   ❐ Conventional to Islamic   ❐ Islamic to Conventional
   ❐ I am willing to hold both Conventional and Islamic Credit Cards

5. Please *circle* the number that represents how you feel using 5-point Likert
   Scale.
   Circle whenever applies.

Factors affecting the adoption and satisfaction of using Credit Card:

No.	Questions	Type of Credit Card	Not Applicable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Overall perceived services provided by Credit Card Issuing Bank(s) meet or exceed my expectations.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
2	Interest rate (riba) charged affects my decision to sign up a credit card	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
3	I am satisfied with the annual fee charged by my Credit Card Issuing Bank	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
4	Cash rebate feature is an important factor that affects my satisfaction.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5

No.	Questions	Type of Credit Card	Not Applicable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
5	Minimum requirements to hold a credit card affects my decision in signing up.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
6	I tend to sign up credit card due to its highly attractive Reward Points.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
7	I prefer more to use one type of credit card to another (e.g. Islamic:5 Conv.:2)	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
8	The exposure to available advertisements and information determines which type of credit card I will sign up.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
9	The Service Tax of RM50 affects the number of credit cards I am holding.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
10	Customer complaints are handled very carefully by Issuing bank(s).	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5

Marketing Related Issues

No.	Questions	Type of Credit Card	Not Applicable	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	Credit Card companies use aggressive strategies & misleading advertisements to market their cards.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5
2	Credit Card Issuing bank(s) offer the features that I need the most.	Islamic	n/a	1	2	3	4	5
		Conventional	n/a	1	2	3	4	5

Thank you for your time to complete this survey.

~ The End ~

APPENDIX B: SPSS RESULTS

RELIABILITY TEST

```
RELIABILITY   /VARIABLES=AnnualFeeICC AnnualFeeCCC CashRebateICC
CashRebateCCC   /SCALE('SatisfactionDV') ALL   /MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR COV ANOVA
/SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Scale: SatisfactionDV

Case Processing Summary

		N	%
Cases	Valid	172	85.1
	Excluded^a	30	14.9
	Total	202	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.709	.710	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.441	2.990	4.020	1.031	1.345	.283	4
Item Variances	.726	.577	.835	.258	1.447	.014	4
Inter-Item Covariances	.275	.093	.649	.556	6.983	.047	4
Inter-Item Correlations	.380	.136	.855	.719	6.298	.086	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Annual Fee for ICC	10.7755	3.599	.607	.788	.578
Annual Fee for CCC	10.7755	3.599	.510	.775	.638
Cash Rebate for ICC	10.0000	3.835	.447	.570	.678
Cash Rebate for CCC	9.7449	4.274	.430	.523	.684

```
RELIABILITY   /VARIABLES=Age MaritalStatus Educationlevel
Profession MonthlyIncome HouseholdSizePerson
/SCALE('DemographyV') ALL   /MODEL=ALPHA   /STATISTICS=DESCRIPTIVE
SCALE HOTELLING CORR COV ANOVA   /SUMMARY=TOTAL MEANS VARIANCE COV
CORR.
```

Reliability

```
[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav
```

Scale: DemographyV

Case Processing Summary

		N	%
Cases	Valid	202	100.0
	Excluded[a]	0	.0
	Total	202	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.720	.713	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.248	.490	3.139	2.649	6.404	.888	6
Item Variances	.919	.251	1.836	1.585	7.312	.324	6
Inter-Item Covariances	.276	-.130	1.028	1.157	-7.910	.100	6
Inter-Item Correlations	.293	-.213	.729	.942	-3.430	.088	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Age:	11.17	7.945	.787	.706	.560
Marital Status:	13.00	11.169	.708	.579	.661
Education level:	10.35	10.108	.435	.415	.687
Profession:	10.72	10.970	.292	.274	.709
Monthly Income:	10.75	6.846	.721	.612	.578
Household Size (Person):	11.45	13.651	-.053	.194	.680

```
RELIABILITY   /VARIABLES=Numberofswipeperyear
Totalswipeamountperyear   /SCALE('RateofUsageV') ALL
/MODEL=ALPHA   /STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR COV
ANOVA   /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work done\spss_rawDATA.sav

Scale: RateofUsageV

Case Processing Summary

		N	%
Cases	Valid	202	100.0
	Excluded^a	0	.0
	Total	202	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.790	.796	2

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.931	3.851	4.010	.158	1.041	.013	2
Item Variances	2.730	2.318	3.142	.824	1.355	.339	2
Inter-Item Covariances	1.783	1.783	1.783	.000	1.000	.000	2
Inter-Item Correlations	.660	.660	.660	.000	1.000	.000	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Number of swipe per year:	3.85	3.142	.660	.436	.631
Total swipe amount per year:	4.01	2.318	.660	.436	.569

```
RELIABILITY   /VARIABLES=WillingnessICC WillingnessCCC
PreferenceICC PreferenceCCC   /SCALE('Loyalty') ALL   /MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR ANOVA
/SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Scale: Loyalty

Case Processing Summary

		N	%
Cases	Valid	193	95.5
	Excluded[a]	9	4.5
	Total	202	100.0

a. Listwise deletion based on all variables in the
procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.874	.894	2

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	2.556	2.444	2.667	.222	1.091	.025	2
Item Variances	1.014	.750	1.278	.528	1.704	.139	2
Inter-Item Covariances	.792	.792	.792	.000	1.000	.000	2
Inter-Item Correlations	.809	.809	.809	.000	1.000	.000	2

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I prefer more to use Islamic Credit Card	2.44	1.278	.809	.654	.717
I prefer more to use Conventional Credit Card	2.67	.750	.809	.654	.503

```
RELIABILITY   /VARIABLES=ServiceQualityICC ServiceQualityCCC
CustRelationICC CustRelationCCC   /SCALE('ServicePerceiveV') ALL
/MODEL=ALPHA   /STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR COV
ANOVA   /SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Scale: ServicePerceiveV

Case Processing Summary

		N	%
Cases	Valid	192	95.1
	Excluded[a]	10	4.9
	Total	202	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.641	.631	4

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.536	3.412	3.753	.340	1.100	.025	4
Item Variances	.581	.459	.724	.265	1.577	.016	4
Inter-Item Covariances	.180	.064	.539	.475	8.377	.030	4
Inter-Item Correlations	.299	.114	.788	.675	6.938	.061	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Perceived Service Quality for ICC	10.72	3.286	.272	.172	.606
Perceived Service Quality for CCC	10.39	3.262	.310	.185	.632
Customer Relationship Management for ICC	10.73	2.323	.552	.628	.466
Customer Relationship Management for CCC	10.59	2.412	.570	.631	.455

```
RELIABILITY  /VARIABLES=InterestICC InterestCCC MinRequirementICC
MinRequirementCCC FeatureNeededICC FeatureNeededCCC SrvTaxICC
SrvTaxCCC  /SCALE('BenefitsV') ALL  /MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR COV ANOVA
/SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Scale: BenefitsV

Case Processing Summary

		N	%
Cases	Valid	185	91.6
	Excluded[a]	17	8.4
	Total	202	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.829	8

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.200	2.682	3.729	1.047	1.390	.133	8
Item Variances	.946	.676	1.282	.606	1.896	.045	8
Inter-Item Covariances	.367	.032	1.088	1.055	33.908	.069	8
Inter-Item Correlations	.378	.043	.922	.879	21.335	.062	8

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Interest Rate for ICC	22.00	23.071	.529	.750	.820
Interest Rate for CCC	21.87	25.685	.209	.699	.804
Minimum Requirement for ICC	22.53	21.085	.668	.883	.802
Minimum Requirement for CCC	22.46	20.680	.673	.885	.800
Features Needed for ICC	22.82	22.480	.529	.819	.820
Features Needed for CCC	22.92	22.696	.534	.818	.819
Service Tax for ICC	22.29	20.282	.693	.848	.797
Service Tax for CCC	22.31	20.191	.651	.848	.803

```
RELIABILITY   /VARIABLES=AdsCCC AdsICC AdsStrategyCCC
AdsStrategyICC RewardPointICC RewardPointCCC
/SCALE('MarketingStrategyV') ALL   /MODEL=ALPHA
/STATISTICS=DESCRIPTIVE SCALE HOTELLING CORR COV ANOVA
/SUMMARY=TOTAL MEANS VARIANCE COV CORR.
```

Reliability

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work

done\spss_rawDATA.sav

Scale: MarketingStrategyV

Case Processing Summary

		N	%
Cases	Valid	199	98.5
	Excluded[a]	3	1.5
	Total	202	100.0

a. Listwise deletion based on all variables in the

procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.729	.731	6

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.561	3.172	3.899	.727	1.229	.070	6
Item Variances	.829	.718	.925	.208	1.290	.010	6
Inter-Item Covariances	.256	-.007	.744	.751	-103.100	.040	6
Inter-Item Correlations	.312	-.008	.808	.815	-103.239	.056	6

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Advertisement Exposure for CCC	17.76	8.961	.568	.618	.661
Advertisement Exposure for ICC	18.02	9.204	.533	.611	.672
Advertising Strategies for CCC	17.46	9.843	.383	.322	.713
Advertising Strategies for ICC	18.19	10.402	.217	.289	.703
Reward Point for ICC	17.77	8.650	.550	.665	.664
Reward Point for CCC	17.62	8.565	.563	.682	.659

DEMOGRAPHIC PROFILE OF RESPONDENTS

```
GET   FILE='D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav'. FREQUENCIES VARIABLES=Gender Age Race
MaritalStatus Educationlevel Profession MonthlyIncome
HouseholdSizePerson   /STATISTICS=MEAN   /ORDER=ANALYSIS.
```

Frequencies

```
[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav
```

Statistics

		Gender:	Age:	Race:	Marital Status:	Education level:	Profession:	Monthly Income:	Household Size (Person):
N	Valid	202	202	202	202	202	202	202	202
	Missing	0	0	0	0	0	0	0	0
Mean		.55	2.31	1.85	.49	3.14	2.77	2.74	2.04

Frequency Table

Gender:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	91	45.0	45.0	45.0
	Female	111	55.0	55.0	100.0
	Total	202	100.0	100.0	

Age:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25	56	27.7	27.7	27.7
	26 - 35	63	31.2	31.2	58.9
	36 - 45	47	23.3	23.3	82.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	more than 45 years old	36	17.8	17.8	100.0
	Total	202	100.0	100.0	

Race:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	74	36.6	36.6	36.6
	Chinese	86	42.6	42.6	79.2
	Indian	41	20.3	20.3	99.5
	Others	1	.5	.5	100.0
	Total	202	100.0	100.0	

Marital Status:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	103	51.0	51.0	51.0
	Married	99	49.0	49.0	100.0
	Total	202	100.0	100.0	

Education level:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	9	4.5	4.5	4.5
	Diploma	41	20.3	20.3	24.8
	Bachelor's Degree	82	40.6	40.6	65.3
	Master Degree	53	26.2	26.2	91.6
	PhD	17	8.4	8.4	100.0
	Total	202	100.0	100.0	

Profession:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	31	15.3	15.3	15.3
	Self-employed	30	14.9	14.9	30.2
	Private Sector Employee	97	48.0	48.0	78.2
	Government Sector Employee	43	21.3	21.3	99.5
	Retired	1	.5	.5	100.0
	Total	202	100.0	100.0	

Monthly Income:

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	RM1500 - RM2500	49	24.3	24.3	24.3
	RM2501 - RM3500	45	22.3	22.3	46.5
	RM3501 - RM5000	44	21.8	21.8	68.3
	RM5001 - RM10,000	38	18.8	18.8	87.1
	more than RM10,000	26	12.9	12.9	100.0
	Total	202	100.0	100.0	

Household Size (Person):

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 - 2	35	17.3	17.3	17.3
	3 - 5	124	61.4	61.4	78.7
	6 - 8	43	21.3	21.3	100.0
	Total	202	100.0	100.0	

```
FREQUENCIES VARIABLES=DVCustSatisfactionICC DVCustSatisfactionCCC
/STATISTICS=STDDEV VARIANCE MEAN   /ORDER=ANALYSIS.
```

Frequencies

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Statistics

		DVCustSatisfactionICC	DVCustSatisfactionCCC
N	Valid	103	139
	Missing	99	63
Mean		3.4029	3.4101
Std. Deviation		.42042	.72545
Variance		.177	.526

Frequency Table

DVCustSatisfactionICC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2.50	1	.5	1.0	1.0
	3.00	41	20.3	39.8	40.8
	3.50	41	20.3	39.8	80.6
	4.00	18	8.9	17.5	98.1
	4.50	1	.5	1.0	99.0
	5.00	1	.5	1.0	100.0
	Total	103	51.0	100.0	
Missing	System	99	49.0		
Total		202	100.0		

DVCustSatisfactionCCC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	3	1.5	2.2	2.2
	2.00	4	2.0	2.9	5.0
	2.50	9	4.5	6.5	11.5
	3.00	43	21.3	30.9	42.4
	3.50	34	16.8	24.5	66.9
	4.00	33	16.3	23.7	90.6
	4.50	9	4.5	6.5	97.1
	5.00	4	2.0	2.9	100.0
	Total	139	68.8	100.0	
Missing	System	63	31.2		
Total		202	100.0		

```
CORRELATIONS   /VARIABLES=DVCustSatisfaction IVDemopgrahyICC
IVUsageRateICC IVLoyaltyICC IVServicePerceivedICC IVBenefitsICC
IVMarketingStrategyI   CC   /PRINT=TWOTAIL NOSIG   /STATISTICS
DESCRIPTIVES   /MISSING=PAIRWISE.
```

Correlations

```
[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav
```

Descriptive Statistics

	Mean	Std. Deviation	N
DVCustSatisfaction	3.3511	.61944	202
IVDemopgrahyICC	2.5987	.47854	103
IVUsageRateICC	4.4854	1.01570	103
IVLoyaltyICC	3.0388	.41827	103
IVServicePerceivedICC	3.7136	.34727	103
IVBenefitsICC	3.1367	.65864	103
IVMarketingStrategyICC	3.2686	.41502	103

Correlations

		DVCustSatisfaction	IVDemopgrahyICC	IVUsageRateICC	IVLoyaltyICC	IVServicePerceivedICC	IVBenefitsICC	IVMarketingStrategyICC
DVCustSatisfaction	Pearson Correlation	1	.114	.435**	.616**	.306**	.388**	.308**
	Sig. (2-tailed)		.250	.000	.000	.002	.000	.002
	N	202	103	103	103	103	103	103
IVDemopgrahyICC	Pearson Correlation	.114	1	.615**	-.305**	-.123	-.420**	-.039
	Sig. (2-tailed)	.250		.000	.002	.215	.000	.697
	N	103	103	103	103	103	103	103
IVUsageRateICC	Pearson Correlation	.435**	.615**	1	-.587**	-.179	-.617**	-.080
	Sig. (2-tailed)	.000	.000		.000	.071	.000	.423
	N	103	103	103	103	103	103	103
IVLoyaltyICC	Pearson Correlation	.616**	-.305**	-.587**	1	.162	.336**	-.127
	Sig. (2-tailed)	.000	.002	.000		.103	.001	.203
	N	103	103	103	103	103	103	103

IVServicePerceivedICC	Pearson Correlation	.306**	-.123	-.179	.162	1	.085	.278**
	Sig. (2-tailed)	.002	.215	.071	.103		.391	.004
	N	103	103	103	103	103	103	103
IVBenefitsICC	Pearson Correlation	.388**	-.420**	-.617**	.336**	.085	1	.118
	Sig. (2-tailed)	.000	.000	.000	.001	.391		.234
	N	103	103	103	103	103	103	103
IVMarketingStrategyICC	Pearson Correlation	.308**	-.039	-.080	-.127	.278**	.118	1
	Sig. (2-tailed)	.002	.697	.423	.203	.004	.234	
	N	103	103	103	103	103	103	103

**. Correlation is significant at the 0.01 level (2-tailed).

```
CORRELATIONS   /VARIABLES=DVCustSatisfaction IVDemographyCCC
IVUsageRateCCC IVLoyaltyCCC IVServicePerceivedCCC IVBenefitsCCC
IVMarketingStrategyC   CC   /PRINT=TWOTAIL NOSIG   /STATISTICS
DESCRIPTIVES   /MISSING=PAIRWISE.
```

Correlations

```
[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav
```

Descriptive Statistics

	Mean	Std. Deviation	N
DVCustSatisfaction	3.3511	.61944	202
IVDemographyCCC	2.1931	.65637	145
IVUsageRateCCC	3.8310	1.66064	145
IVLoyaltyCCC	2.8966	.56794	145
IVServicePerceivedCCC	3.5432	.69283	139
IVBenefitsCCC	3.3165	.69005	139
IVMarketingStrategyCCC	3.6425	.67078	138

Correlations

		DVCustSatisfaction	IVDemographyCCC	IVUsageRateCCC	IVLoyaltyCCC	IVServicePerceivedCCC	IVBenefitsCCC	IVMarketingStrategyCCC
DVCustSatisfaction	Pearson Correlation	1	.068	.168**	.232**	.303**	.181**	.422**
	Sig. (2-tailed)		.414	.004	.005	.000	.003	.000
	N	202	145	145	145	139	139	138
IVDemographyCCC	Pearson Correlation	.068	1	.615**	-.159	.303**	-.281**	.266**
	Sig. (2-tailed)	.414		.000	.057	.000	.001	.002
	N	145	145	145	145	139	139	138
IVUsageRateCCC	Pearson Correlation	.168**	.615**	1	.029	.374**	-.136	.231**

	Sig. (2-tailed)	.004	.000		.727	.000	.111	.006
	N	145	145	145	145	139	139	138
IVLoyaltyCCC	Pearson Correlation	.232**	-.159	.029	1	.057	.334**	.179*
	Sig. (2-tailed)	.005	.057	.727		.507	.000	.035
	N	145	145	145	145	139	139	138
IVServicePerceivedCCC	Pearson Correlation	.303**	.303**	.374**	.057	1	.110	.314**
	Sig. (2-tailed)	.000	.000	.000	.507		.199	.000
	N	139	139	139	139	139	139	138
IVBenefitsCCC	Pearson Correlation	.181**	-.281**	-.136	.334**	.110	1	.326**
	Sig. (2-tailed)	.003	.001	.111	.000	.199		.000
	N	139	139	139	139	139	139	138
IVMarketingStrategyCCC	Pearson Correlation	.422**	.266**	.231**	.179*	.314**	.326**	1
	Sig. (2-tailed)	.000	.002	.006	.035	.000	.000	

N	138	138	138	138	138	138	138

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

```
REGRESSION   /DESCRIPTIVES MEAN STDDEV CORR SIG N   /MISSING
LISTWISE   /STATISTICS COEFF OUTS CI(95) BCOV R ANOVA COLLIN TOL
CHANGE ZPP   /CRITERIA=PIN(.05) POUT(.10)   /NOORIGIN   /DEPENDENT
DVCustSatisfactionICC   /METHOD=ENTER IVUsageRateICC IVLoyaltyICC
IVServicePerceivedICC IVBenefitsICC IVMarketingStrategyICC
/RESIDUALS DURBIN HIST(ZRESID).
```

Regression

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Descriptive Statistics

	Mean	Std. Deviation	N
DVCustSatisfactionICC	3.4029	.42042	103
IVUsageRateICC	4.4854	1.01570	103
IVLoyaltyICC	1.4563	.41484	103
IVServicePerceivedICC	3.7136	.34727	103
IVBenefitsICC	2.9312	.28330	103
IVMarketingStrategyICC	3.2686	.41502	103

Correlations

		DVCustSatisfactionICC	IVUsageRateICC	IVLoyaltyICC	IVServicePerceivedICC	IVBenefitsICC	IVMarketingStrategyICC
Pearson Correlation	DVCustSatisfactionICC	1.000	.284	.453	.412	.307	.338
	IVUsageRateICC	.284	1.000	.592	-.179	-.087	-.080
	IVLoyaltyICC	.453	.592	1.000	-.207	-.026	.107
	IVServicePerceivedICC	.412	-.179	-.207	1.000	.176	.278
	IVBenefitsICC	.307	-.087	-.026	.176	1.000	.263

	IVMarketingStrategyICC	.338	-.080	.107	.278	.263	1.000
Sig. (1-tailed)	DVCustSatisfactionICC	.	.002	.000	.000	.001	.000
	IVUsageRateICC	.002	.	.000	.035	.190	.212
	IVLoyaltyICC	.000	.000	.	.018	.398	.141
	IVServicePerceivedICC	.000	.035	.018	.	.038	.002
	IVBenefitsICC	.001	.190	.398	.038	.	.004
	IVMarketingStrategyICC	.000	.212	.141	.002	.004	.
N	DVCustSatisfactionICC	103	103	103	103	103	103
	IVUsageRateICC	103	103	103	103	103	103
	IVLoyaltyICC	103	103	103	103	103	103
	IVServicePerceivedICC	103	103	103	103	103	103
	IVBenefitsICC	103	103	103	103	103	103
	IVMarketingStrategyICC	103	103	103	103	103	103

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	IVMarketingStrategyICC, IVUsageRateICC, IVBenefitsICC, IVServicePerceivedICC, IVLoyaltyICC[a]	.	Enter

a. All requested variables entered.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.736[a]	.542	.519	.29168	.542	22.982	5	97	.000	2.061

a. Predictors: (Constant), IVMarketingStrategyICC, IVUsageRateICC, IVBenefitsICC, IVServicePerceivedICC, IVLoyaltyICC

b. Dependent Variable: DVCustSatisfactionICC

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.776	5	1.955	22.982	.000[a]
	Residual	8.253	97	.085		
	Total	18.029	102			

a. Predictors: (Constant), IVMarketingStrategyICC, IVUsageRateICC, IVBenefitsICC, IVServicePerceivedICC, IVLoyaltyICC

b. Dependent Variable: DVCustSatisfactionICC

Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Correlations			Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF
1 (Constant)	-.900	.457		-1.968	.052	-1.808	.007					
IVUsageRateICC	.046	.036	.112	1.295	.000	-.025	.118	.284	.130	.089	.628	1.593
IVLoyaltyICC	.482	.090	.476	5.384	.000	.305	.660	.453	.480	.370	.603	1.657

IVServicePerceived ICC	.559	.090	<mark>.461</mark>	6.218	<mark>.002</mark>	.380	.737	.412	.534	.427	.857	1.167
IVBenefitsICC	.325	.106	<mark>.219</mark>	3.052	<mark>.000</mark>	.114	.536	.307	.296	.210	.917	1.090
IVMarketingStrategyICC	.112	.076	<mark>.110</mark>	1.463	<mark>.002</mark>	-.040	.264	.338	.147	.100	.828	1.207

a. Dependent Variable: DVCustSatisfactionICC

Coefficient Correlations[a]

Model		IVMarketingStrategyICC	IVUsageRateICC	IVBenefitsICC	IVServicePerceivedICC	IVLoyaltyICC
1 Correlations	IVMarketingStrategyICC	1.000	.151	-.219	-.271	-.231
	IVUsageRateICC	.151	1.000	.042	.013	-.591
	IVBenefitsICC	-.219	.042	1.000	-.099	.000
	IVServicePerceivedICC	-.271	.013	-.099	1.000	.189
	IVLoyaltyICC	-.231	-.591	.000	.189	1.000
Covariances	IVMarketingStrategyICC	.006	.000	-.002	-.002	-.002
	IVUsageRateICC	.000	.001	.000	4.236E-5	-.002
	IVBenefitsICC	-.002	.000	.011	.000	-9.298E-6
	IVServicePerceivedICC	-.002	4.236E-5	.000	.008	.002
	IVLoyaltyICC	-.002	-.002	-9.298E-6	.002	.008

a. Dependent Variable: DVCustSatisfactionICC

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	IVUsageRateICC	IVLoyaltyICC	IVServicePerceivedICC	IVBenefitsICC	IVMarketingStrategyICC
1	1	5.880	1.000	.00	.00	.00	.00	.00	.00
	2	.075	8.841	.00	.07	.30	.01	.01	.01

3	.025	15.331	.00	.74	.57	.00	.00	.04
4	.009	24.892	.02	.11	.09	.03	.17	.91
5	.007	28.724	.01	.01	.04	.52	.54	.04
6	.003	44.783	.97	.07	.01	.44	.28	.00

a. Dependent Variable: DVCustSatisfactionICC

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6727	4.5723	3.4029	.30959	103
Residual	-.82070	.54713	.00000	.28444	103
Std. Predicted Value	-2.359	3.777	.000	1.000	103
Std. Residual	-2.814	1.876	.000	.975	103

a. Dependent Variable: DVCustSatisfactionICC

Charts

Histogram
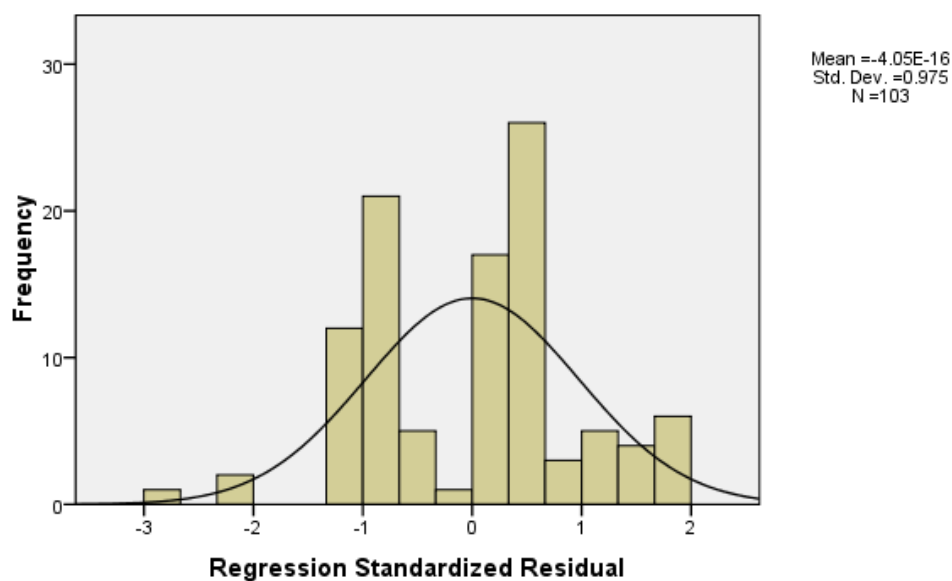
Dependent Variable: DVCustSatisfactionICC

Mean =-4.05E-16
Std. Dev. =0.975
N =103

```
REGRESSION  /DESCRIPTIVES MEAN STDDEV CORR SIG N   /MISSING
LISTWISE   /STATISTICS COEFF OUTS CI(95) BCOV R ANOVA COLLIN TOL
CHANGE ZPP   /CRITERIA=PIN(.05) POUT(.10)   /NOORIGIN   /DEPENDENT
DVCustSatisfactionCCC   /METHOD=ENTER IVUsageRateCCC
IVServicePerceivedCCC IVLoyaltyCCC IVBenefitsCCC
IVMarketingStrategyCCC   /RESIDUALS DURBIN HIST(ZRESID).
```

Regression

[DataSet1] D:\Documents\04_ACADEMIC STUDY\UTAR\DEGREE\FYP\Work
done\spss_rawDATA.sav

Descriptive Statistics

	Mean	Std. Deviation	N
DVCustSatisfactionCCC	3.4094	.72805	138
IVUsageRateCCC	3.8696	1.67996	138
IVServicePerceivedCCC	3.5399	.69425	138
IVLoyaltyCCC	2.9384	1.03841	138
IVBenefitsCCC	3.0205	.45786	138
IVMarketingStrategyCCC	3.6425	.67078	138

Correlations

		DVCustSatisfactionCCC	IVUsageRateCCC	IVServicePerceivedCCC	IVLoyaltyCCC	IVBenefitsCCC	IVMarketingStrategyCCC
Pearson Correlation	DVCustSatisfactionCCC	1.000	.171	.368	.203	.308	.433
	IVUsageRateCCC	.171	1.000	.372	-.072	-.080	.231
	IVServicePerceivedCCC	.368	.372	1.000	-.014	.159	.314
	IVLoyaltyCCC	.203	-.072	-.014	1.000	.349	.124
	IVBenefitsCCC	.308	-.080	.159	.349	1.000	.186
	IVMarketingStrategyCCC	.433	.231	.314	.124	.186	1.000
Sig. (1-	DVCustSatisfactionCCC	.	.023	.000	.009	.000	.000

tailed)	IVUsageRateCCC	.023	.	.000	.202	.177	.003
	IVServicePerceivedCCC	.000	.000	.	.434	.031	.000
	IVLoyaltyCCC	.009	.202	.434	.	.000	.074
	IVBenefitsCCC	.000	.177	.031	.000	.	.014
	IVMarketingStrategyCCC	.000	.003	.000	.074	.014	.
N	DVCustSatisfactionCCC	138	138	138	138	138	138
	IVUsageRateCCC	138	138	138	138	138	138
	IVServicePerceivedCCC	138	138	138	138	138	138
	IVLoyaltyCCC	138	138	138	138	138	138
	IVBenefitsCCC	138	138	138	138	138	138
	IVMarketingStrategyCCC	138	138	138	138	138	138

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	IVMarketingStrategyCCC, IVLoyaltyCCC, IVUsageRateCCC, IVBenefitsCCC, IVServicePerceivedCCC[a]	.	Enter

a. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
						Change Statistics				
1	.548^a	.300	.274	.62037	.300	11.337	5	132	.000	1.832

a. Predictors: (Constant), IVMarketingStrategyCCC, IVLoyaltyCCC, IVUsageRateCCC, IVBenefitsCCC, IVServicePerceivedCCC

b. Dependent Variable: DVCustSatisfactionCCC

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	21.816	5	4.363	11.337	.000^a
	Residual	50.802	132	.385		
	Total	72.618	137			

a. Predictors: (Constant), IVMarketingStrategyCCC, IVLoyaltyCCC, IVUsageRateCCC, IVBenefitsCCC, IVServicePerceivedCCC

b. Dependent Variable: DVCustSatisfactionCCC

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B Lower Bound	Upper Bound	Correlations Zero-order	Partial	Part	Collinearity Statistics Tolerance	VIF
1 (Constant)	.200	.452		.443	.658	-.694	1.095					
IVUsageRateCCC	.016	.035	.036	.448	.044	-.053	.085	.171	.039	.033	.821	1.219
IVServicePerceivedCCC	.243	.086	.232	2.818	.000	.073	.414	.368	.238	.205	.781	1.281
IVLoyaltyCCC	.076	.055	.108	1.383	.005	-.033	.184	.203	.120	.101	.865	1.156

IVBenefitsCCC	.284	.128	.179	2.228	.033	.032	.537	.308	.190	.162	.822	1.217
IVMarketingStrategyCCC	.331	.086	.305	3.866	.000	.161	.500	.433	.319	.281	.853	1.172

a. Dependent Variable: DVCustSatisfactionCCC

Coefficient Correlations[a]

Model		IVMarketingStrategyCCC	IVLoyaltyCCC	IVUsageRateCCC	IVBenefitsCCC	IVServicePerceivedCCC
1 Correlations	IVMarketingStrategyCCC	1.000	-.094	-.157	-.127	-.225
	IVLoyaltyCCC	-.094	1.000	.033	-.334	.082
	IVUsageRateCCC	-.157	.033	1.000	.152	-.339
	IVBenefitsCCC	-.127	-.334	.152	1.000	-.177
	IVServicePerceivedCCC	-.225	.082	-.339	-.177	1.000
Covariances	IVMarketingStrategyCCC	.007	.000	.000	-.001	-.002
	IVLoyaltyCCC	.000	.003	6.375E-5	-.002	.000
	IVUsageRateCCC	.000	6.375E-5	.001	.001	-.001
	IVBenefitsCCC	-.001	-.002	.001	.016	-.002
	IVServicePerceivedCCC	-.002	.000	-.001	-.002	.007

a. Dependent Variable: DVCustSatisfactionCCC

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions					
				(Constant)	IVUsageRateCCC	IVServicePerceivedCCC	IVLoyaltyCCC	IVBenefitsCCC	IVMarketingStrategyCCC
1	1	5.723	1.000	.00	.00	.00	.00	.00	.00
	2	.153	6.120	.00	.54	.00	.19	.00	.00
	3	.072	8.945	.01	.33	.04	.68	.01	.03

4	.023	15.768	.00	.01	.52	.01	.01	.69
5	.020	16.716	.07	.10	.41	.11	.37	.21
6	.010	24.382	.92	.01	.03	.01	.61	.07

a. Dependent Variable: DVCustSatisfactionCCC

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.4350	4.2858	3.4094	.39905	138
Residual	-2.50040	1.72327	.00000	.60895	138
Std. Predicted Value	-4.948	2.196	.000	1.000	138
Std. Residual	-4.030	2.778	.000	.982	138

a. Dependent Variable: DVCustSatisfactionCCC

Charts

Histogram

Dependent Variable: DVCustSatisfactionCCC

Mean =-9.37E-16
Std. Dev. =0.982
N =138

END OF THE THESIS