TESTING THE RELATIONSHIP BETWEEN CUSTOMER'S SATISFACTION, PRODUCTS (MODES) AND SERVICES OF ISLAMIC BANKS

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ABSTRACT

The study aims at finding out the relationship between the satisfaction of customers, products and services of Islamic Banks operating in Peshawar. Retrospective/descriptive study has been performed to include past research work by the scholars on the same area of interest. This study consists of 100 respondents (male 75 and female 25) were taken from three Islamic banks in Peshawar. The primary data collect through developing close ended questionnaire and data analyzed through SPSS. The data analysis shows significant positive relationship between services and products and customers’ satisfaction. The results of this study have provided some useful information for common investors and customers as well as policy makers of Islamic banks.

Keywords: Islamic Banking, Satisfaction of Customers, quality of Products

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