



Customers' Satisfaction toward Staff, Products and Services of the Retail Islamic Banks in Northeast Nigeria, Nigeria: an Empirical Study

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Abstract

Recently, Nigeria introduced Islamic banking system in its banking system and between 2011 and 2013, the Central bank of Nigeria, (CBN) licensed one full-fledge retail Islamic bank (the Jaiz bank plc) and two Islamic bank windows of parent-conventional banks (Stanbic IBTC bank plc, & Sterling bank plc) which have commenced operations in parts of the country which included the Northeast Nigeria, one of Nigeria's six geopolitical zones. The Northeast Nigeria consists of six states and shares international borders with Cameroun, Chad and Niger republics enjoying cross border trades. Besides, the zone was a part of the early established famous trans-trade route and still having some traces of prominence. For the new retail Islamic banks to be competitive, they need to understand their customers' satisfaction behaviors so to assist them in designing marketing strategies in order to attract and retain customers. However studies on Islamic bank marketing in Nigeria are scarce probably due to the newness of the industry and the few known studies were limited as none studied customers of the two types of the Islamic banks in Nigeria and the Northeast geopolitical zone of Nigeria. This study therefore surveyed the customers of the retails Islamic bank in Northeast Nigeria and examines the factors leading to customers' satisfaction and customers' satisfactions of the retail Islamic banks' staff, products and services in Northeast Nigeria.

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The objectives of the study are to determine the degree of customers' satisfaction with the satisfaction factors and ascertain customers' overall satisfaction levels with the retail Islamic banks.

Findings revealed that bank services are consistent with my religious values, product knowledge, quick handling of problem, bank services customized to my needs, the bank delivers its promise and ethical and professional dealings with customers satisfaction factors received highest ranking of the customers. Independent samples t-test results showed that there was no significant difference between the rankings of the satisfaction factors of the customers of the full-fledge Islamic banks and the Islamic bank windows. Customers' overall satisfaction level showed that 85% of the customers were satisfied with the staff, products and services factors of the Islamic banks while the remaining 15% indicated their dissatisfaction. The above findings are envisaged to be helpful to the Islamic banks in designing their marketing policies strategy towards attracting and retaining customers.

Keywords: Customer satisfaction; Full-fledge Islamic bank; Islamic bank window; Northeast Nigeria; Nigeria.

1. Introduction

Islamic banking based on the values of Sharī'ah is a global development prevailing in a number of jurisdictions and countries. Islamic banking, according to [1] stretched out not only in Muslim majority nations but also in Muslim minority countries such as the United Kingdom or Japan.

Amongst the countries in Africa that lately commenced Islamic banking is Nigeria. "Central Bank of Nigeria (CBN) Regulation on the Scope of Banking Activities Ancillary matters, No 3, 2010" [2] which took effect on the 15th day of November 2010, issued by the CBN introduced a new banking model under which Nigeria allowed the establishment of specialized banks that included non-interest banks providing non-interest financial services base on the values of the Sharī'ah. Afterwards, the CBN in 2011 issued a framework and guidelines for the ruling and administration of institutions offering non-interest financial services in Nigeria [3]. The guidelines permitted the institution of Islamic banks in Nigeria that included:

1. Full-fledged Islamic bank or full-fledged Islamic banking subsidiary of a conventional bank
2. Full-fledged Islamic merchant or full-fledged Islamic banking subsidiary of a conventional merchant bank
3. Full-fledged Islamic microfinance bank
4. Islamic branch or window of a conventional bank
5. Islamic subsidiary, branch or window of a non-bank financial institution
6. A development bank regulated by the CBN offering Islamic financial services
7. A primary mortgage institution licensed by the CBN to offer Islamic financial service either full-fledged or as a subsidiary; and
8. A finance company licensed by the CBN to provide financial services, either full-fledged or as a subsidiary, [4:2]

On the basis of the above, the CBN between 2011 and 2013 licensed the Jaiz bank plc, a full-fledge Islamic bank and two Islamic banking windows under Stanbic IBTC bank plc and Sterling bank plc. A full-fledge

Islamic bank refers to an independent and standalone corporate bank that is established to conduct Islamic banking business while an Islamic window on the other has been defined as a window inside a conventional bank through which bank consumers carry out business activity using Sharī'ah compliant and/ or Sharī'ah based products and services [1].

These three licensed Islamic banks have since started operations and one part of Nigeria where these institutions have located their operations is the Northeast zone of Nigeria comprising six states and also sharing international borders with the Republics of Cameroon, Chad, and Niger. Evidences subsist that there are cross border business activities in the zone and the zone was a part of the early established well-known trans-trade route and still having some traces of existence.

It is logically obvious that the three new Islamic banks are now competing amongst themselves to attract and retain customers. Beside, these retail Islamic banks can also be said to be competing with the conventional banks as literature has indicated that the Islamic banks can as well provide products and services which are alike to those of the conventional banks.

To be competitive and operate successfully, the Islamic banks therefore need to provide products and service that can give satisfaction to the banking public. As contest among banks increases and whilst banks begin to provide more or less like products and services, it is customer's pleasure that can enhance the performance of an Islamic bank and increases its competitiveness and accomplishment [5]. Besides, study had hinted that customer dissatisfaction is yet the popular factor of customers changing to another bank [6].

It is therefore of great significance to investigate the factors that lead to customers' satisfaction and to determine the extent of the customers' satisfaction of the products and services of the Islamic banks so as to help the Islamic bank marketers in their marketing functions.

While research on Islamic bank customers' satisfaction is paramount but such studies are scarce in Nigeria probably due to the newness of the Islamic banking system in Nigeria's financial system and the few known studies conducted in this area were limited in their scope and coverage. Study by [7] is limited as it covered only customers of the full-fledge Islamic bank (the Jaiz bank plc) while the study by [8] is limited as it only studied university students. Besides, earlier studies on Islamic banking customer satisfaction in Nigeria were on other parts of Nigeria and their findings cannot be applied to the Northeast Nigeria because Nigeria is composed of six geopolitical zones and evidences exist of the differences in terms of educational and economic development, and cultural and religious backgrounds among its geopolitical zones. Apparently a gap exists in the literature of marketing of Islamic banking products and services in Nigeria and thus this study originates to fill the existing gap by covering customers of the full-fledge Islamic banks, the Islamic bank windows and the Northeast Nigeria. The Northeast Nigeria was selected because of its strategic importance due to the cross border trade activities that exist in the zone.

1.1. Objectives of the study

The study seeks to achieve the following objectives:

1. To examine staff, products, and services satisfaction factors of the retail Islamic banks in Northeast Nigeria and rank the factors on the basis of customers' response.
2. To ascertain the number of customers satisfied or dissatisfied with the staff, products and services aspects of the retail Islamic banks operating in Northeast Nigeria
3. To ascertain whether difference exists between the ranking of the satisfaction factors of the customers of the full-fledge Islamic banks and the Islamic bank windows

1.2. Research questions

The study envisages providing answers to the following questions:

1. What are the factors influencing customers' satisfaction of the staff, products and services of the retail Islamic banks and their ranking?
2. What are the number of customers satisfied or dissatisfied and the extent of their satisfaction of the Islamic banks' staff, products and services?
3. What is the magnitude of the difference in the ranking of satisfaction factors by the customers of the full-fledge Islamic banks and the Islamic bank windows?

1.3. Significance of the study

The significances of this study are as follows:

1. Theoretical contributions by filling an important gap and therefore adding to body of knowledge by covering the Northeast Nigeria, the customers of the full-fledge Islamic banks and the Islamic bank windows as none of the known studies on satisfaction of Islamic banking in Nigeria covered such scope.
2. To assist the marketers of the retail Islamic banks in Nigeria in their marketing policies and strategies by highlighting the satisfaction levels and satisfaction factors of the customers in Northeast Nigeria

1.4. Limitation and Delimitation of the study

Because list of customers could not be obtained from the banks as such information is confidential, the study therefore lacks sampling frame to conduct probability sampling and hence the adoption of convenience sampling, one method of non-probability sampling. The choice of this method of sampling could be a weakness for the generalization of the study's findings, however it is envisaged that the findings will still give an insight on customers' satisfaction of the Islamic banks in Nigeria. Furthermore, the study was unable to obtain large number of respondents because the Jaiz Bank, the only full-fledge Islamic bank in Nigeria has only three branches in the study area and out of them two were newly opened at the time of data collection and some of the Islamic bank windows visited for data collection in the area have fully commenced their Islamic banking

activities.

The study has confined its data collection to Maiduguri, Bauchi, Gombe, and Damaturu towns of Borno, Bauchi, Gombe and Yobe states respectively because of security challenges in the zone due to insurgency which rendered travelling very difficult across the Northeast Nigeria. Beside the full-fledge bank branches operate in the Northeast Nigeria only in three towns and with only three branches.

Also, The sample size for study was limited to 120 account holders and this is due to the fact the Islamic banks in Nigeria began operations between 2012 and 2013 and thus the number of account holders of these banks was envisaged to be small. Beside most of the Islamic bank branches are mostly found in the state capitals and were also newly opened at the time data of collection.

1.5. Brief on the study area: Nigeria and the Northeast Nigeria

Nigeria is situated in West Africa, sub region of Africa and is sharing borders with the republics of Benin in the west, Chad and Cameroon in the east and Niger in the North. The country's coast in the south lies on the Gulf of Guinea on the Atlantic Ocean. The country derived its name Nigeria from the River Niger which flows through the country.

Presently, Nigeria is a federal constitutional republic consisting of 36(thirty six) states, its federal capital territory, Abuja and 774 (seven hundred and seventy four) local government areas.

Nigeria has a population of 183.5million people as at 2015 [9]. Petroleum and petroleum products was said to be Nigeria's major export commodity and according to [10] Nigeria is the biggest oil producer in Africa.

Nigeria's financial environment comprises of the banking sector, insurance sector, the capital and money markets, the development finance institutions, the pensions and fund management sector, the informal financial sector and the regulatory authorities. The country's banking sector has been automated with automated teller machines, internet and mobile banking services as avenues for conducting banking services and transaction. Nigeria has recently introduced Islamic banking in to its financial system.

The Northeast Nigeria: Prior to its present status as a geopolitical zone, the Northeast was a state in Nigeria from 1967 to 1976 and due to series of state creations by the Federal Government of the country, the Northeast was divided in to six(6) states consisting of Adamawa, Bauchi,Borno, Gombe,Taraba and Yobe states.

The Northeast Nigeria occupies a strategic location of business importance due to its sharing of international borders with the republics of Cameroon, Chad and Niger. Evidences exist of significant cross border business activities between the zone and the neighboring countries.

2. Materials and Methods

2.1. Islamic banking and Sharī'ah: Definitions

Islamic bank has been defined as follows:

An Islamic bank is a deposit-taking banking institution whose scope of activities includes all currently known banking activities, excluding borrowing and lending on the basis of interest. On liabilities side, it mobilizes funds on the basis of mudarabah contract. It can also accept demand deposits which are treated as interest-free loans from the clients to the bank, and which are guaranteed. On the assets side, it advances funds on a profit-and-loss sharing or a debt-creating basis, in accordance with the principles of the Sharī'ah. It plays the role of an investment manager for the owner of time deposits, usually called investment deposits. In addition, equity holding as well as commodity and asset trading constitute an integral part of Islamic banking operations. An Islamic bank shares its net earnings with its depositors in a way that depends on the size and date-to maturity of each deposit. Depositors must be informed beforehand of the formula used for sharing the net earning with the bank [11:23].

Sharī'ah has been defined as the entirety of Islamic teachings and system, which was given away to Prophet Muhammad (p.b.u.h.) recorded in the Qur'ān as well as deductible from the Prophet's divinely-guided way of life call the sunnah [12]. The Qur'ān is the word of God while the sunnah is the sayings, conduct and inferred approvals of Prophet Muhammad (p.b.u.h.).

2.2. Review of Previous Studies on Customers Satisfaction of Islamic Banking

Customer satisfaction has been defined by as the degree to which a product's professed performance equals a buyer's expectations [13]. They elaborated that if the product's piece falls below expectation, one is dissatisfied. If the performance equals the anticipation, one is satisfied. If the performance passes expectations, one is highly satisfied or contented. On customers' satisfaction and bank's performance [5] have stated that as contest increases among banks and whilst banks begin to provide more or less like products and services, it is customer's pleasure that can enhance the performance of an Islamic bank and increases its competitiveness and accomplishment. Besides, study had hinted that customer dissatisfaction is yet the popular factor of customers changing to another bank [6].

To help Islamic banks understand customers' satisfaction of the Islamic banks, researchers have carried out many studies and some are discussed below.

In their study on customers' satisfaction, [14] presented that customers' satisfaction dimensions have been separated in four most important hierarchical class and these are the staff of the banks(personnel), image of the banks, services offered and openness. They elaborated that personnel of the bank consists of the skills, knowledge, sensitivity, kindness and communication. Image of the bank on the other hand comprises of integrity, equipment excellence, and readiness of the banks to provide needs that may come up. The services offered dimension includes the appearance of the bank, waiting time, service processes, and provision of enough information. Finally, the banks accessibility composed of the network expansion, branches and bank location, and service system. Study on customer satisfaction of the Islamic banking in Brunei Darussalam conducted by [15] found that greater than before level of understanding results in higher level of customer satisfaction. In his

research on customer satisfaction of the Islamic banking system, [16] showed that service quality of the banks, services provided by the banks and the openness of the banks is important to the customer satisfaction. The result also revealed that image of the bank has been the most important determinant for customer satisfaction. In a study on customer satisfaction and knowledge in the Islamic banking window system of Libya undertaken by [17] it was indicated that service quality will prominently have an effect on customer satisfaction.

Study on customers' satisfaction of the Islamic banking system in Pakistan by [18] showed that financial income to customers, product quality, customer care, bank reputation, bank competitiveness, and service quality of bank were connected to customers' satisfaction. Research by [19] on factors leading to customer satisfaction of Islamic banking in Iran has shown that service quality is positively connected to customer satisfaction and communication, product portfolio, convenience, service costs and bank reputations are connected to customer satisfaction. In their study on customer satisfaction and shifting feelings in Islamic banking industry of Indonesia, [20] found out that the factors considered as important in making in decisions to change are bank-staff, bank physical appearance, accessibility, and costs/charges.

Study on customer satisfaction and choices of Islamic bank in Jordan by [5] has found that majority of the Islamic banking customers were mostly satisfied with factors leading to customer satisfaction such as Islamic bank's image and name, bank's ability to ensure customer confidentiality, bank's employee like the advice given by bank personnel and their sociability and friendliness.

Surely there are many studies conducted on customers satisfaction of Islamic banking in countries other than Nigeria and the above studies discussed represents few among such studies which is difficult to discussed each and every study. One can also say that these studies have contributed to literature on Islamic bank marketing but it will be difficult to apply their findings to other countries including Nigeria because evidences exist of the differences in legal, economic, educational, and cultural factors among countries of the world. Hence this study emerges to fill the gaps that exist and contribute to the body of knowledge.

At Nigeria country level, some few studies have been conducted on areas related to customers' satisfaction of Islamic banking. In his study [7] found out that customers felt reliability, responsiveness, empathy, tangibles, assurance and compliance with Islamic law to be very effective in influencing customer satisfaction. In a study by [8] it was found out that Nigeria customers are satisfied with the products and services of the Islamic banks and that responsiveness and assurances aspects were the major important factors felt.

However these studies have limitations. Study by [7] is limited as it covered only customers of the full-fledge Islamic bank (the Jaiz bank plc) while the study by [8] is limited as it only studied university students. Besides, earlier studies on Islamic banking customer satisfaction in Nigeria were on other parts of Nigeria and their findings cannot be applied to the Northeast Nigeria because Nigeria is composed of six geopolitical zones and evidences exist of the differences in terms of educational and economic development, and cultural and religious backgrounds among its geopolitical zones. Apparently a gap exists in the literature of marketing of Islamic banking products and services in Nigeria and thus this study originates to fill the existing gap by covering customers of the full-fledge Islamic banks, the Islamic bank windows and the Northeast Nigeria. The Northeast

Nigeria was selected because of its strategic importance due to the cross border trade activities that exist in the zone.

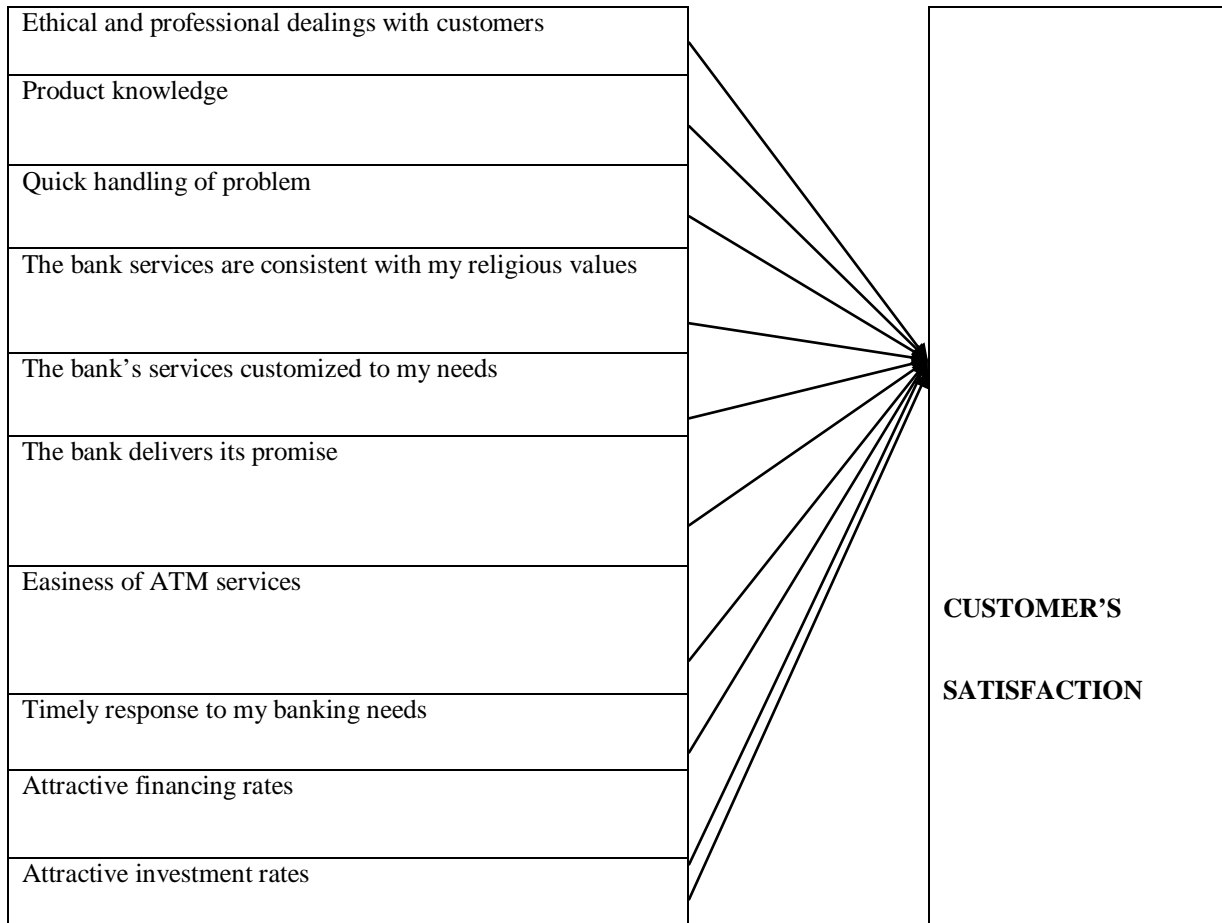


Figure 1: Conceptual framework of the study

2.3. The Research Design

This study was a survey research design where the sample chosen for the study were administered with questionnaires that solicited for their responses. The participants of the study were the account holders of the Islamic banks (the Jaiz bank and Islamic bank windows) in Adamawa, Bauchi, Borno, Gombe, Taraba and Yobe states of the Northeast region of Nigeria.

2.4. Sample and Sample Size for the Study

120 Islamic banks' account holders constituted the sample and were drawn from Bauchi, Maiduguri, Gombe and Damaturu towns of the study area, as the only full-fledge Islamic bank in Nigeria (the Jaiz bank plc) established its branches in only these towns and also the towns have branches of the Islamic bank windows. The selection of 120 respondents as sample size was influenced by a similar study carried by [21] which used 100 respondents as a sample.

2.5. Sampling Technique used in choosing the Sample of Respondents

Convenience sampling, one of the methods of non-probability sampling was used in drawing sample of the study. Because of inability to obtain the list of customers of the Islamic banks as such information is confidential to the banks, the study therefore lacks sampling frame, and [22] states that in the absence of a sampling frame, probability sampling techniques may not be used and thus the adoption of non-probability sampling technique.

2.6. Instrumentation

Questionnaire was used in the collection of data and was structured in to two parts.

Part solicited for demographic information from the respondents while Part two solicited for information on the satisfaction factors. Respondents were asked to show their level of satisfaction base on likert scale of 1-5 ranging from very dissatisfied to strongly satisfied on ten factors relating to the Islamic banks' product quality, staff service quality, service quality, and overall satisfaction. The satisfaction factors were self-developed based on personal experience while others were adapted from previous studies.

2.7. Reliability and Validity Test on the Instrument

The questionnaire got face validity and best item came up after making corrections following comments, observations and suggestions from some experts. Pilot study was conducted to test the instrument. Twenty account holders of Islamic banks in the Northeast Nigeria participated in the study and the results of the pilot study showed that the instrument has adequate psychometric properties and therefore the questionnaire was seen to be capable of measuring what is envisaged to measure in terms of the level of satisfaction of Islamic banks' products and services.

Reliability of the instrument was assessed using Cronbach's Alpha. The internal consistency of the instrument was found to be 0.90 showing adequate internal consistency and fulfilled the up to standard reliability coefficient value of 0.70 mostly recognized in the literature.

2.8. Data Collection Procedure

The respondents were served with the questionnaires both in the banking hall during banking hours with the help and permission of the banks' staff, and outside the banks. Both the staff of the banks and the researcher participated in the data collection.

2.9. Data Analysis Techniques used in the Study

The data collected was analyzed using Statistical Package for Social Sciences (SPSS). Descriptive analysis was conducted on the data in form of frequency, mean and standard deviation. Ranking of the satisfaction factors was done based on their computed mean values. Independent samples t- test was conducted to determine the mean differences between the ranking of the customers of the full-fledge Islamic banks and customers of the Islamic bank windows on the satisfaction factors.

3. Results and Discussions

A total of 120 account holders of the Islamic banks in the Northeast Nigeria were chosen as sample. At the end of the survey only 74 questionnaires were successfully retrieved from the respondents and were all in useable form and this represents 62% response rate.

3.1. Profiles of the Respondents

Table 1 below shows that out of the 74 respondents, 67 of them representing 90.5% were males while 7 respondents, representing 9.5% were females. This shows that majority of the respondents were males. In terms of age, respondents falling within the age group of 18- 27 were 21 representing 28.4% of the total respondents, 24% of the respondents fall within the age group of 28-37 and the constituted the majority,(16) 21.6% of the respondents fall within the age group of 38-47 and 17.6%(13) of the respondents fall within the age group of 48 and above. In terms of educational level, respondents with secondary education were 10(13.5%), diploma holders were 25(33.8%), respondents with bachelor's degree were 25 respondents representing 33.8% of the total respondents, and 6(8.1%), 1(1.4%), 6.7% were at the educational level of masters and Ph.D. respectively. Furthermore, professional certificate holders and holders of other educational qualifications constituted 1.4% and 8.1% of the total respondents respectively. In terms of job status, 30 respondents representing 40.5% of the total respondents were in the category of self employed, 26 respondents representing 35.1% were public sector employees, 14 respondents representing 18.9% were on private sector employment and 3 respondents representing 4.1% fall under the category of other employment.

The income level of the respondents indicates that 19 respondents representing 25.7% of the total respondents fall within the income group of 10,000 20,000 in Nigerian currency, the naira ,11 respondents representing 14.9% fall within the income group of 21,000-30,000naira,10 respondents representing 13.5% fall within the income group of 31,000-40,000naira,8 respondents representing 10.8% fall within the income group of 41,000-50,000naira,and 26 respondents representing 35.1% fall within income group of 51,000 naira and above and they constituted the majority of the respondents.

With regards to duration of account in Islamic bank,36(48.6%) respondents held account for less than one year and they constituted the majority ,34(45.9%) of the respondents had the duration of their account falling within the range between 1 - 3 years, and 4(5.4%) of the respondents held account within the range between 4-6 years. In terms of bank type where the respondents maintain account, 48(64.9%) of the respondents operate with full-fledge Islamic bank and these respondents constituted the majority while 26(35.1%) of the respondents operate their account with Islamic bank windows.

3.2. Ranking of the Factors Influencing Satisfaction by the Total Respondents

This study examined customers' satisfaction relating to staff, products and services of the retail Islamic banks in the Northeast Nigeria based on ten factors which lead to customers' satisfaction. Participants were asked to indicate their extent of satisfaction of the factors and based on their responses the factors were ranked.

Table 1: Profile of Respondents

Variable	Frequency	%
Gender		
Male	67	90.5
Female	7	9.5
Age		
18-27	21	28.4
28-37	24	32.4
38-47	16	21.6
48 and above	13	17.6
Education		
Secondary	10	13.5
Diploma	25	33.8
Degree	25	33.8
Master	6	8.1
Ph.D.	1	1.4
Professional	1	1.4
Others	6	8.3
Job status		
Self employed	30	40.5
Public sector employed	26	35.1
Private sector employed	14	18.9
Others	3	4.1
Missing system	1	1.4
Income		
10,000-20,000	19	25.7
21,000-30,000	11	14.9
31,000-40,000	10	13.5
41,000-50,000	8	10.8
51,000 and above	26	35.1
Duration of account in Islamic bank		
Less than 1 year		
1-3 years	36	48.6
4-6 years	34	45.9
Bank type	4	5.4
Full-fledge Islamic bank		
Islamic window	48	64.9
	26	35.1

Source: Field survey August -September 2015.

Table 3 indicates the ranking of the satisfaction factors based on the responses of the total respondents.

Bank services are consistent with my religious values factor ranked 1st with highest mean value of 4.30 among the ten factors investigated. The essence of Islamic banking is compliance with the Sharī'ah and observing this aspect gives satisfaction to the customers as confirmed by the above ranking. The bank delivers its promise factor was ranked 2nd with a mean value of 4.11. Fulfilling promise is a good ethic and beside the Sharī'ah has encouraged the fulfilment of promises and the more the Islamic banks operate on this aspect, the higher would be the satisfaction level of the customers. The bank's services customised to my needs factor was ranked 3rd with a mean value of 4.09. It can be logically argued that getting ones needs gives satisfaction and the ranking given to the availability of customised services in the banks is a testimony and thus the retail Islamic banks should pay attention to this aspect in their marketing strategies. Staff product knowledge factor was ranked 4th with a mean value of 4.08 while ethical and professional dealings with customers factor was ranked 5th.

Although the above ranking of the satisfaction factors have given insight on customers behaviour, the retail Islamic banks need to give attention to the other remaining factors as literature of bank marketing has indicated the effectiveness of all the ten factors investigated in providing satisfaction to the customers of the banks.

Table 3: Ranking of the factors influencing satisfaction based on the total respondents

Factors	N	Mean	Std. Deviation	Ranking
Ethical & professional dealings with customers	74	4.07	1.139	5 th
Product knowledge	74	4.08	.990	4 th
Quick handling of problem	74	4.04	1.254	6 th
The bank services consistent with my religious values	74	4.30	1.017	1 st
The bank's services customised to my needs	74	4.09	1.112	3 rd
The bank delivers its promise	74	4.11	.987	2 nd
Easiness of ATM services	74	3.69	1.238	9 th
Timely response to my banking needs	74	3.95	1.045	7 th
Attractive financing rates	74	3.82	1.038	8 th
Attractive investment rate	74	3.68	1.008	10 th

Source: Field survey August-September 2015.

3.3. Ranking of the Satisfaction factors by the Customers of the full-fledge Islamic Banks and the Islamic Bank Windows

To gain further insight on the satisfaction factors, the ranking of customers of the full-fledge Islamic banks and the Islamic bank windows was examined separately. This was considered significant as it will help in making useful comparison of the staff, products and service satisfactions of the customers of the full-fledge Islamic banks and the Islamic bank windows so as to assist the management of the Islamic banks in their marketing functions. As depicted by table 4 below, the customers of the full-fledge Islamic banks ranked bank services are consistent with my religious values as the 1st most satisfying factor with a mean value of 4.52 while the customers of the Islamic bank windows ranked the bank's services customized to my needs and the bank delivers its promise as the 1st most satisfying factor with equal mean values of 3.96. Product knowledge and ethical and professional dealings with customers were ranked 2nd (4.31 mean value) and 3rd (4.29 mean value) respectively as the most satisfying factors by the customers of the full-fledge banks Islamic banks. On the other hand, bank services are consistent with my religious values(3.88 mean value) and quick handling of problem(3.81 mean value) were ranked 2nd and 3rd respectively as the most satisfying factors by the customers of the Islamic bank windows.

3.4. Overall Satisfaction Level of the Customers with the Retail Islamic Banks in Northeast Nigeria

This study examined customers' satisfaction of the staff, product and services aspects of the retail Islamic banks operating in Northeast Nigeria and customers were asked to state their extent of their satisfaction on the above aspects. Table 5 indicates the overall satisfaction level of the account holders of the retail Islamic banks in the Northeast Nigeria. According to table 5, 44 (59.5%) stated their overall satisfaction level to be very satisfied and they constituted the majority, 19(25.7%) respondents stated their overall satisfaction level as satisfied, 6(8.1%) respondents stated their overall satisfaction level as somewhat satisfied, 2(2.7%) respondents indicated that they are not satisfied and 1(1.4%) respondent indicated his overall satisfaction level as very dissatisfied. This finding confirms the findings of [5] which showed that majority of their respondents were satisfied with most aspects of the Islamic bank's products and services. The implication of this result is that the Islamic banks in the Northeast Nigeria enjoy competitive advantage ensuing from the customers' satisfaction and it can be logically argued that satisfied customers can influence others to patronise the Islamic banks and thus the Islamic banks can ride on this to draw more customers.

3.5. Hypotheses

HO (Null hypothesis): Retail Islamic bank satisfaction factors ranking of the customers of the full-fledge Islamic banks and the Islamic bank windows in Northeast Nigeria are not different.

HA (Alternative hypothesis): Retail Islamic bank satisfaction factors of the customers of the full-fledge Islamic banks and the Islamic bank windows in Northeast Nigeria are not different.

3.6. Hypothesis Test Results

An independent samples t- test was conducted to compare Islamic bank satisfaction factors scores for customers of full-fledge Islamic banks and Islamic bank windows and the results of the test are shown in tables 6 and 7. The results showed that there was no significant difference in the scores for the customers of the full-fledge Islamic banks (M=41.4792, SD =7.10406) and customers of the Islamic bank windows (M=36.7692, SD=8.75126), $t(72)=2.507$, $p=.014$ two-tailed). The magnitude of the difference in the means (Mean difference=.4.8, 95% CI: .98446 to 8.45541) medium effect size (Beta squared =.0.591). On the basis of results above, we accept the **HO** (Null hypothesis) and reject the **HA** (Alternative hypothesis) and conclude that there is no significant difference in the ranking of the retail Islamic bank satisfaction factors of the customers of the full-fledge Islamic banks and the Islamic bank window.

Table 4: Ranking of the satisfaction factors by the customers of the full-fledge Islamic banks and the Islamic bank windows

Factors	Full-fledge Islamic bank customers			Islamic bank window customers4.		
	Mean	Std. Dev.	Rank	Mean	Std. Dev.	Rank
Ethical & professional dealings with customers	4.29	.888	3 rd	3.65	1.413	4 th
Product knowledge	4.31	.854	2 nd	3.65	1.093	4 th
Quick handling of problem	4.17	1.173	5 th	3.81	1.386	3 rd
The bank’s services are consistent with my religious values	4.52	.799	1 st	3.88	1.243	2 nd
Bank’s services customized to my needs	4.17	1.038	5 th	3.96	1.248	1 st
The bank delivers its promise	4.19	1.024	4 th	3.96	.916	1 st
Easiness of ATM services	3.94	1.156	7 th	3.23	1.275	6 th
Timely response to my banking needs	4.10	.951	6 th	3.65	1.164	4 th
Attractive financing rates	3.92	1.028	8 th	3.65	1.056	4 th
Attractive investment rates	3.88	1.003	9 th	3.31	.928	5 th

Source: Field survey August-September 2015.

Table 5: Overall customers satisfaction with the retail Islamic banks

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly dissatisfied	3	4.1	4.1	4.1
Dissatisfied	2	2.7	2.7	6.8
Somewhat dissatisfied	6	8.1	8.1	14.9
Satisfied	19	25.7	25.7	40.5
Strongly satisfied	44	59.5	59.5	100.0
Total	74	100.0	100.0	

Source: Field survey August -September 2015.

Table 6 : Group Statistics

	Bank's status	N	Mean	Std. Deviation	Std. Error Mean
Total Satisfaction	Full Fledge Islamic	48	41.4792	7.10406	1.02538
	Islamic Bank window	26	36.7692	8.75126	1.71626

Source: Field survey August -September 2015

4. Conclusion

Nigeria recently introduced Islamic banking and some retail Islamic banks have commenced operations in parts of the country which included the Northeast Nigeria. This study surveyed customers of the retail Islamic banks in Northeast Nigeria and investigated the factors leading to customers' satisfaction and the customers' satisfaction of the retail Islamic banks' staff, products and services.

Findings of the study revealed that bank services are consistent with my religious values, product knowledge, quick handling of problem, bank services customized to my needs, the bank delivers its promise and ethical and professional dealings with customers satisfaction factors received highest ranking of the customers. Independent samples test results showed that there was no significant difference between the rankings of the customers of the full-fledge Islamic banks and the Islamic bank windows. Finally the measurement of the customers' overall satisfaction level in Northeast Nigeria showed that 85% of the customers were satisfied with the staff, product and services factors of the Islamic banks while the remaining 15% of the customers showed their dissatisfaction.

The implications of the findings are that the retail Islamic banks in the Northeast Nigeria need to improve on the low ranked satisfaction factors, sustain the highly ranked factors and the overall customers' satisfaction level and viewed these as ongoing marketing strategies towards attracting and retaining customers and thus remain competitive.

Table 7: Independent Samples Test

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.990	.323	2.507	72	.014	4.70994	1.87888	.96446	8.45541
Equal variances not assumed			2.356	43.111	.023	4.70994	1.99924	.67838	8.74149

Source: Field survey August -September 2015

Interaction during the survey with the customers of conventional bank having Islamic window complained of unawareness of the existence of the Islamic windows and therefore it is recommended that the conventional banks should increase the advertisement of their Islamic window.

Finally, the Islamic banks in Nigeria should increase their marketing efforts as the industry is still young so as to create more awareness and patronage.

Further research needed to be undertaken in this area with large sample when customer base of the Islamic banks in Nigeria might have increased.

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