

**INTAC VI****6th IIUM International Accounting Conference  
28 - 29 October 2015, Kuala Lumpur, Malaysia****SESSION 2 D - Theme: Management Accounting****Chairperson: Prof. Dr. Shamsul Nahar Abdullah****Time: 09.00 am – 10.30 am****Venue: Seminar Room F Level 2**

Title	Presenter(s)/Author(s)
1- Critical Factors in Competitive Advantage of Islamic Banking	Firend Al. R., Maryam Araghi
2- Service Quality Performance of Conventional and Islamic Banks in Malaysia: An Empirical Study	Ros Aniza Mohd Shariff
3- Contextual Factors of Performance Measurement Design in Libyan Commercial Banks	Ismail Mohamed Elnihewi, Rapih Mohamed, Faudziah Hanim Fadzil
4- Determinants of Maqasid Shariah based Performance Measurement Practices : The Case of Malaysia Islamic Banks	Muslim Har Sani Muhamad, Muhammad Ahmar Ali

## CRITICAL FACTORS IN COMPETATIVE ADVANTAGE OF ISLAMIC BANKING

Friend AI R., PhD

Maryam Araghi

### **Abstract**

This research focuses on determining the impact of service quality, customer satisfaction, and loyalty programs on customers' loyalty in the Islamic banking sector of Malaysia. It is obvious that customers are important stakeholders in organizations, and their satisfaction is a priority to the management. Customer satisfaction has been a subject of great interest to organizations and researchers alike. In recent years, organizations are obliged to render additional services on top of their offers. The quality of service has become an aspect of customer satisfaction. It has been proven by some researchers that service quality is related to customer satisfaction. Others used service quality dimensions to evaluate service quality. Moreover, this study examined not only the relationship between service quality and its respective dimensions towards customer satisfaction and customer loyalty, but also the relationship between customer satisfaction and customer loyalty. The study showed distinctive results for the relationship between service quality dimensions and service quality/customer satisfaction, and also between customer satisfaction and customer loyalty.