

Measuring customer satisfaction for quality Islamic banking services

(Field study on the Syrian International Islamic Bank)

**Prepared by
Khaled Saleh Abboud**

**Supervised by Dr.
Ali Kanaan**

**Department of Banking and Insurance
Faculty of Economics
Damascus University**

Abstract

The study aims at measuring customer's satisfaction about the quality of Islamic banking services, "field study for Syria International Islamic Bank," It identifies the extent of customer's satisfaction for the quality of the services that are offered by the bank under study. It reveals the benefits that can be obtained by Syria International Islamic Bank from measuring the quality of its services, and work to develop them, reaching to basic goal which is increasing its market share to maximize its profitability and the study comes to a set of results stating the most important of it:

- 1 – It is proven the rejection of the research hypothesis which states that (there is no "difference" between expectations of customers to the dimensions of quality Islamic banking services that are provided and their perception to the level of actual performance for those services "the bank under study).
- 2 - According to analysis of multiple regression for the five dimensions, it was accepted the following three dimensions: physical concrete aspects, response and empathy.

It was reached to a number of recommendations summarizing it in the following:

- 1 - Necessity for management of Syria International Islamic Bank to work on narrowing the gap between customers' expectations to the level of quality and what is indeed given for them in order to achieve satisfaction.**
- 2 - Necessity for systems to deal with complaints of customer, and encourage customers to advance complaints in the case of existence, and make the channels of communication with centers of officials in the bank open to customers in the case of complaint.**
- 3 - Necessity for further researches to identify the reasons of non-customer satisfaction about some Islamic banking services and its characteristics, and work to remove them before they turn into problems that may affect the loyalty of customers to the bank.**