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Customer Satisfaction on Islamic Home Financing

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Abstract: This study examines customers' perceptions and satisfaction with Islamic home financing, focusing on the benefits of these services and views on renting as an alternative. Using a quantitative approach, data were collected from 277 respondents in Malaysia. Findings show that most customers are satisfied with financing tenure, repayment amounts, and agreement terms. However, public support for Islamic home financing remains limited, indicating a need for greater awareness and understanding of Islamic financial products. Despite the small sample size, the study provides insights into customer satisfaction, including gender-based preferences, which can help banks improve product design and service delivery.

Keywords: Customer Satisfaction, Islamic Home Financing, House Renting

JEL Classification Number: D12, G20, G21, Z12

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