

Selection factors of the acceptance Al-Ijarah Thumma Al Bay (Aitab) in Kota Bharu, Kelantan

Abstract

Al-Ijarah Thumma Al-Bay (AITAB) is one of the latest innovative products of Islamic hire-purchase facility in Islamic banks in Malaysia today, which is designed to meet the hire-purchased concept on current demand of customers that focusing in motor vehicles. Therefore, this research was conducted to study and analyses the factors that influenced customers to choose Al-Ijarah Thumma Al-Bay (AITAB) in Kota Bharu, Kelantan. A total of 150 customers in Kota Bharu, were selected as respondents and analyzed using 'SPSS for Window' version 17.0. The comparative result is from using Principal Component Analysis (PCA) in Factor Analysis and the result will be delineated into three cluster namely religious obligation, level awareness, and social influence. The main objectives of this study are to determine the relationship between religious obligation, level awareness, and social influences of AITAB among peoples in Kota Bharu, the finding revealed that customers have generally positive views of selection factor. One of the most important factor was religious obligation that shown as important criteria in choosing AITAB facility.