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***Impact of Islamic Motives, Serviceability & Customers Awareness  
on Customer Satisfaction from Islamic Banks***

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**Abstract**

*This study aims to investigate the determinants of customers' satisfaction from Islamic Banks by both quantitative and qualitative analysis. A sum of 131 respondents was selected through purposive and snowball sampling and survey based questionnaires were used as instrument for data gathering for quantitative side of the research, while 11 in-depth, semi-structured interviews were taken for the qualitative aspect of the study. The research indicated significant relationship between Islamic motives of customers being Muslims for opening a bank account in Islamic banks and serviceability with the level of customer satisfaction. Customer awareness was found to be the most impacting variable on level of satisfaction. Although there is evidence for the association between serviceability and customer satisfaction, the combined relation of Islamic motives and customer awareness by a mixed method approach is unexplored till now. The result of quantitative analysis (questionnaires) was counter checked by qualitative analysis (interviews) that brings novelty to this research. An important finding of research revealed that most of the customers are not aware of Islamic products and even those who were aware were not using most of the Islamic banking products.*

**Keywords:** *Islamic Motives, Serviceability, Customer Awareness, Customer Satisfaction, Islamic Banks, Mix Method Approach*

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