



## Integrating Islamic Financial Principles in the Metaverse: A way to Promote Customer Experience via Bank Image, Trust, and Service Quality

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### Abstract

The purpose of this study is to examine the impact of Islamic Shariah compliance on customer satisfaction through perceived bank image, perceived trust in bank, and perceived service quality. A quantitative research method was applied to ensure that data were gathered through bank customers' surveys. Islamic Shariah compliance is considered as an independent variable; meanwhile, the perceived bank image, perceived trust on bank, and perceived service quality were described as mediator variables and customer satisfaction was framed as a dependent variable. The data were analyzed through structural equation modeling. The results evidenced a positive and significant correlation between Islamic Shariah compliance and perceived bank image, perceived trust on bank, and perceived service quality. Furthermore, perceived bank image, perceived trust on bank, and perceived service quality have positive impact on customer satisfaction. As a result of the study by the banks trying to achieve higher level of customer satisfaction, it is plausible to focus on Islamic Shariah compliance in their operations which influence their image, credibility, and service capacities to be able to meet customer expectations properly.

### Introduction

The connection between customers' perceived trustworthiness of a financial institution and satisfaction was established to define consumers' banking experiences in various studies (Amin et al., 2013; Chaouali et al., 2016; Madjid, 2013; Pizzutti dos Santos & Basso, 2012; Tabrani et al., 2018). However, it is rarely addressed by considering metaverse technology. Confidence provides the foundation for relationships between banks and their patrons, shaping various factors of fulfillment (Sirdeshmukh et al., 2002). When clients view a bank as reliable, it fosters emotions of assurance, security, and dependability vital to satisfaction with its services.

Furthermore, a bank's perceived image significantly impacts customers' assessments of service quality and satisfaction levels. Customers evaluate service based on interactions with the bank and impressions of its reputation (Na'ami & Gholampoor, 2017; Wang et al., 2003). Positive perceptions signal high quality, boosting gratification with products, processes, and experiences. Yet, the dynamic between image and satisfaction is reciprocal. Pleased patrons likely share upbeat stories, assisting word-of-mouth and reputation development. Still, dissatisfied clients can damage standing through unfavorable reviews, posts, and chatter.

Moreover, perceived trustfulness straightway impacts

clients' perspectives of service quality within the banking relationship. Customers who trust their bank are more likely to perceive the services offered as steady (Pizzutti dos Santos et al., 2012), efficient, and effective. They feel confident in the bank's ability to meet their needs, solve any issues promptly, and deliver consistent excellence. Consequently, their satisfaction with the bank's services is heightened, reinforcing the positive relationship between trust and fulfillment. Folk tends to believe in banks emphasizing proficiency, honesty and visibility in delivery, heightening fulfillment. Conversely, disregarding guidelines could hinder gaining and keeping trust, potentially decreasing fulfillment and defection (Yamagishi, 2011). Furthermore, expectations and values form from perceived quality, impacting satisfaction. High-quality perception elevates fulfillment as clients feel more valued. However, low perception may cause patrons to feel less important, possibly lessening fulfillment and defection.

Undoubtedly, the relevance of furnishing premier amenities in Islamic budgetary administrations is appeared by the go between capacity of saw benefit quality in the relationship between client joy and Islamic Shariah consistence. Islamic banks can fabricate enduring connections with their clients by putting a high need on Sharia consistence and giving uncommon client care. Furthermore, maintaining the fundamentals of their obligations while simultaneously satisfying customers is of

paramount importance to Islamic financial institutions. Therefore, the purpose of this study is to examine the impact of Islamic Shariah compliance on customer satisfaction through perceived bank image, perceived trust in bank, and perceived service quality. A quantitative research method was applied to ensure that data were gathered through bank customers' surveys.

### Literature Review

The interconnection between adhering to Islamic law and perceived trust in a bank is fundamental to the essence of Islamic finance. Abiding by Shariah compliance in the banking sector necessitates following Islamic jurisprudence and ethical principles derived from the Quran and teachings of the Prophet Muhammad, including prohibiting interest, ambiguity, and exploitation (Ahmed, 2014). This devotion to moral standards cultivates a sense of reliability among clients who prioritize transparency, fairness, and commitment to religious directives in their monetary dealings. By upholding Islamic ideals and guidelines, Islamic banks satisfy not only their economic goals but also nurture a sense of trust and assurance that deepens their bonds with clients and the wider society (Amin et al., 2013). Additionally, Shariah adherence builds confidence through honesty and fairness in all interactions, from accounts and services to investment choices. Conversely, lost trust damages the reputation and therefore the continued success of a bank. Similarly, lack of transparency or uneven treatment risks disenchanting current and potential clients, weakening the cooperative relationship between bank and community over the long term. Ultimately, authenticity and justice serve both spiritual duty and practical interests, as the faithful following of Shariah earns banks the loyalty of those whom they are pledged to benefit.

The relationship between perceived bank image and customer satisfaction is a pivotal aspect of banking operations, influencing customer perspectives, actions, and overall allegiance. A bank's perceived image encompasses diverse elements, including its reputation, brand identity, and public view. When customers perceive a bank favorably, it can result in elevated levels of fulfillment, trust, and loyalty (Madjid, 2013). Firstly, a positive perceived bank image can significantly impact customer satisfaction. Patrons often form impressions of banks based on factors for example brand repute, service excellence, and social duty projects. Banks with a robust and good image are more probable to meet or surpass customer expectations, leading to augmented satisfaction levels (Awoke, 2015). Positive word-of-mouth recommendations and online reviews further contribute to enhancing the perceived image, reinforcing customers' satisfaction with the bank.

Moreover, a positive perceived bank image can instill trust and confidence among customers, which is essential for fostering long-term relationships and allegiance. When customers perceive a bank as trustworthy, dependable, and reputable, they are more likely to feel satisfied with their banking experience (Wang et al., 2003). Trust plays a crucial role in customer satisfaction, as it influences customers' willingness to engage in financial

transactions, seek advice, and recommend the bank to others (Islam et al., 2021). Additionally, a bank's perceived image can influence customers' emotional connection with the brand, further impacting their satisfaction levels. Customers often develop emotional attachments to banks that resonate with their values, beliefs, and aspirations. A bank with a positive image that aligns with customers' preferences and lifestyles is more likely to evoke positive emotions, leading to higher levels of satisfaction and loyalty. Emotional engagement strengthens the bond between the bank and its customers, enhancing overall satisfaction and retention rates.

Moreover, projected brand influences expectations and judgments of ability, subsequently swaying fulfillment. Institutions investing in building renown via branding, marketing, and social responsibility tend to attract and hold satisfied patrons. On the contrary, banks with uncertain or gloomy repute risk failing to meet hopes, potentially lowering fulfillment and swelling turnover (Hill, 2021). Hence, the link between perceived image and satisfaction is interdependent and self-reinforcing. A good standing enhances fulfillment by building trust, inspiring cheer, and shaping quality viewpoints. At the same time, contented patrons aid image through recommendation and passion. By intelligently managing this association, banks can nurture relationships, breed loyalty, and maintain market advantages. Firstly, perceived trustiness considerably affects fulfillment by offering reassurance and peace. Patrons rely on banks to safeguard finances, relay accurate information, and uphold commitments. When customers believe their bank will act in interests and uphold ethical standards (Dorasamy, 2013), it contributes to overall satisfaction in the relationship. Trust acts as a catalyst for positive encounters, guiding to increased satisfaction levels and allegiance among clients. Furthermore, perceived trust influences customers' emotional attachment to the bank, which plays a vital role in driving fulfillment levels. Customers who trust their bank often develop strong emotional ties characterized by feelings of allegiance, commitment, and affiliation (Lämsä & Savolainen, 2000). These emotional connections deepen the bond between the customer and the bank, leading to increased satisfaction and a greater likelihood of continued patronage and advocacy.

Additionally, the perceived trustworthiness of a financial institution can soften the impact of mistakes or errors on customer fulfillment. In circumstances where slip-ups arise, patrons who trust their bank are more inclined to give the benefit of uncertainty and accept that the bank will amend the situation satisfactorily. Trust functions as a buffer against dissatisfaction, allowing financial organizations to navigate difficulties more proficiently and preserve customer satisfaction levels in the long run (Pizzutti dos Santos et al., 2012). However, it is important to acknowledge that the association between perceived trust and customer satisfaction is not unilateral. Customer fulfillment likewise influences the perceived trust of a bank. Fulfilled patrons are more probable to view their bank as reliable, trustworthy, and

competent in meeting their needs. Positive interactions with the bank contribute to constructing trust over time, reinforcing the helpful feedback cycle between trust and satisfaction (Boonlertvanich, 2019).

Moreover, the perceived trust of a bank can form patrons' expectations and notions of service quality, which in turn, affect their satisfaction levels. Banks that prioritize transparency, integrity, and moral practices in their operations are more likely to earn the trust of customers, leading to higher levels of satisfaction (Yeung, 2011). On the contrary, banks that fail to uphold these principles may struggle to earn and maintain the trust of customers, resulting in lesser satisfaction levels and potential attrition. Hence, the relationship between perceived trust of a bank and customer satisfaction is symbiotic and multifaceted. Trust serves as a cornerstone in forming customers' satisfaction levels by providing assurance, influencing perceptions of service quality, fostering emotional bonds, and mitigating dissatisfaction. By cultivating trust through transparent communication, moral practices, and consistent service excellence, banks can enhance customer satisfaction, drive loyalty, and build enduring relationships with their customers (Rashid et al., 2013).

The nuanced interplay between perceived religious integrity, institutional reputation, and customer satisfaction within Islamic banking is an intricate relationship that provides insight into how clients view and judge their financial dealings in light of theological directives. Adherence to ethical and faith-based principles in transactions, as stipulated by Shariah law, informs clients' perspectives of a bank's moral fortitude and congruence with spiritual beliefs (Hidayah, 2014). When financial institutions scrupulously observe Shariah guidelines, clients regard them as dependable organizations prioritizing fairness and justice in operations engendering favorable estimations of religious rectitude that cultivate pleasing assessments of the bank and openness to contentment with services.

Moreover, perceived institutional repute operates as a lens through which clients contextualize and evaluate their banking involvements relative to Islamic Shariah compliance. A positive reputation, characterized by qualities like transparency, social responsibility, and commitment to theological values, strengthens clients' perceptions of the bank's dedication to Shariah compliance (Kamla & Rammal, 2013). Those with gracious estimations of the bank are more prone to interpret its religiously compliant practices favorably, elevating satisfaction with what the bank offers. Additionally, perceived bank repute mediates the linkage between Islamic Shariah conformity and customer satisfaction by shaping clients' anticipations and emotional responses. A reputable institutional image rouses feelings of trust, assurance, and loyalty among clients contributions to elevated satisfaction (Hossain et al., 2015). Those trusting the bank and viewing it positively are more inclined to overlook minor imperfections or difficulties, instead focusing on the overall favorable impression of the bank's religious rectitude and congruence with their faith-driven priorities. While it is acknowledged that perceived bank image is not solely contingent on Shariah conformity, other extrinsic

factors significantly mold this impression as well, such as promotional endeavors, corporate social accountability projects, and client encounters. Financial establishments must proactively administer their brand reputation and perception through effective interaction, consistent service rendering, and participation with stakeholders (Adeyanju, 2012). A positive bank image buttresses customers' perspectives of Shariah adherence, adding to higher gratification levels and nurturing long-term relations with clients.

Furthermore, the intervening part of perceived bank image underscores the importance of harmonizing Shariah-abiding practices with client inclinations and expectations. Banks must not only adhere to Shariah principles but also clearly convey these practices to customers, bolstering their trust and certainty in the bank's ethical sincerity. By cultivating a positive bank image that resonates with customers' values and beliefs, banks can improve satisfaction levels and set themselves apart in the competitive Islamic banking landscape. Hence, the intervening part of perceived bank image between Islamic Shariah conformity and client satisfaction underscores the interconnectedness of ethical standards, customer perceptions, and banking experiences. Shariah adherence shapes customers' perspectives of a bank's ethical integrity, while perceived bank image influences how customers interpret and assess these practices in the context of their overall banking experience (Asiyah et al., 2014).

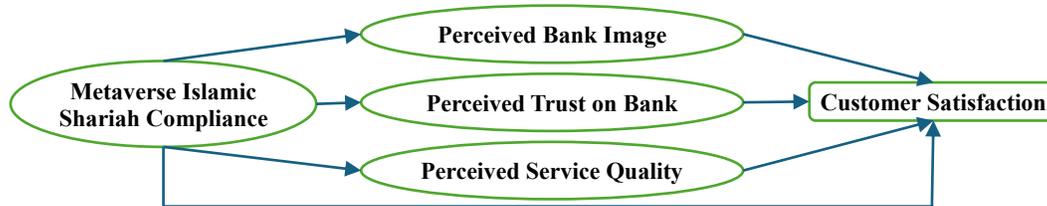
This trust acts as a buffer against dissatisfaction, allowing banks to maintain high levels of customer satisfaction even in the face of occasional challenges. However, it's crucial to understand that the association between Islamic Sharia compliance, perceived trustworthiness of the bank, and customer contentment is not one-way. Customer contentment likewise influences perceived trust, as positive interactions with the bank contribute to slowly constructing trust through time. Pleased customers are more prone to perceive their bank as reliable and trustworthy, reinforcing the good remarks loop between trust and contentment (Qadeer, 2014). Additionally, perceived trustworthiness of the bank can form customers' anticipations and perspectives of service quality, which additionally affect their contentment levels. Banks that prioritize transparency, virtue, and ethical behavior in their tasks are more probable to earn the trust of customers, main to higher levels of contentment. Inversely, banks that fail to uphold these principles may battle to earn and maintain the trust of customers, resulting in lower contentment levels and potential attrition (Sironi, 2016). Moreover, perceived trustworthiness of the bank can impact customers' emotional responses and experiences with the bank. Positive communications characterized by trust, dependability, and virtue contribute to positive emotional experiences like assurance, security, and allegiance. These emotional connections deepen the bond between the customer and the bank, main to increased contentment and retention rates. Hence, the mediating role of perceived trustworthiness of the bank between Islamic Sharia compliance and customer contentment emphasizes the importance of trust in shaping customers' perceptions and experiences with Islamic banks. By prioritizing Sharia compliance and nurturing trust through transparent and ethical practices,

Islamic banks can enhance customer contentment, drive allegiance, and build enduring relationships with their customers.

**2.1 Study Framework and Hypotheses Development**

Based on the aforementioned discussion, [Figure 1](#)

highlighted the framework of the study which shows Islamic Shariah compliance as independent variable and customer satisfaction as mediating variable. Three mediating variables were used in this study which include: perceived bank image, perceived bank trust and perceived service quality.



**Figure 1:** Research Framework.

**Hypothesis 1:** *There is a relationship between Islamic Shariah Compliance and perceived bank image.*

**Hypothesis 2:** *There is a relationship between Islamic Shariah Compliance and perceived trust of bank.*

**Hypothesis 3:** *There is a relationship between Islamic Shariah Compliance and perceived service quality.*

**Hypothesis 4:** *There is a relationship between Islamic Shariah Compliance and customer satisfaction.*

**Hypothesis 5:** *There is a relationship between perceived bank image and customer satisfaction.*

**Hypothesis 6:** *There is a relationship between perceived trust of bank and customer satisfaction.*

**Hypothesis 7:** *There is a relationship between perceived service quality and customer satisfaction.*

**Hypothesis 8:** *There is a mediating role of perceived bank image in relationship between Islamic Shariah compliance and customer satisfaction.*

**Hypothesis 9:** *There is a mediating role of perceived trust of bank in relationship between Islamic Shariah compliance and customer satisfaction.*

**Hypothesis 10:** *There is a mediating role of perceived service quality in relationship between Islamic Shariah compliance and customer satisfaction.*

trustworthiness, reliability, quality of customer service, and innovation. These items create a holistic approach for measuring perceptions held by respondents in relation to the image of their bank that encompasses tangible expertise such as reliability of service and intangible reputation and innovation. The significance of abiding by previous literature while adapting these items to the study contributes to the validation and reliability of the results, as they lastly guarantee authenticity through established constructs. Such a scale supports a detailed investigation of customers’ perceptions of their bank’s image, which creates meaningful insights into the determinants of behavioral and attitudinal activities.

**Table 1:** Islamic Shariah Compliance.

No	Items
1	The financial products and services offered by our bank are not at all compliant with Islamic Shariah principles.
2	The financial products and services offered by our bank are slightly compliant with Islamic Shariah principles.
3	The financial products and services offered by our bank are moderately compliant with Islamic Shariah principles.
4	The financial products and services offered by our bank are mostly compliant with Islamic Shariah principles.
5	The financial products and services offered by our bank are completely compliant with Islamic Shariah principles.

**Table 2:** Perceived Bank Image.

No	Items
1	Compared to other financial institutions, I perceive our bank to have a highly favorable reputation.
2	I trust our bank to handle my financial needs responsibly and ethically.
3	I consider our bank's services and operations to be consistently reliable.
4	I am highly satisfied with the level of customer service provided by our bank.
5	I perceive our bank as innovative and forward-thinking in its approach to banking services and technology.

**Methodology**

The survey questionnaires were sent to a representative sample of customers chosen using a stratified random sample procedure in order to ensure variety across demographic characteristics and geographic areas across Pakistan. Population of the study based on the customers of Islamic banks. A survey questionnaire used for data collection. Through this scale, this study captures a more detailed understanding of the customers’ perceptions of how their bank’s financial products and services comply with Shariah, enabling a detailed examination of their perspectives, ideas, and beliefs about the degree of compliance with Shariah. Islamic Shariah compliance is measured by using 5 scale items are shown on [Table 1](#).

In this regard, as shown in [Table 2](#), a Likert scale adapted from the previous literature is used to measure Perceived Bank Image through various dimensions related to the reputation,

The Likert scale in [Table 3](#) is borrowed from the relevant literature and combines the dimensions of integrity, confidentiality, competence, dependability, and transparency to measure PTB. Items give a broad construct that allows covering several aspects of the respondent’s belief about the bank’s trustworthiness.

**Table 3: Perceived Trust on Bank.**

No	Items
1	I believe our bank operates with a high level of integrity and honesty.
2	I trust that our bank will keep my personal and financial information confidential.
3	I have confidence in the competence and expertise of our bank's employees.
4	I trust our bank to fulfill its commitments and obligations to customers.
5	I perceive our bank to be transparent in its communications and operations.

Table 4 presents a Likert scale, adapted from previous studies, to measure Perceived Service Quality. Since the items of the scale are adopted from previous research, their reliability and validity are approved in the previous studies they were used in. Thus, the current research's utilization of items improves the validity and reliability of the findings. This scale helps to study customers' perceptions of service quality to a greater extent within the banking dooryard and shed light on the factors that impact their satisfaction and loyalty to the bank.

**Table 4: Perceived Service Quality.**

No	Items
1	I believe our bank responds promptly to my inquiries and requests.
2	I perceive the services provided by our bank to be accurate and error-free.
3	I feel that our bank offers personalized services tailored to my individual needs.
4	I find it easy to access the services and assistance I need from our bank.
5	I am satisfied with the effectiveness of the services delivered by our bank.

Finally, Table 5 presented the scale items of customer satisfaction. Customer satisfaction is a pivotal aspect of banking operations, influencing customer perspectives, actions, and overall allegiance. It is measured by using 6 scale items. These scale items directly collected the data related to the satisfaction level of customer in relation to the Islamic banks.

**Table 5: Customer Satisfaction.**

No	Items
1	I am highly satisfied with my overall experience with our bank.
2	I am satisfied with the quality of services provided by our bank.
3	I find it convenient to conduct my banking activities with our bank.
4	I am satisfied with the level of relationship management and support provided by our bank.
5	I believe that the services offered by our bank provide good value for money.
6	I would recommend our bank to family and friends based on my experience.

### Data Collection Method

Data was collected by distributing self-administered survey questionnaires to the customers of the applicable Islamic banks. The questionnaire instrument captured the customers' perceptions about the Islamic Shariah compliance, perceived bank image, perceived trust on the bank, perceived service quality, and overall satisfaction with the service of the bank. The questionnaire would contain closed-ended and Likert-scale items that validate the customers to provide rating and rate of

the quantitative response to the perceptions and experiences. The survey questionnaire was pre-tested with a sample of similar customers to test its clarity, understandability, and reliability. Based on the pre-test results, necessary revisions and modifications were made to make the survey instrument as valid and reliable as possible. Once it is final, the survey was distributed to the recruited samples of customers that is either through online and offline method e.g., email invitations, social media insertions, and physical distribution at customers at branches.

### Data Analysis Technique

This study analyzed the data gathered using SmartPLS, a widely used software tool applied to structural equation modeling in the field of social sciences (Endrawati & Siregar, 2018; Fattah & Setyadi, 2019; Guo et al., 2020). SmartPLS comprises adequate statistical procedures to assess both measurement models and structural models which allow researchers to evaluate the hypothesized relationships between latent constructs and observed variables within a predetermined theoretical framework. The analysis was comprised of two fundamental components: measurement model evaluation and structural model evaluation. The former required assessing the reliability and validity of the latent constructs, specifically Islamic Shariah compliance, perceived bank image, perceived trust on the bank, perceived service-quality, and customer satisfaction. These constructs were studied in terms of the association between the latent constructs and their corresponding observed variables, or indicators. This evaluation is achieved through the reliability of the measures, which can be denoted by metrics such as Cronbach's alpha and composite reliability, which refers to the level observed variable reliably measure the latent construct.

Another metric is convergent validity, which is represented by the AVE measures and factor loading, or how well the observed variable consolidates to measure the same concept. Discriminant validity must also be evaluated to ensure the construct measure intended to be measures, and not others (Alarcón et al., 2015; Hafkesbrink, 2021; Henseler et al., 2015; Stöber, 2001). This was involve cross-loadings and the Fornell-Larcker criterion to attain this. After this evaluation, the next step was to the assessment of the structural model, which determines the structural relationships between the latent construct and verifies the proposed relationships made in the theoretical framework. The path analysis is used to test this association, and bootstrapping is also utilized to compute the strength of the relationship and its significance. Path coefficients are essential as they indicate the direct relationships Islamic shariah compliance with the perceived bank image, the perceived trust on the bank, the perceived service quality, and, subsequently, the customer satisfaction. Additionally, mediation analysis was performed to determine the mediating effect of proxies of the mediator variable on the relationship between the mediator and the outcome variable. In this study, there are four mediator variables to be tested. Bootstrapping is used to calculate the significance of the mediating effect and obtain bias-corrected

confidence intervals. Overall, the SmartPLS was utilized in this study to ascertain fit indices for the measurement model and further test the structural model, which aims to generate valuable insights into the relationship between Islamic shariah compliance and customer satisfaction with the mediator effect and predictor variables, perceived bank image, perceived trust on the bank, and perceived service quality.

**Data Analysis**

**Measurement Model Assessment**

**Individual Items Reliability**

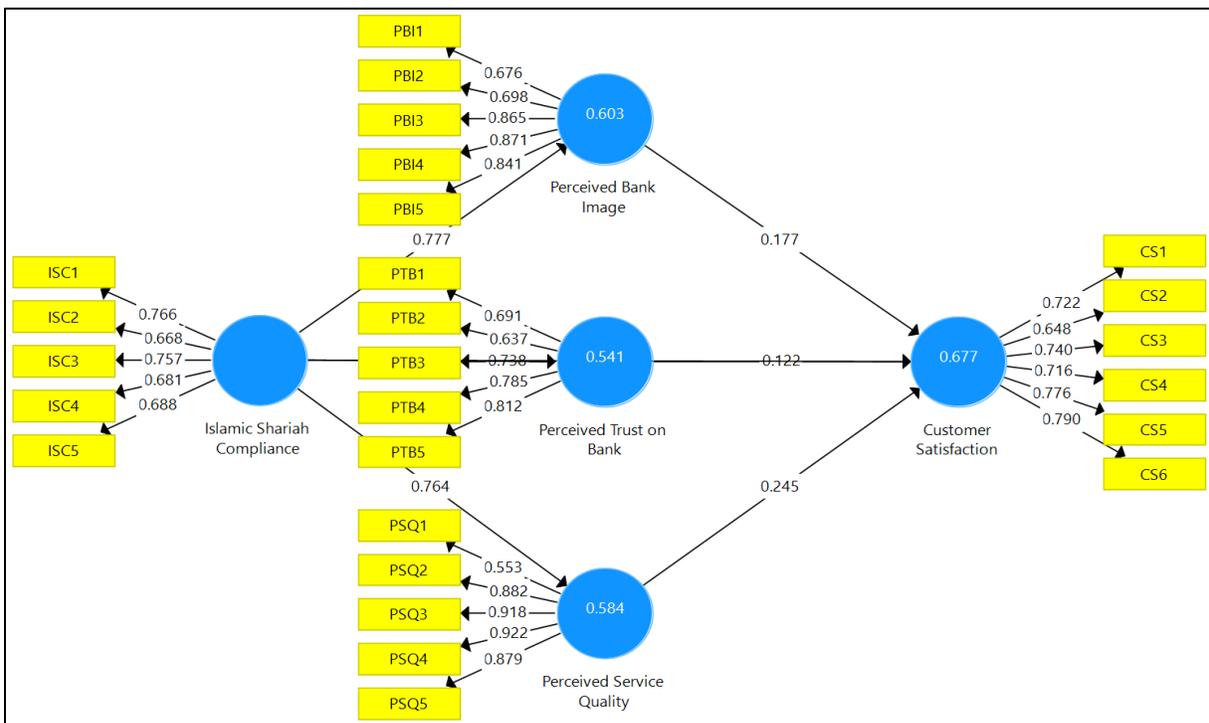
Factor loadings was examined first which represent the correlation between the observed variables and the latent constructs or factors in a statistical model such as a factor analysis (Brown & Moore, 2012). The factor loading of items, i.e., PBI3, PBI4, and PBI5 for the perceived bank image variable stand at 0.865, 0.871, and 0.841 respectively. This reveals a firm connection between these observed variables as well as the latent construct of perceived bank image, indicating that the items capture distinct dimensions of how a respondent perceives the image of the bank. Charged The table above gives key insights into the association between observed variables and underlying constructs in the Islamic banking scene. By examining factor loadings, investigators can ascertain which variables are relatively more important in determining customer satisfaction, Islamic Shariah compliance, perceived bank image, perceived service quality, and perceived trust in the bank and, therefore, develop strategies to promote the highlighted dimensions of the

banking experience. Measurement model is reported in Figure 2 and results are reported in Table 6.

**Table 6: Factor Loadings.**

Variable	Items	Factor Loadings
Customer Satisfaction	CS1	0.722
	CS2	0.648
	CS3	0.74
	CS4	0.716
	CS5	0.776
	CS6	0.79
Islamic Shariah Compliance	ISC1	0.766
	ISC2	0.668
	ISC3	0.757
	ISC4	0.681
	ISC5	0.688
Perceived Bank Image	PBI1	0.676
	PBI2	0.698
	PBI3	0.865
	PBI4	0.871
	PBI5	0.841
Perceived Service Quality	PSQ1	0.553
	PSQ2	0.882
	PSQ3	0.918
	PSQ4	0.922
	PSQ5	0.879
Perceived Trust on Bank	PTB1	0.691
	PTB2	0.637
	PTB3	0.738
	PTB4	0.785
	PTB5	0.812

**Note:** CS = Customer Satisfaction; ISC = Islamic Shariah Compliance; PBI = Perceived Bank Image; PSQ = Perceived Service Quality; PTB = Perceived Trust on Bank.



**Figure 2: Measurement Model.**

**Note:** CS = Customer Satisfaction; ISC = Islamic Shariah Compliance; PBI = Perceived Bank Image; PSQ = Perceived Service Quality; PTB = Perceived Trust on Bank.

**Convergent Validity**

The reliability measures of various variables in the study are presented in Table 7. In Table 7, Cronbach’s Alpha is a measure of internal consistency, measuring the extent that all items within the variables correlate to each other. High values of representative subscales (Cronbach’s Alpha) indicate that the items within the particular variable contribute consistently to the measurement of a single construct (Markle, 2013). For instance, the high value of Cronbach’s Alpha for Perceived Bank Image point 85 and Perceived Service Quality mean 0.888 number 0.70 indicate strong reliability.

**Table 7:** Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted.

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Customer Satisfaction	0.831	0.874	0.538
Islamic Shariah Compliance	0.759	0.838	0.509
Perceived Bank Image	0.85	0.894	0.631
Perceived Service Quality	0.888	0.922	0.71
Perceived Trust on Bank	0.786	0.854	0.541

For instance, the value of 0.85 Perceived Bank Image is a high Cronbach’s Alpha which means that PBI1, PBI2, PBI3, PBI4, and PBI5 are measures of bank image that correlate

highly meaning they are possible measures of a single concept. High composite reliability such as Perceived Service Quality mean 0.922 and Perceived Bank Image point 894 implies that the items within the construct are consistent and highly reliable in measuring their respective constructs. On the other hand, average variance extracted AVE measures the variance captured by items in relation to measurement error.

**Discriminant Validity**

The Heterotrait-Monotrait (HTMT) ratio is a measure to examine the discriminant validity. For instance, the HTMT ratio between Customer Satisfaction and Islamic Shariah Compliance was 0.748, which suggests that these two constructs discriminate sufficiently. Likewise, the HTMT ratios between Customer Satisfaction and the other constructs (Perceived Bank Image, Perceived Service Quality, Perceived Trust on Bank) were below 1 which indicates that construct discriminates sufficiently. Most constructs in the analysis discriminate sufficiently; this supports that the constructs being measured in this study are distinct and capture different underlying factors, which supports the validity of the measurement model used in this study. HTMT results are shown in Table 8.

**Table 8:** Heterotrait-Monotrait Ratio.

Variable	Customer Satisfaction	Islamic Shariah Compliance	Perceived Bank Image	Perceived Service Quality	Perceived Trust on Bank
Customer Satisfaction					
Islamic Shariah Compliance	0.748				
Perceived Bank Image	0.836	0.745			
Perceived Service Quality	0.825	0.719	0.803		
Perceived Trust on Bank	0.823	0.723	0.783	0.801	

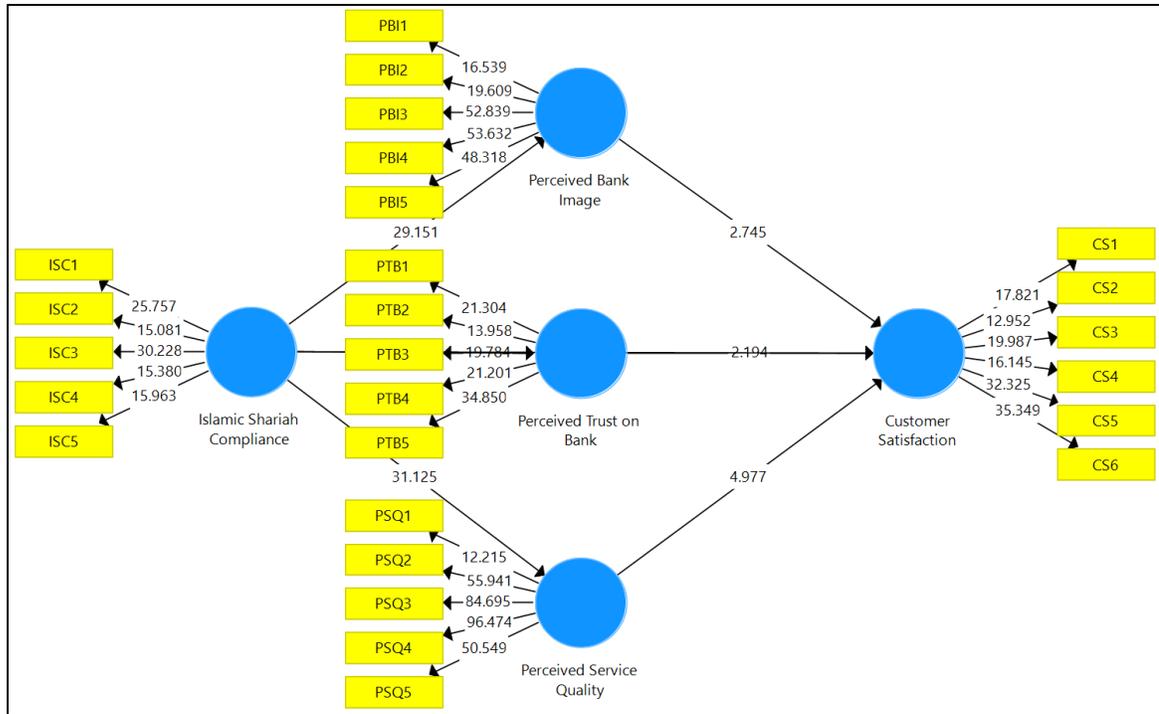
**Structural Model Assessment**

Structural model showing the results is given in Figure 3 along with the results in Table 9. The path coefficient of the relationship between Islamic Shariah Compliance and Perceived Bank Image is 0.777. Thus, the positive relationship is supported, which means that greater levels of Islamic Shariah Compliance led to the Perceived Bank Image’s more positive perceptions. The rest of the relationships, no matter of the negative or positive presumptions, are also indicated with path coefficients. Additional information about the specific path is

provided with the help of T statistics and P value. For example, T indicates the ratio of the path coefficient to the standard deviation shown in Table 9. It is expected that all paths must surpass 1.96 or 2.58 to be significant. P value, in its turn, presents the information on how close the observed relationships are to the reliability border of 0.05: the closer they are to the border, the less applicable. In Table 9, all P values demonstrate the relatively high level of the paths’ significance. Thus, the findings of Table 9 prove that all paths are significant, and the missing paths can also be accepted.

**Table 9:** Path Findings.

Paths	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Results
Islamic Shariah Compliance -> Perceived Bank Image	0.777	0.027	29.151	0	Accepted
Islamic Shariah Compliance -> Perceived Service Quality	0.764	0.025	31.125	0	Accepted
Islamic Shariah Compliance -> Perceived Trust on Bank	0.736	0.028	25.98	0	Accepted
Islamic Shariah Compliance -> Customer Satisfaction	0.366	0.072	5.05	0	Accepted
Perceived Bank Image -> Customer Satisfaction	0.177	0.064	2.745	0.006	Accepted
Perceived Service Quality -> Customer Satisfaction	0.245	0.049	4.977	0	Accepted
Perceived Trust on Bank -> Customer Satisfaction	0.122	0.056	2.194	0.029	Accepted
Islamic Shariah Compliance -> Perceived Bank Image -> Customer Satisfaction	0.137	0.05	2.762	0.006	Accepted
Islamic Shariah Compliance -> Perceived Trust on Bank -> Customer Satisfaction	0.09	0.041	2.177	0.03	Accepted
Islamic Shariah Compliance -> Perceived Service Quality -> Customer Satisfaction	0.187	0.038	4.887	0	Accepted



**Figure 3:** Structural Model.

**Note:** CS = Customer Satisfaction: ISC = Islamic Shariah Compliance: PBI = Perceived Bank Image: PSQ = Perceived Service Quality: PTB = Perceived Trust on Bank.

**Predictive Relevance**

Table 10 presents the Q<sup>2</sup> statistics, which measures the variables’ predictive relevance. Q<sup>2</sup> calculates the overall proportion of the endogenous variable’s variance which the exogenous variables – Islamic Shariah Compliance, Perceived Bank Image, Perceived Service Quality, and Perceived Trust on Bank – explain. The higher the Q<sup>2</sup> value is, the more it explains, and the exogenous variables together better anticipate the endogenous variable. According to the findings, the values of Q<sup>2</sup> indicators for Customer Satisfaction, Perceived Bank Image, and Perceived Service Quality are equal to 0.347, 0.377, and 0.395, respectively. Thus, Perceived Bank Image and Perceived Service Quality explain the endogenous variable’s outcome moderately to strongly. Meanwhile, the value for Perceived Trust on Bank equal to 0.276 suggests a relatively lower explanation compared to the other variables. In summary, Islamic Shariah Compliance, Perceived Bank Image, and Perceived Service Quality comparatively well together explain a considerable part of the variance in Customer Satisfaction.

**Table 10:** Predictive Relevance.

Variables	SSO	SSE	Q <sup>2</sup> (1-SSE/SSO)
Customer Satisfaction	1794	1171.117	0.347
Islamic Shariah Compliance	1495	1495	
Perceived Bank Image	1495	931.841	0.377
Perceived Service Quality	1495	904.688	0.395
Perceived Trust on Bank	1495	1082.496	0.276

**Coefficient of Determination**

Table 11 gives the coefficient of determination for all the

variables used in this study. It gives the explanation of how well or how much of the dependent variable; Customer Satisfaction, Perceived Bank Image, Perceived Service Quality and Perceived Trust on Bank is explained by the independent variable in the regression model. The R<sup>2</sup> values lies between 0 and 1 meaning that the high the value the better the model is the data. The R<sup>2</sup> has the following description, Customer Satisfaction = 0.677, Perceived Bank Image = 0.603, Perceived Service Quality = 0.584 and Perceived Trust on Bank = 0.541. This indicates that the independent variables explain 60% of the variance for Customer Satisfaction and 54%, 53% and 54% for Perceive Store Image, Perceived Service Quality, and Perceived Trust. These percentages clearly show that the independent variable explains more of the variance in the dependent variables. Moreover, in the adjusted R square, the value is lower than the coefficient of determination but also is a good indication of representation.

**Table 11:** Coefficient of Determination.

Variable	R Square	R Square Adjusted
Customer Satisfaction	0.677	0.672
Perceived Bank Image	0.603	0.602
Perceived Service Quality	0.584	0.583
Perceived Trust on Bank	0.541	0.54

**Effect Size**

Table 12 presents the effect sizes between Customer Satisfaction and the other study variables, such as Perceived Bank Image, Perceived Service Quality, and Perceived Trust on Bank. Effect size is a quantitative indicator of the strength and direction of the relationship between variables, making it clear in

practice how meaningful they found relationships to be. In this table, effect sizes are displayed as correlation coefficients; a smaller coefficient indicates a weaker relationship. For example, Customer Satisfaction and Islamic Shariah Compliance have an effect of 0.117 of the correlation ratios, indicating a relatively weak but positive relationship. Customer Satisfaction and Perceived Bank Image, Perceived Service Quality, and Perceived Trust on Bank have subsequent effects of 0.031, 0.069, and 0.017, which is perceived as a significantly weaker correlation. Overall, effect sizes help assess the degree of correlation between Customer Satisfaction and the other study variables.

**Table 12:** Effect Size.

Variable	Customer Satisfaction	Perceived Bank Image	Perceived Service Quality	Perceived Trust on Bank
Customer Satisfaction				
Islamic Shariah Compliance	0.117	1.52	1.404	1.181
Perceived Bank Image	0.031			
Perceived Service Quality	0.069			
Perceived Trust on Bank	0.017			

**Discussion**

**Discussion on Relationship between Islamic Shariah Compliance and Perceived Bank Image**

The findings of H1 supports the relationship between Islamic shariah compliance and the perceived image of the bank is significant; hence, the first research objective is accepted. Nevertheless, the findings of the current study discussed this connection with reference to prior studies. Culture, religion, and economy are just a few of the variables that influence the intricate and dynamic between the compliance with Islamic sharia and the public’s general perception of banks (Lesthaeghe & Surkyn, 1988). Financial conduct is Islamic Shariah compliance, which is the practice of conducting financial activities according to Islamic law and values. One of the most crucial rules is the prohibition against interest, as well as the moral teaching found in the Quran and Hadith. On the other hand, the public’s general opinion on a bank’s status, dependability, and compatibility with their values constitutes the status. Holy, belief, and legitimacy are all part of that. Trust is a vital part of this linkage (Goold, 1998). However, Islamic Shariah restrictions frequently generate trust among clients who value decency and religious culture in their financial undertakings. Sharia-compliant banks are viewed as more transparent and competent because they work under a rule that values fairness and integrity. This trustworthiness can improve the company’s image and attract clients who seek financial services that align with their religious beliefs. Islamic Bank’s claim on corporate social responsibility may be that it is a result of Sharia law. Islamic finance is against exploitation and gambler and promotes the fair tacit arrangement of compensation. If customers emphasize responsibility, they are

more likely to have a positive image than traditional banks because they believe they put the core interest of society paramount.

At the same time, there may be other external factors that may affect how Islamic banks are perceived, including what media say and how society at large perceives Islam and compliance with Shariah. Thus, while Islamic banks may otherwise be serious and compliant, they may not be perceived as such due to the influence of the wrong image and perception created by the media and false and misleading reports about Islamic banking (Ullah et al., 2018). Another factor is skepticism on the part of consumers in countries where Islamic financing is at least not as well-known as traditional banking. Additionally, there is a direct significant impact of Islamic bank competitiveness and success in financial markets. Thus, one can follow Shariah only in that such a bank will find a loyal audience to spend; however, a bank must show high indicators of innovation, stability, and profitability (Nugroho, 2021). Therefore, Islamic banks can improve their image and attract clients through transparent and information work, which will show how they are going to attract clients. Thus, a complicated relationship exists between what does Islamic Shariah’s compliance and how the bank is perceived by the public. This relationship is determined by competitive factors, social responsibility, trust, and external perceptions. Although compliance with Shariah is indicator buyers will go for a bank that provides moral or immoral money, banks must be financially successful, perceive what is said, and control what is being done in a variety of ways to trigger immediate competition. Islamic banks need to build an effective point of difference and advantage to win such a loyal customer base.

**Discussion on Relationship between Islamic Shariah Compliance and Perceived Trust of Bank**

H2 also supported that there is a significant effect between Islamic shariah compliance and perceived trust of bank at a level of .05 significance Hence research objective 2 was achieved. However, the findings of previous studies were used to analyze the relationship in the context of previous studies. Islamic finance has two interconnected foundations, which are viewed as the foundations of the interconnection framework for Islamic shariah compliance and A perceived trustworthiness of a bank. The factor of Islamic is diverse and multi-faceted, however shariah compliance is seen as s fundamental when it comes to the banking sector because, Islamic banking is living under Islamic law that is guided through the Quran and hadith based on the prohibitions of interest, uncertainty and exploitation (Mohamad & Saravanamuttu, 2015). An Islamic bank can only conduct business with customers who trust them enough to do so Honesty, fairness, and adherence to moral values throughout your business relationships will bring you more customers who trust your integrity because you stick to moral rectitude. Islamic finance being a trust-based system, shariah compliance has always played a role in mating the trust-

based system between the bank and its customer. Islamic bank has been seen as a trustworthy bank that conduct their activities based on the premise of social responsibility and ethical (Metawa & Almossawi, 1998). Islamic bank customer are morals who trusts honesty and moral value on their transaction, when they observe the commit of the bank based on the principle of shariah with no interests, they are confident in what they have invested is in line with the Quran and hadith.

The perceived trustworthiness of Islamic banks is also dependent on a second factor. This factor is the ethical foundation of the function of the Islamic banks. This factor is very crucial as business entities that respond to an ethical call from society are trusted. Islamic banking relies on religious ethical norms (Hassan et al., 2008), such as asset backing, to create a bridge between the banks and customers' interests, The other ethical norms that enforce the bridge of trust between Islamic banks and their customers is profit-and-loss sharing. All these ethical principles reduce conflicts of interest. Trust among Islamic bank's customers is much more evident when customers consider Islamic banks financial venture partners; this means that the customers of the bank believe that the bank and themselves share profits and risks, a phenomenon that adheres to Islamic principles. Additionally, the religious aspect of adherence to the sharia issue enhances the credibility of Islamic banks for the pious Muslim to work with the banks. Most Muslims consider adherence to Sharia as a religious obligation; therefore, when they do business with Islamic banks, they are confident their banking tenets align with their religious beliefs. Because of this religious belief, customers have enormous trust and confidence in committing their finances and risks to Islamic banks, assuring them that the organizations work in compliance with religious norms.

To sum up, the relation between a bank's perceived trustworthiness and Islamic Shariah are interdependent as it follows from the ethical and spiritual precepts Islamic banking is constructed on. Shariah compliance boosts the dependability of Islamic banks in their clients' eyes through encouraging responsibility, openness, and high morals and conducts in every aspect of banking endeavors. By influencing to operate more accountable and establishing a more trusting and trustworthy atmosphere, Islamic banks accomplish their business goals. Thus, their clients and the public all profit (Cummings & Southworth, 2009).

#### **Discussion on Relationship between Islamic Shariah Compliance and Perceived Service Quality**

The findings of H3 ensure that the relationship between Islamic shariah compliance and perceived service quality is all significant. Moreover, how the customers perceive the quality of services, and the overall service experience is influenced by the ethical aspect of Shariah compliance in banking. Islamic banks are more attractive to customers who are looking for services that resonate with their ethical standards due to their inclination to corporate social responsibility and ethical

practices. When customers perceive Islamic banks as organizations that put their welfare first and are committed to moral practices, customers' perception of service quality improves. The quality of service provided by Islamic banks is also associated with the religious component of Shariah adherence. Banking with Shariah-compliant banks is an obligation for pious Muslims, as this allows them to provide their services within the boundaries of their religion. When customers are loyal to Islamic banks because they believe they are putting their religious beliefs first in delivering services, they have higher expectations of service quality (Tabrani et al., 2018). Several other variables such as the level of service and customer service, technology, and the regulatory environment influence how well Islamic banks are perceived in service delivery. Trust and confidence are enhanced when Islamic banks are properly regulated, enhancing their adherence to service quality standards and Shariah adherence. Similarly, investments in technology and innovation by Islamic banks improve their ability to provide quick and efficient services.

To sum up, Islamic banking perceptions have a complex relationship with the quality-of-service factors tied to ethical, customer-oriented, and religious motivations. Specifically, Shariah-compliant business is more customer-centric due to the type of morality, transparency, and religiosity that positively impact the perceivability of the quality of service in Islamic banks. The financial industry's competition and the reputation of Islamic banks can be retained through Shariah-compliant and customer-oriented activities.

#### **Discussion on Relationship between Islamic Shariah Compliance and Customer Satisfaction**

Findings of H4 confirm that there is a significant relationship between Islamic shariah compliance and satisfaction. Islamic banks strive to establish long-lasting relationships with their clients by considering their unique aspects and features in relation to money preferences. When Islamic banks take a customer-oriented perspective, their clients are always satisfied because they feel that the bank finds them important. However, there are many challenges in maintaining this link between client satisfaction and Shariah compliance (Asnawi et al., 2020). It might be difficult for an Islamic bank to maintain excellent offerings and quality service under the strict rules of Shariah. Clients can be dissatisfied with their bank if the bank's adherence to Shariah means that all transactions take longer to be serviced or if it causes problems, especially if they find these problems to be inconvenient. Furthermore, clients have different idea about Shariah compliance depending on how they interpret Islamic concepts. While some clients think their bank's adherence to Shariah to be the most essential, some people believe affordability or ease might be more important. Balancing these different client needs makes it hard for Islamic banks to continuously satisfy their clients while maintaining Shariah compliance.

To conclude the complex interplay between customer

pleasure and Islamic Shariah compliance, trust, religious beliefs, product offerings, and customer-centric procedures all play a part. When Islamic banks adhere to Shariah compliance, client satisfaction rises not only because it leads to long-term relationships but also because it satisfies ethical client demand and raises confidence. Islamic banks still struggle to satisfy and surpass customer satisfaction expectations because they must maintain Shariah compliance and fulfill different client needs while ensuring operational efficiency.

### **Discussion on Relationship between Perceived Bank Image and Customer Satisfaction**

The relationship between perceived bank image and customer satisfaction was statistically significant, as evidenced by the findings of H5. Therefore, research objective five was achieved. However, the findings derived from other surveys are used to analyze this relationship in line with the findings of previous studies. One of the essential elements in the success of the banking institution is the relationship between perceived bank image and customer happiness. Notably, this relationship affects customers' perceptions, conduct, and commitment. The reputation, brand awareness, and market profile of a bank contribute to creating the perceived image (Sadek et al., 2015). Consumers will consider a bank positively if they feel that it meets their needs, which would make them feel happier and more satisfied. First, satisfaction with the client may benefit considerably from the perceived positive image of a bank. Clients judge banks on their societal commitment initiatives, excellent service, and brand confidence. It is simpler for banks with a strong, extraordinarily positive perspective to meet client standards to succeed or exceed them if the bank is to brainwash them. Consequently, contentment with the client is boosted by the bank's image and online comments and suggestions. A good view can also boost consumer trust in the bank. A customer must place sustainability, reliability, and dependability on a bank. If this is done, they were pleased with the bank's services. Content affects contentment because a consumer is more likely to do company when it has assistance, inquire for advice, or make referrals.

Additionally, a bank's equivocal image can affect customer satisfaction as it might also have a negative effect on customers' emotional connection to a bank. Customers share their values, beliefs, and objectives with the banks they love and thus form an emotional relation with such banks. Customers are more likely to express good feelings for a bank that mirrors their aspirations than for one that does not fit their preferences or lifestyle. The more clients emotionally commit to the bank, the better their satisfaction and retention (Marinkovic & Obradovic, 2015). Additionally, a bank's heterogeneity, demote as perceived by clients can ultimately affect banks' service quality evaluation by client, which can influence customer's satisfaction. Clients evaluate banking services' quality based on their experience with the bank, their judgment of the reputation image, and brand uniqueness while customers' perceived preference for the bank's

product will influence services that results in their satisfaction of the bank's process and experience. It should be remembered that customer satisfaction and perceived firm image have a reciprocal connection. The bank's image is hugely influenced by the satisfaction of its customers. Customers who are pleased with their experience are more likely to promote it in general, which in turn would reduce negative bank word-of-mouth and enhance the firm's image. On the other side, dissatisfied customers may have a detrimental effect on the image of the bank through negative word-of-mouth, unfavorable social advertising, and commentary.

The quality of the perceived image of the bank may also affect customers' expectations and perceptions of the quality of services they receive and, subsequently, also satisfaction. By attracting repeat customers, banks can attract and retain satisfied consumers by striving to establish positive brand images through marketing, branding, and CSR. A bank that fails to project an image developing an unfavorable or inconsistent image may not be able to meet consumer expectations and thereby reduce satisfaction and increase attrition (Hawkins & Hoon, 2019). Therefore, there is a dynamic and mutually reinforcing relationship between the extent of customer pleasure and the quality of the perceived bank image. The level of positive perceived image in turn increases the level of customer satisfaction, whom it influences through interaction. It promotes trust, emotional attachment and affects the perception of the quality of services. In turn, contented consumers additionally increase the degree of the bank's favorable perceived image through recommendations and emotional involvement. The bank, in turn, strengthens its position and market position by building long-term relationships with customers and brand loyalty.

### **Discussion on Relationship between Perceived Trust of Bank and Customer Satisfaction**

The relationship between the perceived trust of the bank and customer satisfaction was supported by the findings of H6. As a result, the sixth research objective was completely accomplished. Nevertheless, the relationship under consideration was analyzed using the results of the presented prior studies. The correlation between customer happiness and the perceived trust of the bank isn't limited to a single factor but, on the contrary, largely determines a customer's entire banking experience. In the relationship between banks and their customers, trust is quite crucial and affects many of the factors that determine customer satisfaction. Therefore, a customer's satisfaction with the bank's services is directly affected by the perceived trust of the bank which, in turn, stimulates the customer's perception of confidence, security, and dependability (Ajagbawa, 2016). Firstly, the perceived ability of a bank to give confidence and peace of mind significantly affects a customer's sense of contentment. Customers entrust banks with money, count on fulfilling promises to them, and they must provide trustworthy information (Reinsberg, 2019). The trust of a customer in a

bank's willingness to act in their best interests and commitment to ethical standards largely determines the extent of customer satisfaction with the banking relationship. Trust leads to quicker positive experiences, resulting in increased customer satisfaction and loyalty. Secondly, a customer's perceptions of the quality of services are highly influenced by levels of trust. Customers who trust their bank think that the services they receive from them are reliable, effective, and productive. They believe the bank will meet their needs, solve problems promptly when they arise, and maintain consistently high levels of service quality. Therefore, they are satisfied with the services the bank provides, increasing the correlation between trust and customer satisfaction.

Consumers' emotional connection to the bank is another vital driver of their degree of satisfaction, and perceived trust plays a critical role here. Consumers who trust their bank frequently establish strong emotional connections to it, manifesting a high degree of goodwill, profession fidelity, and devotion. The tie between the consumer and the bank is strengthened by these emotional links, resulting in greater consumer satisfaction and an increased possibility of becoming advocates and repeat customers. Additionally, perceived trust may also affect the negative impact of the error on client satisfaction or the connection (Kassim & Asiah Abdullah, 2010). When a bank makes a mistake, consumers who trust it are likely to overlook the issue because they believe that the bank will remediate it to their full satisfaction. Trust acts as a buffer against the impact of external challenges, allowing banks to handle problems more effectively to maintain long-term customer satisfaction. It is essential to remember that perceived trust and client satisfaction have a reciprocal relationship. Customers' level of satisfaction influences how trustworthy they perceive a bank to be. Satisfied customers are more inclined to believe that the bank is reliable, informed, and competent in meeting their demands than unsatisfied ones. The feedback loop between satisfaction and trust grows over time as satisfied customers' expectations align better with reality. Additionally, the perceived trustworthiness of the bank might influence the service quality expectations and perceptions of the bank's customers. Customers are likely to trust banks that prioritize honesty, integrity, and transparency in their operations, which increases customer satisfaction. Conversely, banks that fail to adhere to these values may have trouble establishing and retaining customer trust, leading to a reduction in customer satisfaction.

To sum up, there is a difficult and mutually enhancing connection between client pleasure and a bank's perceived degree of trust. Trust influences client pleasure level in the following ways: calming and forming opinions about a bank's service quality, establishing robust emotional connections, and reducing dissatisfaction. A bank's level of trust influences the extent of client pleasure (Loureiro, 2013; Madjid, 2013; Pizzutti dos Santos et al., 2012). Through truthfulness, good behavior, and constant service, a bank may shape trust undoubtedly and, by extension, improved client pleasure to

enhance client satisfaction, reoccurring business, and long-term relationships.

#### **Discussion on Relationship between Perceived Service Quality and Customer Satisfaction**

The analysis of H7 yielded that the relationship perceived service quality and customer satisfaction is indeed statistically significant. The relationship between perceived service quality and customer satisfaction is supported. The perceived service quality and customer satisfaction exhibit a multi-dimensional and intricate relationship. Satisfaction is driven by various dimensions, specifically but not entirely consisting of customer expectation fulfillment, value delivery, positive and pleasant emotions elicited, credibility and trust building, and catering to diverse preferences. By focusing on service excellence at every customer touchpoint and continually enhancing service delivery systems, banks can enhance their perceived service quality levels, upgrade customer delight, and establish long-term relationships with their consumers.

#### **Discussion on Mediating Role of Perceived Bank Image between Islamic Shariah Compliance and Customer Satisfaction**

The findings of H8 reflect the support that the relationship between Islamic Shariah compliance and customer satisfaction is significantly mediated by the perceived bank image. Hence, research objective eight was supported. Nevertheless, for the analysis of this relationship when considering support for previous studies, considering the complex relationship that underlies Islamic Shariah compliance and customer satisfaction and the mediating effect of perceived bank image implies that it is "how customers perceive and evaluate their banking experiences in an Islamic context". Islamic Shariah compliance requires the following of moral and religious-based principles when engaging in financial transactions, while perceived bank image reflects "how clients perceive the standing of a bank in terms of reliability and suitability of the bank to clients". First, a bank's following of Islamic Shariah affects client perception of a bank's moral judgments and compliance with their religious beliefs. Clients see that a bank that follows Shariah closely regards as a reliable and trustworthy institution that places fairness and justice at the forefront of its operations (Dusuki, 2005). A bank that adheres to Shariah is admired by clients who follow Islamic principles and thus, clients hold a good perception of a bank's following of Shariah, increasing client satisfaction of a bank's products and services. Second, clients use the perceived bank image as a lens for examining their banking practices against Islamic Shariah. Consensually good perceptions of the bank strengthen perceptions of a bank's compliance with Islamic law through transparency, social responsibility, and practicing good deeds. Positive client perceptions raise the probabilities that clients would interpret a bank's Shariah-compliant practices in a positive light, increasing client satisfaction of the bank's services.

Furthermore, another mediating factor influencing

customers' expectations and emotional response, perceived bank image can be regarded as the mediating variable. If a customer thinks highly of the bank, they perceive their emotional state as being loyal to the bank. It is also associated with trusting behavior, confidence, and, in the end, satisfaction. If a person expects the bank to fulfil its part of the agreement and does not question its morality following Shariah, they are more likely not to pay attention to minor matters or minor inconveniences. They were more loyal to the bank's well-established reputation of Shariah-prescribed conduct, and other factors of the bank's activity will only distract them from it. One should consider that there is a variety of outer elements affecting the impression of the bank besides the Shariah influence (Amin et al., 2013). Banks need to take steps towards a positive brand image and reputation that will lead to happy customers by controlling the stakeholders, making sure their communication is fluent, and providing excellent service. Such behavior coincides with the customers' understanding of the Shariah agreement, boosts their satisfaction, and ensures lasting positive relationships. Finally, the mediating factor of perceived bank image supports the idea of aligning Shariah-guided procedures with the customers' beliefs. Apart from following the rules, banks must clearly explain their actions and justify to the clients why they should trust the bank's righteousness. By doing so, banks may distinguish themselves among other Islamic banks. Through creating a stylish and excellent brand image, they can influence the customers' connection to the bank through their values.

To sum up, the proposed mediator of a relationship between customer happiness, Islamic Shariah compliance, and perceived picture of a bank reflects on the interrelations between ethical standards, customer opinions, and the essential nature of banking. Customers evaluate a bank from the ethical point of view based on its Shariah compliance; simultaneously, they compare this judgment with the total experience of banking. Therefore, people tend to connect their understanding and assessment of the mentioned practices with the image of a bank. As a result, banks need to regulate their customer banking using certain strategies and attempts to reveal an ethical bank image.

#### **Discussion on Mediating Role of Perceived Trust of Bank between Islamic Shariah Compliance and Customer Satisfaction**

The findings of H9 support that the connection between Islamic Shariah conformity and client happiness is realistically mediated by perceived trust of bank. It applies the existing understanding from previous studies associated with previous studies. It indicates that considering the context of Islamic banking, it is crucial to understand the mediating mechanism in which the bank's perceived trustworthiness affects the relationship between client happiness and Islamic Shariah compliance. Shariah compliance comprises some moral precepts based on Islamic law; include openness, fairness, and avoidance of interest-based transactions. Customers believe

that the Islamic bank is more trustworthy when the bank follows Shariah principles, and this affects how satisfied customers are. Initially, the perceived level of trust in the bank seems to be linked to the adherence of the bank to Islamic Shariah (Suhartanto et al., 2018). Islamic banks follow Shariah rules, and customers assume that it is more ethical and honest because banking activities are based on ethical rules that are consistent with the religious tenets they believed. When dodging interest and providing ethically reasonable financial products, the interest-based purchase is plain to clients. The partnership between client happiness and Islamic Shariah adherence is mediating by the perceived trustworthiness of the bank. Clients have a more direct interaction with the bank because the banking system believes that transactions conform to sharia laws, they feel more protected and validated by the bank in their partnerships, which affects their overall pleasure.

Moreover, the perception of the bank's trustworthiness enhances customer happiness by reducing the negative consequences of faults or failures in service. If a customer believes that the bank is trustworthy, the customer is more inclined to regard any service problems as isolated incidents and not a representation of the bank's reliability or honesty. Banks' clients have high levels of satisfaction even in instances of episodic problems due to this trust, which serves as a happiness buffer. It is crucial to note the bidirectional relationship between client happiness, perceived trustworthiness of the bank and adherence to Islamic shariah. Just as happiness leads to trust, the latter can be influenced by customer satisfaction, since trust grows with positive experiences encountered in banks (Yi & La, 2004). The happiness loop is further enhanced between satisfaction and trust when the clients are satisfied and have the conviction that their bank is credible and reliable. Additionally, the level at which a customer's expectations and perceptions are based on the quality of received service may be determined in part by the perceived trustworthiness. Customers are more confident in banks with honesty, values, and transparency in business operations which enhances the satisfaction levels. Banks with no or less adherence to these guidelines often find it hard to gain and maintain customers' trust, making customers less satisfied causing attrition. Finally, a customer's emotional reactions and encounters with the bank can be influenced by their perceptions of trustworthiness. Secure beneficial relationships marked by trust, dependability, and honesty influence good emotional experiences such as confidence, security, and loyalty. As a result, these emotional bonds strengthen the relationship between the bank and the customers, resulting in higher satisfaction, loyalty, and low attrition. Hence, the importance of trust for the perception and experience of consumers with Islamic banks is evident from the mediating role of perceived trust in a bank between consumer pleasure and Islamic Shariah compliance. By paying high attention to Shariah compliance and building trust based on open and ethical business policies, Islamic banks can enhance client happiness, promote loyalty, and build long-term relationships with customers.

## **Discussion on Mediating Role of Perceived Service Quality between Islamic Shariah Compliance and Customer Satisfaction**

The findings of the study confirmed the relationship between adherence to Islamic Sharia law and customer satisfaction is significantly influenced by the perception of service quality. Moreover, the tie between customer fulfillment and Sharia compliance is mediated by perceived service quality. Customers are happier believing high caliber services result from following Sharia guidelines. Satisfaction and loyalty increase when positive experiences, like swift transactions, attentive support, and clear processes, are had with the bank's offerings.

Additionally, how well customers experience banking services impacts their emotional reactions and interactions profoundly. Trust, confidence and contentment emerge from skilled, empathetic and swift interactions. Customer devotion and preservation follow from these feelings strengthening the bond between bank and client (Tabrani et al., 2018). However, there exists a reciprocal relationship between customer bliss, perceived quality, and religious permissibility. Perceived quality also depends on customer bliss since blithe patrons more willingly view offerings positively. Good exchanges reinforce assessments of adeptness and bliss, cultivating assurance and trust. Ratings of legitimacy and believability may likewise rely on perceived quality, adding to satisfaction levels.

## **Implications**

The current study has valuable implications for practitioners. By pinpointing the pivotal drivers of client satisfaction, specifically Islamic compliance, perceived institutional image, presumed trust in the establishment, and estimated quality of service, this analysis furnishes practical direction for financial establishments to better recognize and meet the evolving necessities and preferences of their customer base. Empirical findings from this exploration can inform high-level decision-making processes within Pakistani banks, steering initiatives to better customer experiences, fortify brand perceptions, construct trustworthiness and credibility, and ultimately, nurture long-lasting bondings with customers. Supplementary, insights gleaned from this study may facilitate the evolution of targeted promotional tactics, inventive products, and enhanced customer care tailored to the singular attributes and values of Islamic banking clientele in Pakistan, thereby bolstering the competitiveness and sustainability of Islamic banks in the business sector.

Moreover, the practical contribution of this research extends beyond the banking industry to encompass more extensive implications for policymakers, regulators, and industry specialists engaged in the progression and advertising of Islamic finance in Pakistan. By highlighting the determinants influencing customer satisfaction within Islamic banking, this analysis furnishes important insights for policymakers and overseers to formulate regulations and regulatory frameworks that assist the growth and stability of the Islamic banking sector. Additionally, findings from this research can notify industry experts and

stakeholders regarding the importance of harmonizing business practices with Islamic principles and values to boost client satisfaction and allegiance. By cultivating a deeper comprehension of customer preferences and behaviors within the Islamic banking sphere, this research contributes to the overall advancement and sustainability of Islamic finance in Pakistan, finally benefiting both customers and stakeholders alike.

## **Future Directions**

One constraint of this investigation is the probability of sampling bias, regardless of efforts to employ stratified random sampling to ensure portrayal across sociodemographic qualities and geographic areas. It is feasible that specific portions of the people, such as individuals with restricted access to banking services or those with unique cultural or spiritual beliefs, may be underrepresented in the example. This could impact the generalizability of the findings and limit the scope to which the outcomes can be extrapolated to the more expansive population of Islamic banking clients in Pakistan. Prospective research could address this constraint by employing elective sampling techniques or widening the example size to encompass a more diverse range of individuals, therefore enhancing the exterior legitimacy of the learning.

An additional restriction of this analysis is the reliance on self-reported information collected through study polls, which may be at risk of response predispositions such as societal acceptability bias or recollection bias. Participants may offer socially preferable reactions or may encounter difficulty accurately remembering their perceptions and encounters, leading to possible dimension mistakes and inclination in the information. Potential research could mitigate this constraint by complementing self-reported information with target measures or qualitative strategies, such as meetings or focus gatherings, to offer a more thorough comprehension of client perceptions and behaviors within the Islamic banking area in Pakistan. Moreover, longitudinal examines could be led to inspect how client fulfillment elements advance over time and to evaluate the long-haul impact of Islamic Shariah adherence on client perspectives and behaviors within Pakistani financial institutions.

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## **CRedit Authorship Contribution Statement**

Muhammad Muneeb: Conceptualization, Data curation, Formal analysis, Funding acquisition, Investigation, Methodology, Project administration, Resources, Software, Supervision, Validation, Visualization, writing original draft, Writing review & editing.

## **Declaration of Competing Interest**

The author has no conflicts of interest to declare concerning financial or personal matters.

## Fundings

No funding from external organizations or agencies was involved in this research.

## Ethical Statement

The research was conducted ethically, with no need for approval as no biological samples or human tissues were included.

## Data Availability Statement

Data generated for this study can be accessed by contacting the corresponding author under reasonable terms.

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