Impact of Quality Service Delivery on the Satisfaction of Customers Operating Islamic Banking in Kano State-Nigeria.

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Abstract: This study was designed to examine the influence of quality service delivery on the satisfaction of customers operating Islamic banking in Kano State. The research uses primary data collected via the use of the structured questionnaire. The data were presented and analyzed using descriptive statistics and logistic regression model. The major findings of the study revealthat the customers operating Islamic Banking in Kano are very satisfied, especially with the ease of access to their money and account. More so the level of satisfaction of the Islamic bank customers is assured, and are motivated by Islamic principles (like interest-freeloans), awareness and other products like Takaful. However, the research recommends that the Islamic banks in Kano should increase their non-interest loan scheme, to create more awareness among people towards account opening, other products like the Takaful, Murabaha, etc and that more branches of the Islamic banks should be opened and located within the metropolis and the suburbs.

Keywords: Takaful, Satisfaction, Quality service, Free-interest

JEL Code: G21, 22, M31

I. Introduction

In contemporary economies, banks need to look beyond the traditional marketing strategies that are no longer enough to be implemented for achieving competitive advantage amidst the growing economic activities and changing environment. Improving customer satisfaction and loyalty has become an effective strategy for enhancing every business enterprise.

Quality service is a major determinant of customers' choice topatronize banks. Meeting customers' demands through delivering quality banking services is a vital part of the operational activities of the industry. This is because consumers have become more quality-conscious, they challenge any bank whose services fall below expectations.

In Nigeria, the formal Islamic banking system has been introduced into the banking industry in the last quarter of the twentieth century, although the concept of Islamic banking system is as old as the religion itself. The system however was introduced due to the reason that there was the need for financial inclusionof Muslim customers who could satisfy their needs and demands in linewith Islamic doctrine and due to the fact thatthe conventional banking system fail to solve major financial difficulties in the country. Because the conventional banking industry is entirely on aninterest-based system and that is prohibited in the Islamic Shari'a rules.

Considering the challenges in the operation of all economic activities characterized by globalization and fast technological advancements, Islamic Banks need to be more customer focus in their service delivery. Generally speaking, customers occupy a greater share of consideration in business strategies. Business strategies constitute offensive and defensive strategies; where the objective of offensive strategies is to maintain current customers and avoid losing them to the competition by creating customer satisfaction.

The term customer satisfaction explained an emotional state that usually arises in response of evaluating a particular good or service. It is determined through a cognitive procedure by comparing what customers give up to get a (cost) and, what they receive in response (reward) such as Islamic Banking Service delivery.

Most of the Islamic Banks operating in Kano,faced problems of weak services. Similarly, there are long queues and huge crowds in the banking halls probably because there are few branches of the banks around the state, thus, causing a huge obstacle to meeting customers' expectations of services and customers satisfaction in the area of money transfer, ATMs utilities, account opening, etc. Adeoye and Lawanson (2012), state that most of the long queues and huge crowds in the banking halls are a result

of the breakdown of computers or internet service and at times as a result of cashiers absconding from duty and passing the bulk to someone else.

Islamic Banks in the country and particularly in the Kano State are to compete with the existing conventional banks some of whom have operated in the Nigeria banking environment for over a century with well-experienced personnel and state of art information technology, many branches and a wide customer base. Thus, to survive in this dynamic market, Islamic Banks need to formulate various strategies to prospect and retain customers and the key to surviving this is to develop and improve the level of its service quality. So, the identification of the effectiveness of customer satisfaction and service quality delivery of the Islamic bank in Nigeria could be an invaluable contribution to improving the banking services and an eye opener to potential entrants.

In line with the above and the quest for educating and making the Muslimummah aware of the Islamic Banking system which is completely new in the Nigerian financial industry with a new type of banking products needs, the research is designed to examine the influence of quality service delivery on the satisfaction of customers operating Islamic banking in Kano State and to identify its determinants.

II. Literature Review

The Islamic banking system has been introduced in the last quarter of the twentieth century, although the concept of the Islamic banking system is as old as the religion itself. The system however was introduced due to the reason that there was a need for financial institutions for Muslim customers who could satisfy their needs and demands in linewith Islamic doctrine and due to the fact thatthe conventional banking system fail to solve major financial difficulties in the country. Because the conventional banking industry is entirely on aninterest-based system and that is prohibited in the Islamic Shari'a rules.

The importance of Islamic banking has been explicitly explained in Islamic financial literature and so it is important to determine the satisfaction of the Muslim ummah. Therefore, Muslims need such an institution that provides them with a platform for their financial transactions. Islamic finance is defined as a financial service or product principally implemented to comply with the main tenets of Shari'ah (Islamic Law). In turn, the main sources of shari'ah are the Holy Qur'an, Hadith, Sunna, Ijma, Qiyas and Ijtihad, (Gait and Worthington, 2007).

Service quality is an approach to manage business processes in order to ensure full satisfaction of the customers which will help to increase competitiveness and effectiveness of the service industry especially in Islamic banking sector. Quality in service is very important especially for the growth and development of service sector business enterprises because it works as a factor of customer satisfaction. The success or failure of generating value is jointly determined by the relationship between the service events; the customer's prior and post perceptions, perceived and actual quality of delivered service.Service quality is simply defined as the extent to which a service meets customers' needs or expectations.Quality is observed as a major factor in reference to consumer acquisition and retention (Galloway and Ho, 1996).

Customer satisfaction is one of the non-financial indicators which is an experience of purchase or a comparison of the rewards and costs vis-à-vis customers' expectations and actual performance of product purchasing in relation to expected consequences (Anderson, Formell & Lehmann, 1994). Oliver (1997) indicates that the most popular view of customer satisfaction in academia is that customer satisfaction is the judgment borne out of the comparison of pre-purchase expectations with post purchase evaluations of the product or service experience. This is in line with the definition by Verma (2012), customer satisfaction is defined as an outcome of the purchase and use of products and services, resulting from a customer's comparison of the rewards and costs of the purchase in relation to the anticipated consequence. In other words, customer satisfaction is the percentage of total customers who reported that their experience with the company or its products exceeded a specific satisfaction goal (Farris, Bendel, Pfeifer, & Reibstein, 2010).

Many empirical researches have investigated service quality and customer satisfaction and the results have shown that both variables are independent and an increase in service quality will lead to an increase in satisfaction (Cronin, Brady &Hult, 2000).

The work of Shanka, (2012) examined the quality of bank's service, satisfaction and loyalty of customers of the Ethiopian Banking Sector. The study found that there is a positive correlation between service quality dimensions and the satisfaction of Ethiopian banks' customers. On their part, El-Saghier & Nathan (2013) measured the influence of service quality dimensions on customers satisfactions of Egyptian banks and found through factor analysis results that four dimensions of service quality (i.e. Reliability, responsiveness, empathy and assurance) influence users' evaluation of the quality of services in Egypt.

Ahmad, Rehman and Safwan (2011) analyzed the services quality of products offered by Islamic banks with mediating effect of customer satisfaction on bank performance, using simple random sampling tested with correlation analysis of 720 respondents on

sixty (60) branches of six (6) full-fledged Islamic banks operating on Pakistan. They found that there is a strong positive relationship between service quality and customer satisfaction and weak positive correlation exist between service quality and bank performance of Islamic banks in Pakistan. Also found that customer satisfaction does not mediate between service quality and bank performance, while the gap between customer satisfaction and bank performance may be due to banks' concentration on network expansion instead of customer orientation and customer focus.

Gambo(2013) in his study "customer perception of the Effectiveness of service quality delivery of Islamic banks in Nigeria: an evaluation of Jaiz bank Plc in Kano State Nigeria, "using a descriptive statistical method to calculate, summarize and interpret the data-based in the CARTER constructs. The study reveals that the non-interest nature of Islamic banks is main motivating factor that attracts customers of Jaiz Bank. Also, customers perceive the six CARTER dimensions of reliability, responsiveness, empathy, tangibles, assurance and compliance with Islamic law to be very effective even as they are generally satisfied with the performance of the bank. Another important findings of the study is that it has empirically proved that Islamic banking services are not limited to Muslim alone, rather it can be enjoyed by any person irrespective of his/her ethnic or religious affiliation.

Mustapha, Abdul and Aun (2017) studied the quality of non-interest banking services and customers satisfaction; Evidence of Jaiz Bank Plc. Kaduna Nigeria using correlation and multiple regression analysis of 147 customers. The study found that compliance with Islamic laws is highly correlated with customer satisfaction followed respectively by assurance. Reliability, tangibility, responsiveness and empathy dimensions. Also showed that the six service quality dimensions significantly influenced the satisfaction of Jaiz Bank Plc. Kaduna branch customers. The study recommends that the management of the bank should exploit and maneuver the service quality dimensions as a survival strategy for improvement in an industry characterized by intense completion and environmental dynamism.

Mu'azu*et al*. (2013) studied the direct effect of service quality dimensions on customer satisfaction and customer loyalty in Nigeria Islamic Bank, using structural equation modeling (SEM) to measure the service quality consisting of six dimensions tangibility, reliability, responsiveness, assurance, empathy and compliance (24 items customer satisfaction (4-items) and customer loyalty 4-items) were collected from 209 Nigerian students studying at University Utara Malaysia. The study found out that responsiveness is a significant predictor of customer satisfaction and assurance is a significant predictor of customer loyalty. This implies that customers will be satisfied when the bank staff is responsive and provide fast banking service. Additionally, to maintain loyal customers Islamic banks should give assurance in terms of Islamic banking compliance.

2.1 Theoretical Framework

It has been observed that Islamic banks defer from conventional banks in three key areas namely, no earning interest (usury), no interest rate and application of Islamic roles. Considering the uniqueness of Islamic banks Othman and Owen (2001) developed a model called CARTER model with a view of assessing service quality in the context of customer satisfaction in the Islamic banking industry considering its distinctive characteristics. The approach has five components in which the banks should be accessed based on the components. To be precise, the components of the model include responsiveness, compliance, assurance, dependability, palpable, and empathy. CARTER is an acronym denoting compliance with Islamic principles, Assurance Reliability Tangibles Empathy and Responsiveness (Ghani and Said, 2011).

However, the authors applied the model to a case study and discovered a positive relationship between quality, satisfaction, and service encounter. Their findings proved that CARTER instrument is valid in measuring service quality. Additionally, Shafie et al. (2004);Fauzi&Saryan, (2018) adapted the CARTER instrument in Malaysian and Indonesiansettingsrespectively and found similar findings to Othman and Owen (2001).Nevertheless, the setting used to examine the applicability of CARTER instrument is limited to Islamic banking industry only, it cannot be applied to conventional banks.

As stated earlier, CARTER model has six dimensions for evaluating the Islamic banks. These dimensions are briefly explained below.

Compliance with Islamic Law: This is the extent to which the banks comply or follow the Islamic law or rules and regulations in their operations. Thus, all their transactions and operation as well as their products and services must be in line with provisions of Islamic laws. Products that relate to interest (usury)would not be provided by Islamic banks. Therefore, Islamic banks are assessed based on the extent to which they adhere to Islamic laws and principles in their operations and the product they produced.

Assurance in this context involvesthe ability of the staffof Islamic bank to communicate with their customers effectively either through written and verbal means, to establish trust and confidence with their customers (Fauzi&Saryan, 2018). The assurance

dimension includes the following features: competence to perform the service, politeness and respect for the customer, effective communication with the customer, and the general attitude that the server has the customer's best interest at heart.

*Reliability,*this is the extent to which the bank offered the promised services to customers effectively, efficiently and accurately. Thus, reliability is an indispensable aspect ofcustomer satisfaction. Reliable service performance is a customer expectation and means that the service is accomplished on time, in the same manner, and accurately every time. The staff should be accurate and speedy in their operation.

Tangible, refers to thetangible resources in the bank such as physical facilities, equipment, staff, and ICT materials. Service delivery could be supported in Islamic banking when it's supported by tangibility. The condition of the physical surroundings is tangible evidence of the care and attention to detail that are exhibited by the service provider. Tangibility is considered a significant determinant of customer satisfaction in Islamic banking (Fauzi&Saryan, 2018).

Empathy involves caring and the provision of attention to customers of the bank (Ottoman &Owen, 2021). It's a fundamental aspect of customer satisfaction in Islamic banking. This component of the model enhances the cordial relationship between staff and customers.Empathy includes approachability, sensitivity and effort to listen and understand the customer's needs.

The last component of the model is *responsiveness*, which involves the willingness to help customers and to provide prompt service (Ottoman &Owen, 2021).Keeping customers waiting particularly for no apparent reason creates unnecessary negative perceptions of quality. If a service failure occurs, the ability to recover quickly and with professionalism can create very positive perceptions of quality, and consequently increase customers satisfaction. It has been pointed out that the availability of ATMs and branches is part of responsiveness (Fauzi&Saryan, 2018).

The items discussed above are the six components of CERTER Model for assessing Islamic bank. The model has been used by numerous authors to access the performance of Islamic banks in various countries. The model is an extension of SERVQUAL modelby extending the evaluation to Islamic banking considering its peculiarities. The onlycomponent of compliance was not included in SERVQUAL, but the remaining five components are included in SERVQUAL model. Therefore, this paper considers CERTER as its theoretical underpinning of work. Therefore, all the analysis of the paper will be guided by the theory.

III. Methodology

3.1 Data Description

Survey research was used as the research designfor this study as it involves the collection of data without manipulation of variables. The population of the study consists of all the customers that have accounts or are operating with Islamic Banks in Kano State in the Jaiz Bank Plc, TAJ Bank, or Islamic Banking Window in conventional banks like that of the Sterling Bank.

However,a sample size of 200 persons operating with Islamic Banks in Kano is chosen at random in order to avoid bias. The questionnaire was used as the instrument of data collection and distributed to the chosen sample at the bank premises during business hours and was retrievedshortly after providing the appropriate information required. Furthermore, the data collected was analyzed using descriptive statistics and binary logistic regression model.

3.2 Model Specification

This study usedBinary Logistic Regression Model adopted from the work of Abdulazeez, Musa, Saddiq, Abdulrahman and Oladimeji (2018). In the logistic regression model, a dichotomous variable is used, taking a value of one or zero. For instance, representing whether the customer is satisfied or otherwise as he operates with the Islamic Banks in Kano. In such cases where the dependent variable is a dummy variable, logistic regression models should be applied. The model was chosen for the study to enable estimate the level of satisfaction of Islamic Banks customers with the services and products of banks. The model assumes a latent or unobserved variable y^*, which represents the utility index 1, defined for satisfied. The justification for choosing this model is to find the relationship between the probability (P_i) that Y will take a value of 1 or 0.

However, it can be distinguished between the observed binary outcome, y, and an underlying dichotomous unobservable (or latent) variable, y*, that satisfies the single-index model

$$y^* = x'\delta + u \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots i$$

Although y^* is latent variable which cannot be observed, we do observe that

$$y = \begin{cases} 1 \ if \ y^* > 0 \\ 0 \ if \ y^* \leq 0 \end{cases} \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots ii$$

Given the latent-variable, the probability of the Islamic bank customers being satisfied depends on a set of variables x so that,

$$P_i = Pr[y = 1|x] = F(X'\delta)$$

$$P_i = Pr[y = 0|x] = 1 - F(X'\delta) \ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots\ldots iii$$

However, Greene (2012) further expresses a general class of binary choice models as

$$P_i = Pr(Y_i = 1) = F(\delta_0 + \delta_1 X_{1j} + \delta_2 X_{2j} + \cdots + \delta_k X_{kj}) \ldots\ldots\ldots\ldots\ldots\ldots\ldots iv$$

Where:

P_i = Probability, i=1,2,...,n,

F = CDF (cumulative distribution function),

δ_j = Parameters, j=0,1,2,…,k,

X_{ij} = Value of explanatory variable Xj for i-th household,

k = Number of explanatory variables,

Therefore the models can be re-specified in functional form as follows:

$$CS = f(EOA, ISPR, LOAN, ATM, AWAR, PROD) \ldots\ldots\ldots\ldots\ldots\ldots\ldots v$$

However, the model can now be written in an explicit econometric form as;

$$CS = \delta_0 + \delta_1 EOA + \delta_2 ISPR + \delta_3 LOAN + \delta_4 ATM + \delta_5 AWAR + \delta_6 PROD + \mu_i \ldots vi$$

Where:

CS = Islamic bank Customers' satisfaction

EOA = Ease of account opening

ISPR = Islamic Principles (like free-interest)

LOAN = Type of loans in line to sharia

ATM = Available of Automated Teller Machines(ATMs)

AWAR = Level of awareness of the Islamic banking services

PROD = Islamic banking Products like Takaful i.e Islamic insurance

μ_i = Error term

δ = regression coefficient parameter.

IV. Result

The data collected for this study were presented and analyzed in this section. Two hundred (200) questionnaires were distributed to the respondents in the study area out of which only one hundred and ninety one (191) were dully filled and returned. However, this marked a return rate of 95.5%. The analysis of the research was based on the return questionnaires.

4.1 Major Background Information

The major demographic and socioeconomic characteristics of the respondents were examined under some variables such as area of residence, gender, age, level of education and occupation. Table I below summarizes the descriptive statistics of the variables.

Table I: Demographic Characteristics of the Respondents

S/N	Variable	Frequency	Percentage (%)
1	**Residential Area of the Respondents**		
	Metropolitan	145	75.82
	Non-Metropolitan	46	24.18
	Total	**191**	**100.00**
2	**Age of the Respondents**		
	25 years and below	71	37.36
	26– 40years	61	31.87
	41– 55years	27	14.29
	56 years and above	32	16.48
	Total	**191**	**100**
3	**Gender of the Respondents**		
	Male	128	67.03
	Female	63	32.97
	Total	**191**	**100**
4	**Level of Education of the Respondents**		
	Informal Education	32	16.48
	Primary Certificate	36	18.68
	SSCE	29	15.38
	NCE/Diploma	31	16.48
	BSC/HND	21	10.99
	Post Graduate	42	21.98
	Total	**191**	**100**
5	**Occupation of the Respondents**		
	Civil Servant	63	32.97
	Trader	31	16.48
	Self Employed	42	21.98
	Others	55	28.57
	Total	**191**	**100**

Source: Field Survey 2023

The data presentation in the above table shows that 75.82% are living in metropolitan Local Governments while 24.18% were from non-metropolitan Local Government area. Therefore, this revealed that majority of participants or customers of Islamic banking in Kano were from metropolitan area.

More so, the table also depicts the age of the respondents, it shows 37.36% are 25 years oldand below, 31.87% are between 26 to 40 years, 14.29% are between 41 to 55 years old and only 16.48% are above 55 years. The result further indicated that, 67.48% of the respondents were male while 32.97% are female. Therefore, it could be concluded that the majority of the customers operating Islamic Banking in Kano State are able body between the ages of less than 25 years and/or 26-40 years, and are mostly male gender. This means that women in the state are left behind in terms of financial inclusion

Moreover, 16.48% of the Islamic bank customers in the state have informal education, 18.68% possessed primary certificate, 15.38% have SSCE, 16.48% acquired NCE/Diploma, 10.99% were B.Sc./HND holders, and 21.98% possessed post graduate education, such as Master's Degree. This implies that majority of the respondents acquired post graduate certificate as their educational qualification. Hence, there is a linkage between education and financial inclusion.

On the occupation of the respondents 32.97% are civil servants, 16.48% are traders, 21.98% were self-employed, and 28.57% are engaged in other occupation such as drivers. This implies that majority of the Islamic bank operators in the study area are civil servants. Small scale business men in the informal sector in the state operate their business without dealing with banks. This attitude of business men in the informal sector serves as a stumbling block to their business progress.

4.2 Analysis of Islamic Bank Customers Level of Satisfaction

Table II: Satisfactionof Customers Operating Islamic Banking

Response	Frequency	Percentage (%)
Satisfied	149	78.01%
Unsatisfied	12	6.28%
No response	30	15.71%
Total	**191**	**100**

Source: Field Survey 2023

The result depicted in table II above shows distribution of the respondents according to their satisfaction with the Islamic Banking system.The table reveals that 78.01% of the customers or respondents were satisfied with services of the banks. 6.28% of the respondents were not satisfied with the banks. Therefore, this implies that majority of the respondents give a positive recommendation aboutthe Islamic Banking Product and Services.

4.3 Logistic Regression Analysis

The result of the analysis for the determinants of Islamic Bank customers' level of satisfaction in Kano State using the Logistic Regression Model is presented in table III as follows.

Table III:Result of the Estimated Logistic RegressionModel

S/N	Variables	Coefficient	Standard Error	Marginal Effect
1	Easy Account Opening	0.021	0.703	0.005
2	Islamic Principles	1.021***	0.363	0.720
3	Loan Accessibility	0.001**	0.582	0.0025
4	ATMs	-.0.053	0.232	0.128
5	Awareness	0.341*	0.320	0.041
6	Islamic banking products	0.004*	0.766	0.0006

Number of observation = 191

LR chi^2 = 48.41

Prob> chi^2 = 0.0000

Pseudo R^2 = 0.316

Authors' Computation using stata 14, 2023

* Highly significant at 1%; ** fairly significant at 5%; *** slightly at 10%

Table III presented the result of the logistic regression model empirically explaining the relationship between the dependent and the independent variables as well as the statistical significance of the coefficients. The model is jointly statistically significant with 0.000 probability values and the R square shows that the explanatory power of the models is 31.6%.

The result in the table revealed that,easy account opening in the Islamic banks in Kano state is positively link to customer's satisfaction although it is statistically insignificant. The marginal effect of the coefficient shows that,the likelihood of the

customers to be satisfied with Islamic banking is 0.5% more likely with the ease of account opening. Service delivery is an important instrument of enhancing customers satisfaction.

Islamic principle (like interest free banking) is a statistically significant positive factor determining the level of satisfaction of the Islamic bank customers. The parameter is consistent with a priori expectations and its marginal effect shows that customers operating Islamic banking are 72.0% more likely to be satisfied considering Islamic principles compared to other conventional banking principles. This finding is line with the finding of Fauzi&Suryani (2018) that, compliance with Islamic rules by Islamic banking is the greatest source of its customers' satisfaction.

More so, there is a direct relationship between the type ofloans granted by Islamic banks in Kano State and thesatisfaction of their customers. As the size of Islamic bank loan increased by one unit, the level of satisfaction of their customers is more likely to increaseby0.25%. This implies that, provision of non-interest rate in form of personal and business loan increasesthe satisfaction of bank customers in Kano State.

The availabilityof Automated Teller Machines (ATMs)is an insignificant regressor that may influence the level of satisfaction of the Islamic bank customers. However, the variable is a negative determinant and is inconsistent with a priori expectation. The result of the marginal effect reveals that a unit increase in the number of the Islamic bank ATMs reduces the likelihood of their customers being satisfied by 12.8%.Thisimplies that the ATMs of the banks in the study area are ineffective as a result of service disruption or lack of cash in the machine, which make it difficult to meet the customers' demand for cashing.

Furthermore, the level of awareness of the Islamic banking is a significant and positive determinant of satisfaction among the customers of Islamic banking in Kano state. Based on the marginal effect of the coefficient, an increase in the level of awareness of the Islamic bank services will increase the likelihood of their customers' level of satisfaction by 4.1%. This implies that awareness is important in business. The customers need to be aware of the services and products rendered by banks. For someone to benefit from a particular service he needs to be aware about the existence of the service.

The products of the Islamic banking such as Takaful (Islamic insurance), modaraba (loan based on profit and lost sharing),'ijarah' (lease based on Islamic principle)are positively associated the level of satisfaction of the Islamic bank customers. As such productsof the Islamic banks increase by one unit, the likelihood of their customers' level of satisfaction increases by 0.6%. This variable is statistically significant and is in line to a priori expectation. Such products play a significant role in financing small scale enterprises especially in developing countries.

4.4Diagnostic Test

Link test was used in the study to test for specification bias to avoid inclusion ofirrelevant variables in the model. The test defines linear predicted value using hat and hatsq. The result for the test shows that both_hat (0.130) and andhatsq (0.602) are insignificant. This is what is required to accept the null hypothesis of no mis-specification, as such the model is correctly specified.

V.Conclusion and Recommendations

Financial sector especially banking sector and the Islamic banking sub sector are growing at remarkable pace in Nigeria and Kano State in particular. The whole financial system in the state has experienced an expansion in due to the noninterest banking services rendered by Islamic banks in the market. People that were not financially included due to religious reasons are now included in the financial system with the coming of noninterest banking in the country. Competition among Islamic and conventional banks have been enhanced which attract and retain larger number of customers. It could be concluded therefore that, the services provided by Islamic banks is effective and satisfactorily. More so the level of satisfaction of the Islamic bank customers is assured, and aremotivated by Islamic principles(like interest free loan), awareness and other products like Takaful.

Based on the findings of the study and the conclusions drawn, the following recommendations are made to enable development of the sector in the state:

i.   The bank should increase its non-interest loan scheme for continuous patronage.

ii.   There is a need to create more awareness among people especially small-scale business operators and women towards account opening and other products of the Islamic banks such as Takaful, Murabaha, etc as well as the derivable benefits attached to the system.

iii. More branches of the Islamic banks should be opened and located within the metropolis and the suburbs.

Future Research

The result of this research cannot be used for generation of the satisfaction of the customers of Islamic bank in Nigeria as the sample of the research covers only customers of Islamic bank in Kano State. There is a need for future research on satisfaction of customers of Islamic bank in all state across the country. The Islamic banks in Nigeria have a branch in every state across the country. By collecting data from all the states in Nigeria, a comprehensive result will be obtained that will be used for making generalization.

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