

IMAM BUCHARI

UNIVERSITY COLLEGE OF BAHRAIN, BAHRAIN

AHMAD RAFIKI

UNIVERSITY COLLEGE OF BAHRAIN, BAHRAIN

AWARENESS AND ATTITUDES OF EMPLOYEES TOWARDS ISLAMIC BANKING PRODUCTS IN BAHRAIN

Abstract:

This study aims to analyze the employees' awareness and attitudes towards the Islamic banking products. Each of the constructs; awareness and attitude are derived from theories and previous researches. Based on the descriptive analysis of 102 responded questionnaires from employees who are currently working in five Islamic retail banks in Bahrain, the study concluded that 56% of respondents are aware as well as have a positive attitude towards Islamic banking products and services. It also found that there are statistically significant differences in the awareness and attitudes towards Islamic banks' products and services when they are grouped according to gender and education level while age and income both have insignificant differences. The findings invariably convey the standard of employees' awareness and attitude towards the Islamic banking products and services in Bahrain. This information will be useful for further evaluating and benchmarking the competitiveness of employees in Islamic Banking and Financial Institutions.

Keywords:

Awareness, Attitudes, Employees, Islamic Banking Products.

JEL Classification: G21