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What keeps Islamic mobile banking customers loyal?

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Abstract

Purpose This study aims to find important factors of Malaysian Islamic banking customers' loyalty or continuance intention to use Islamic mobile banking services. Design/methodology/approach The primary data are collected from the survey administered to 250 customers in the Klang Valley and the analysis is conducted using partial least squares (PLS). Findings Based on the findings, continuance intention of using Islamic mobile banking services was found to be depended on the usability of mobile banking services, customer service provided by Islamic banks towards mobile banking services, customer satisfaction on mobile banking services and trust of customers towards mobile banking services. In addition, the mediating effect of Islamic mobile banking services continuance adoption is significantly influenced by customer satisfaction and trust.

Originality/value This paper offers an additional literature on Islamic mobile banking, especially from the Malaysian context. There is a lack of study that focuses on loyalty towards Islamic mobile banking services. The paper is considered to be the first attempt to examine the factors that influence Malaysian Islamic banking customers' loyalty or continuance intention to use Islamic mobile banking services.

Keywords

Author Keywords: Malaysia; PLS; Loyalty; Islamic mobile banking

KeyWords Plus: SERVICE QUALITY; PERCEIVED RISK; SATISFACTION; TRUST; ONLINE; IMPACT; TECHNOLOGY; DIMENSIONS; PROFITABILITY; CONSEQUENCES

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