

ABSTRACT

Title of Research Paper : The Acceptance of Islamic Principle's Monetary

Service Project Operated by a Bank in Narathiwat Province

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Degree : Master of Arts (Social Development)

Year : 2001

The objectives of this research are to study the acceptance of an Islamic monetary service project, entitled "Window Islam", problems/obstacles including the future needs of such a project by the in-depth interview technique. 19 key-informants were selected from the clients and non-clients. Data collected were later analysed contextually with the help of descriptive statistics.

Results of the study reveal that, in general, the key-informants accept the project "Window Islam" in various steps from being aware of its existence, seeking more knowledge about it, deciding to seek services and still being clients up to the present time. In addition, they think the bank provides suitable personnel for the job because all of them are Muslim. The office space for this is divided properly, clearly marked, convenient to customers who seek services.

Major problems and obstacles facing the project are confidence of the clients particularly those strict Muslim about the managing of the money deposited. They are not quite sure how their money is kept and invested; it has been done properly according to Islamic Principle or not. If this matter is clear, the confidence in the project will be great; other problems mentioned are, for example, the management and expansion of the project.

Future needs expressed by the key-informants are, first of all, they want a separate Islamic Bank; secondary, a full operation separating from other banking business. If none of the above is not feasible, the government saving bank should

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improve the management of the project, particularly to clearly divide Islamic money from other monies. It should be invested along Islamic principle only. An advisory committee comprising knowledgeable and acceptable Muslim people as members of the committee.