

Impact of Digitalization on Client Satisfaction with Microfinance Services in Malaysia: A systematic Review (2015 - 2024)

Ahmad Shabudin Ariffin, Kamal Ab Hamid, Shabir Ghafari*

Faculty of Business and Management Science, Kolej Universiti Islam Perlis, Malaysia
Sultan Abdul Halim Mu'adzam Shah International Islamic University
School of Business and Social Sciences, Albukhary International University, Malaysia

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ABSTRACT

Customer satisfaction has been affected by the way digitalization has changed several industries, including microfinance. The purpose of this systematic review is to summarize, from 2015 to 2024, the impacts of digitalization on customer satisfaction in Malaysia's microfinance sector. Data extraction from 16 qualified research, quality assessment, and database search were all part of the methodical process. The results show that by enhancing accessibility, convenience, transparency, and efficiency, digitalization—via mobile banking, online platforms, and digital payments—markedly increased customer satisfaction. But some obstacles were pointed out to be issues like the digital divide and worries over data privacy. For interested parties to strategically apply digital advancements while overcoming challenges, the review provides practical consequences. Future study should look into moderating factors, compare studies, longitudinal studies, and digital transformation issues. This methodical study offers insights into using digitalization to promote inclusiveness and customer-centric financial services in Malaysian microfinance.

JEL Codes: G21, O33, L86

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