

**TABLE OF CONTENT**  
**GBSE JOURNAL VOLUME. 7 NO. 21 (April 2021)**

**AWARENESS AND UNDERSTANDING AS STRATEGIC FACTORS TO ATTRACT CUSTOMERS' SELECTIONS OF ISLAMIC HOUSE FINANCING**

Noriza Abd Aziz.....1-8

**INVESTIGATING PHYSICIANS' LOYALTY TO PHARMACEUTICAL COMPANIES IN KLANG VALLEY**

Dr. Lee Kwee Fah, Deyendra A/L Bhaskar, Dr. Foo Meow Yee & Kho Guan Khai.....9-19