

This study reveals the relationship between consumer behavior towards bank selection criteria and customer satisfaction. For this purpose, data was collected from a sample of 200 consumers in different Islamic bank in Multan through a structured questionnaire containing 30 questions. SPSS 17 has been used for data analysis. Correlation and regression analysis, ordinary least square (OLS) method was use to find out relationship among independent variables(religion, high profit & low service charges, influence of friends & family, service quality, responsive attitude of staff ,mass media & bank image) and dependent variable (customer satisfaction). The findings show positive and significant relationship among all variables and customer satisfaction partially mediates the relationship between independent variables and dependent variables. We conclude that customers' satisfaction is increasing day after day and their commitment is strong with the Islamic banks. Key words: Islamic banking, Bank selection, Customer satisfaction