

The Influence of Knowledge, Religiosity, And Sharia Financial Literacy On Public Interest In Becoming Customers In Sharia Banks

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Abstract

This research aims to explore the influence of knowledge, religiosity, and sharia financial literacy on public interest in becoming customers in Sharia Banks, providing input to Sharia Banks in designing appropriate promotional and educational strategies to attract public interest in becoming customers. This type of research is quantitative research. The sample used in this research was 102 respondents with random sampling technique. Data collection techniques using questionnaires to be distributed to respondents. The population in this study were the people of Palopo City and Luwu Regency. Then, the data was processed using the SPSS 26 analysis tool. The results showed that there was an effect of hypothesis testing on public interest in becoming customers in sharia banks by the knowledge variable of 4.741%, on the religiosity variable of 2.760%, while the sharia financial literacy variable was 5.159%. The variable of interest in becoming a customer has an effect in the simultaneous determination coefficient test (r^2) of 0.731%. Based on the results of this research, it is hoped that the community will be able to use sharia banks as a means of transaction in everyday life in accordance with the teachings of the Qur'an and Hadith.

Keywords: Knowledge; Religiosity; Sharia Financial Literacy; Interest in Becoming a Customer

1. Introduction

Indonesia has the largest Muslim population in the world, amounting to 240.62 million in 2023. This number is equivalent to 86.7% of the national population which totals 277.53 million [1] (Annur, 2023). With the largest Muslim population in the world the majority of the population should be much more willing to use sharia financial institutions and have a better understanding of sharia finance especially for the community. In fact, a large number of Muslims in Indonesia continue to use conventional banking institutions, transactions involving interest which is prohibited by the Qur'an, rather than using sharia banks for their daily financial needs [2] (Fauzi & Murniawaty, 2020). However, in sharia banks customers are given priority when purchasing certain items and are given time and fees to work with. As a result, sharia banks can produce results that are in accordance with Islamic law, turning the results into a reliable source of information (Junaidi, 2022) [3].

In Indonesia, there are two types of banks namely, conventional banks deal with interest payments and profit sharing is the foundation on which sharia banks operate. The superiority of sharia banks over conventional banks depends on the public. Since conventional banks operate under the principle of usury or interest, the general public has moved to sharia banks that adhere to Islamic principles. The purpose of sharia banking is to apply Islamic principles to various financial transactions, trade industries, and related businesses [4] (Rismawati, 2022). The matter of usury is explained by Allah SWT. in the Qur'an as follows. "And

because they practice usury, when indeed they have been forbidden from it, and because they eat people's property illegally (bathil). And we have prepared for the disbelievers among them a painful punishment." (Qs. An-Nisa [4]: 161). There is a difference of opinion among scholars as to whether usury was prohibited at that time or not. One opinion states that the verse not only tells about the prohibition of usury on the Jews, but also treats usury on Muslims [5] (Rizal Yaya, 2021).

To increase interest in becoming customers, one of the focuses of the current government is to develop the sharia banking and finance industry. Sharia Economics must be able to attract people, especially those in Luwu and Palopo Regencies to become customers in sharia banking and play an active role for sharia banks to the community [6] (Sugiarti, 2023). The decline in literacy levels in Indonesia is caused by a lack of access or use of financial product services where financial product services are used by students consisting of men and women who are able to gain knowledge about finance [7] (Mulyaningtyas I. F., 2020). Knowledge is the result of human efforts to understand which is innate or acquired through experience [8] (Deni Putra et al., 2022). According to (Iryani & Kristanto, 2022) so that attitudes and behaviors ultimately affect the assessment of the current situation, religiosity is a belief system that is upheld with pre-existing religious principles [9].

The public is an important part of the population that has the potential to become customers of sharia banks. People's interest in becoming customers in sharia banks can be influenced by various factors, including knowledge about sharia banking, religious beliefs, financial literacy, and their perceptions of the benefits and advantages of sharia banking compared to conventional banking. However, the factors that continue to influence this interest still need further research (Fauzi & Murniawaty, 2020) [2].

This study aims to (1) explore the influence of knowledge, religiosity and sharia financial literacy on public interest in becoming customers in sharia banks. (2) provide input to sharia banks in designing appropriate promotion and education strategies to attract people to become customers. By understanding these factors, we can design more effective strategies to promote sharia banking to the public and increase sharia financial inclusion.

2. Methodology

This type of research is quantitative research. The population in this study is the people of Palopo City and Luwu Regency who have the potential to become customers of sharia banks. The sample in this study were people who had an interest in becoming customers in sharia banks using random sampling techniques, where each individual in the population, either individually or together, had the same opportunity to be selected as sample members. Thus, the number of respondents in this study were 102 respondents. The data collection technique uses a questionnaire to collect information related to community goals for sharia banks, knowledge of sharia banking practices, and financial literacy.

The data analysis method in this research is descriptive statistical analysis. Descriptive analysis was carried out before conducting regression tests consisting of descriptive statistical analysis, validation tests, and rehabilitation tests. The analysis was carried out using SPSS 26 which aims to provide a descriptive description of the variables studied in this study, namely

the independent variable (knowledge, religiosity, and sharia financial literacy) with the dependent variable (public interest in becoming customers in sharia banks).

3. Result and Discussion

3.1. Result

Descriptive Statistical Analysis Test

Table 1. Descriptive Statistical Analysis Test Results

		Minimum	Maximum	Mean	Std. Deviation	
Knowledge		100	19.00	30.00	27.00,00	2.127,26
Religiosity		100	18.00	30.00	26.50,00	2.032,56
Sharia	Financial	100	18.00	30.00	25.96,00	2.605,05
Literacy		100	16.00	30.00	26.42,00	2.400,25
Interest in Becoming a Customer						

Based on table 1, the Knowledge Variable (X1) shows that the average value is 27.00.00. This shows that the level of influence of knowledge on public interest in becoming customers in sharia banks has an average value of 27.00.00. While the minimum value is 19.00 and the maximum value is 30.00 and the standard deviation is 2,127.26. The Religiosity variable (X2) shows an average value of 26.50.00. This shows that the level of influence of religiosity on public interest in becoming customers in sharia banks has an average of 26.50.00. While the minimum value is 18.00 and the maximum value is 30.00 and the standard deviation is 2,032.56. The Sharia Financial Literacy variable (X3) shows an average value of 25.96.00. This shows that the level of influence of sharia financial literacy on public interest in becoming customers in sharia banks has an average of 25.96.00. While the minimum value is 18.00 and the maximum value is 30.00 and the standard deviation is 2,605.05. The Interest in Becoming a Customer (Y) variable shows an average value of 26.42.00. While the minimum value is 16.00 and the maximum is 30.00, and the standard deviation is 2,400.25.

Before analyzing the research variables, the research instrument in the form of a questionnaire must fulfill the validation and rehabilitation tests. The validation of the questionnaire was tested using the Pearson correlation coefficient between each indicator and the total indicator. While the rehabilitation test uses Cronbach's alpha for each variable as a result of validity testing. The validation test is used to measure whether a questionnaire is valid or not. A questionnaire can be said to be valid if the statements on the questionnaire are able to reveal what the questionnaire itself will receive. Furthermore, if the significance level is <0.05 or 5%, the data is declared valid. To find out the validation measure, it can be seen from the comparison between the calculated r-coefficient and the r-table coefficient [10] (Cahyono & Rahmawanti, 2022). From each research variable presented in table 2 below.

Table 2 Validity Test Results

Variables	Item	N	r – Count	r - tables	Description
Knowledge (X1)	LEDG1	100	0,592	0,1946	Valid
	LEDG2	100	0,637	0,1946	Valid
	LEDG 3	100	0,539	0,1946	Valid
	LEDG4	100	0,586	0,1946	Valid
	LEDG 5	100	0,703	0,1946	Valid
	LEDG6	100	0,601	0,1946	Valid
Religiosity (X2)	RELIS1	100	0,544	0,1946	Valid
	RELIS2	100	0,596	0,1946	Valid
	RELIS3	100	0,666	0,1946	Valid
	RELIS4	100	0,595	0,1946	Valid
	RELIS5	100	0,579	0,1946	Valid
	RELIS6	100	0,586	0,1946	Valid
Sharia Financial Literacy (X3)	LKS1	100	0,472	0,1946	Valid
	LKS2	100	0,562	0,1946	Valid
	LKS3	100	0,654	0,1946	Valid
	LKS4	100	0,709	0,1946	Valid
	LKS5	100	0,795	0,1946	Valid
	LKS6	100	0,544	0,1946	Valid
Interest in becoming a customer at an sharia bank (Y)	Cust1	100	0,699	0,1946	Valid
	Cust2	100	0,534	0,1946	Valid
	Cust3	100	0,655	0,1946	Valid
	Cust4	100	0,733	0,1946	Valid
	Cust5	100	0,583	0,1946	Valid
	Cust6	100	0,657	0,1946	Valid

Based on table 2, it shows that all indicators used for the variables of knowledge, religiosity, sharia financial literacy, and interest in becoming customers in sharia banks used in this study show a significant level <0.05 or 5% and Cronbach alpha $> r$ table with a number 0.1946.

Reliability Test

When the questionnaire is said to be reliable or reliable if someone's answer to the statement is consistent or stable over time. Composite Reability is used to measure the true value of the reliability of a construct. The following are the results of the composite reliability analysis in this study as follows.

Table 3 Reability Test Results

Variables	Cronbach Alpha	Description
Knowledge	0,661	Reliabel
Religiosity	0,632	Reliabel
Sharia Financial Literacy	0,689	Reliabel
Interest in Becoming a Customer	0,721	Reliabel

Based on table 3 of the results of data processing as in the table above, the Cronbach's alpha value of each variable indicator > 0.05 , the value of the knowledge variable indicator

(X1) is 0.661 ($0.661 > 0.1946$), the indicator value of the Religiosity variable (X2) is 0.632 ($0.632 > 0.1946$), the indicator value of the Sharia Financial Literacy variable (X3) is 0.689 ($0.689 > 0.1946$), and the indicator value of the Interest in Becoming a Customer variable (Y) is 0.721 ($0.721 > 0.1946$). Which means that each variable indicator has met the Cronbach's alpha requirements. So it can be concluded that all variables used are reliable.

Simultaneous Determination Coefficient Test (R-Square)

In the framework of the knowledge variable, the t-count value is 4.741, which means that knowledge has a positive effect on the variable interest in becoming a customer. The religiosity variable has a t-count value of 2.760, which means that religiosity has a positive effect on the variable interest in becoming a customer. And the sharia financial literacy variable has a t-count value of 5.159, which means that sharia financial literacy has a positive effect on the variable of interest in becoming customers. In the dependent variable, interest in becoming a customer has an R Square value of 0.731, which means that the variable interest in becoming a customer is influenced by the three variables, namely, knowledge, religiosity, and Islamic financial literacy.

3.2. Discussion

The Effect of Knowledge on Public Interest in Becoming Customers in Sharia Banks

This study shows that hypothesis 1 is that knowledge affects public interest in becoming customers of sharia banks in Palopo and Luwu cities. The results of hypothesis testing show that H1 is statistically accepted and can have an impact on public interest in becoming customers in sharia banks. From the test results of the simultaneous coefficient of determination (r^2), it is known that the coefficient of determination of the knowledge variable is 0.731. Thus it can be concluded that the knowledge variable has a positive influence of $(0.731)^2 \times 100\% = 5.343\%$ on public interest in becoming customers of sharia banks. This means that the higher the level of knowledge, the higher the public interest in becoming customers in sharia banks.

The Influence of Religiosity on Public Interest in Becoming Customers in Sharia Banks

Based on the analysis, it shows that we can test hypothesis 2, namely that religiosity influences people's interest in becoming customers at sharia banks in the cities of Palopo and Luwu. The hypothesis test results are based on the hypothesis test results of $0.07 < 0.05$ which shows that the level of H2 has a significant effect on people's interest in becoming customers of Islamic banks. The more a person's religiosity increases, the more people's interest in becoming customers at sharia banks will increase. From the test results it is known that the coefficient of simultaneous determination (r^2) is that the coefficient of simultaneous determination of the religiosity variable is 0.731. So it can be concluded that the influence of the religiosity variable has a positive effect of $(1.462)^2 \times 100\% = 2.137\%$ on people's interest in becoming customers at sharia banks.

The Influence of Sharia Financial Literacy on People's Interest in Becoming Customers at Sharia Banks

Based on the research, it was found that hypothesis 3 was tested, namely that sharia financial literacy influences people's interest in becoming customers at sharia banks in the cities of Palopo and Luwu. The statement of hypothesis test results 3 is based on the results of the hypothesis test which has a significance value of $0.00 < 0.05$, which means that H3 is accepted significantly and there is an influence between sharia financial literacy on people's interest in becoming customers at sharia banks. From the results of the simultaneous determination coefficient test (r^2), it is known that the coefficient of simultaneous determination of the Islamic financial literacy variable is 0.731. So it can be concluded that the influence of the Sharia Financial Literacy variable has an effect of $(1.462)^2 \times 100\% = 2.137\%$ on people's interest in becoming customers at Islamic banks.

4. Conclusion

Based on the results of research on the influence of knowledge, religiosity and sharia financial literacy on people's interest in becoming customers at sharia banks, it can be concluded that knowledge has a significant effect on people's interest in becoming customers at sharia banks, so H1 is accepted. Religiosity has a significant effect on people's interest in becoming customers at sharia banks, so H2 is accepted. Sharia financial literacy has a positive effect on people's interest in becoming customers at sharia banks, so H3 is accepted. The dependent variable, namely interest in becoming a customer at a sharia bank, has an R Square value of 0.731, which means that the variable interest in becoming a customer is influenced by three variables, namely, knowledge, religiosity and sharia financial literacy. Therefore, the need to increase knowledge, uphold the principles of religiosity, and increase financial literacy of sharia banking services among the public can be achieved effectively in the use of sharia financial services.

Based on the results of the research and analysis that has been carried out, suggestions can be formulated that can be taken for further development, namely increasing knowledge, strengthening religious values, increasing sharia financial literacy, using social media and technology, collaborating with sharia financial institutions, evaluating and further research. . Thus, efforts to promote sharia financial services can continue to be improved in accordance with developments and community needs.

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