

THE INFLUENCE OF SHARIA FINANCIAL LITERACY AND SAVING PSYCHOLOGY ON INTEREST IN USING SHARIA BANKING PRODUCTS

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ABSTRACT

This study aims to determine the effect of Islamic financial literacy and savings psychology on interest in using Islamic banking products. The background of this study is based on the low level of Islamic financial literacy and the lack of public understanding, particularly among university students, of Islamic banking principles and products. This study used a quantitative methodology. Sampling was conducted using purposive sampling with 96 participants. Data collection was conducted by distributing questionnaires to female students at the Ar-Roudhoh dormitory. Data were then analyzed using descriptive statistics using SPSS version 25 software. Sampling used the Slovin formula with a 5% error rate from a population of 126. Simultaneously, both independent variables significantly influenced interest in using Islamic banking products. The conclusion of this study is that the higher the level of Islamic financial literacy and the more positive a person's savings psychology, the greater the interest in using Islamic banking products. The results of this study are expected to be used as considerations by Islamic financial institutions in improving educational and promotional strategies based on Islamic values.

Keywords: *Islamic Financial Literacy, Saving Psychology, Interest, Islamic Banking Products.*

A. INTRODUCTION

In today's era of globalization, managing finances carefully is mandatory for every individual. The use of funds will be decided in financial management. Individuals who understand Islamic financial literacy will manage their funds carefully and efficiently (Nuraini et al., 2023).

Sharia economics is an economy that uses Islamic sharia principles such as the prohibition of *riba*, *ghoror* and *maysir*. The principles of Islamic sharia here mean business activities that are carried out without containing elements of *riba*, *gharar*, *maisir*, and using haram objects that can cause a form of tyranny (Zihanuddin, 2024).

Financial literacy is an individual's insight and expertise regarding financial science that influences a person's behavior in decision-making so that they are able to manage finances in order to achieve prosperity. Financial literacy plays an important role for people in choosing and using financial service products according to their needs as an effort to improve welfare. If you have a high level of financial literacy, it is expected to encourage the acceleration of a nation's economic development (Adiyanto & Purnomo, 2021).

In the discussion of the development of Islamic financial literacy, it is interpreted that consumers of Islamic financial products and services or the wider community are expected not only to know and understand Islamic financial service institutions and Islamic financial products and services, but also to be able to change or improve people's behavior in Islamic financial management so that they can improve their welfare (Yusmelia et al., 2024).

Saving is one way of controlling the finances that a person has in life. A person can set aside some of the wealth he has to meet his needs in the future. But saving has not yet become a habit for most people in Indonesia (Abror et al., 2024).

Kinnear and Taylor argue that buying interest is part of a component of consumer behavior in consumption attitudes, the tendency of respondents to act before a purchase decision is actually implemented. Consumer interest is a consumer's tendency to buy a brand or take a purchase-related action measured by the likelihood of the consumer making a purchase (Rozi et al., 2024).

Another study was also conducted by Risa Nur Fauzi stating that the results of Sharia Financial Literacy have a positive effect on Interest in Becoming a Bank Customer, Religious Knowledge has a positive effect on Interest in Becoming a Sharia Bank Customer, and Promotion has a positive effect on Interest in Becoming a Sharia Bank Customer. Sharia Financial Literacy, Religious Knowledge, and Promotion simultaneously have a positive effect on the Interest in Becoming a Sharia Bank Customer (Fauzi, 2020).

Jesica Andriani Seroy, Andrew Christian Aseng, Junior Samuel Lakat, and Elizabeth Meiske Maythy Lasut stated that the results of this research show that financial literacy is in the high category, and students' interest in saving is in the high category, and there is a significant positive influence of financial literacy on students' interest in saving. So the higher the level of financial understanding of students, the higher their interest in saving. There are several recommendations given to related parties in relation to this research topic (Seroy et al., 2025).

B. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Islamic financial literacy is the ability of individuals to understand financial concepts, products, and services based on sharia principles, including the prohibition of usury, halal transactions, and Islamic business ethics. Research shows that Islamic financial literacy has a positive and significant effect on the interest of the public, especially the younger generation, in using Islamic bank products and services. The higher a person's level of Islamic financial literacy, the greater their interest in using Islamic banking products because they can assess their benefits and suitability with religious principles (Tezzarino & Zulfison, 2024).

Saving psychology includes an individual's motivation, attitude, and perception of saving habits. This psychological factor plays an important role in encouraging individual interest in saving in Islamic banks. The study found that internal motivation, learning experience regarding product benefits, and perception of profits or profit sharing received were the dominant factors influencing customers' interest in saving in Islamic banks (Khairiyah et al., 2022a).

Interest in using Islamic bank products is interpreted as a person's strong intention and desire to choose and utilize financial products based on sharia principles. This interest is influenced by Islamic financial literacy and saving psychology. In addition, religiosity and belief factors also strengthen this interest. The research uses the Theory of Planned Behavior as a basis to understand the relationship between literacy and the psychology of saving and interest in using Islamic banking products (Zulaecha, 2025).

With this approach, the research can use quantitative methods with valid measurement instruments for Islamic financial literacy and saving psychology and analyze its influence on interest in using Islamic bank products. Many studies support the positive of this relationship with strong evidence of regression testing and statistical significance (Sugiarti, 2023).

C. METHOD

The quantitative method is called the traditional or positivistic method because it is based on the philosophy of positivism and has long been used in scientific research. This method is empirical, objective, measurable, rational, and systematic. It is also called the discovery method because it is able to produce new discoveries. And the data used in this study is in the form of numbers and analyzed with statistical techniques (Sugiyono, Quantitative Research Methods, Qualitative R&D, n.d.) The population in this study is Ar-Roudhoh dormitory students with a total of 126 people. To determine the sample of respondents from the research population, determine the sample size based on the opinion of the slovin formula with an error value of 5%, a sample of 96 female students in the ar-roudhoh dormitory was obtained.

D. RESULT

Based on the results of the research that has been conducted, there are several results that will be presented:

1. Validity Test

Table 1. 1 Results of the Sharia Financial Literacy Validity Test

Question	R Count	R Table	information
1	0,508	0,202	Valid
2	0,283	0,202	Valid
3	0,539	0,202	Valid

4	0,440	0,202	Valid
5	0,248	0,202	Valid
6	0,427	0,202	Valid
7	0,283	0,202	Valid
8	0,491	0,202	Valid

The results of this service quality validity test showed that all service quality items tested were declared valid because the item-total correlation value was greater than r table ($r_{\text{count}} > r_{\text{table}}$) at a significance of 0.05 (5%).

Table 1. 2 Results of the Validity Test of Saving Psychology

Question	R Count	R Table	Information
1	0,509	0,202	Valid
2	0,311	0,202	Valid
3	0,597	0,202	Valid
4	0,261	0,202	Valid
5	0,219	0,202	Valid
6	0,310	0,202	Valid
7	0,459	0,202	Valid
8	0,488	0,202	Valid

The results of this service quality validity test showed that all service quality items tested were declared valid because the item-total correlation value was greater than r table ($r_{\text{count}} > r_{\text{table}}$) at a significance of 0.05 (5%).

Table 1. 3 Interest Validity Test Results

question	R count	R Table	information
1	0,417	0,202	Valid
2	0,205	0,202	Valid
3	0,758	0,202	Valid

4	0,744	0,202	Valid
5	0,788	0,202	Valid
6	0,207	0,202	Valid
7	0,658	0,202	Valid
8	0,631	0,202	Valid

The results of this service quality validity test showed that all service quality items tested were declared valid because the item-total correlation value was greater than r table ($r_{\text{count}} > r_{\text{table}}$) at a significance of 0.05 (5%).

2. Hypothesis Test

a. F test

Table 1. 4 Simultaneous tests

NEW ERA						
	Type	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	612.775	2	306.388	23.487	.000b
	Residual	1213.183	93	13.045		
	Total	1825.958	95			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

From the table above, the f value of the calculation is $23,487 > f_{\text{table}}$ is 3,093 and the sig. value is $0.000 < 0.05$,

which is the variable of Sharia Financial Literacy, the psychology of saving simultaneously has a significant effect on the interest in using Islamic bank products.

b. Coefficient Analysis Test (R2)

Table 1. 5 Coefficient Determination Analysis Test

Model Summary

Type	R	Adjusted R Square	Std. Error of the Estimate	Change Statistics					
				R Square Change	F Change	df1	df2	Sig. F Change	
1	.579a	.336	.321	3.612	.336	23.48	2	93	.000
7									

a. Predictors: (Constant), X2, X1

From the output above, an adjusted R square value (determination coefficient) of 0.336 was obtained, which means that the influence of independent variables on dependent variables was 33.6%. So the variable of Islamic financial literacy and the variable of saving psychology had an effect on the variable of interest in using Islamic bank products by 33.6% and the rest was influenced by other factors that were not studied by the researcher.

c. Multiple Regression Analysis Test

Table 1. 6 Multiple Regression Analysis Test

Coefficient

Type	Unstandardized	Standardized ^t	Sig.
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		Coefficients		Coefficients	
		B	Std. Error	Beta	
1	(Constant)	-2.035	4.682	-.435	.665
	X1	.373	.121	.261	3.093
	X2	.737	.120	.520	6.148

a. Dependent Variable: Y

From the table above, the regression equations obtained are:
 $-2.035 + 0.373X_1 + 0.737X_2$

- The constant value obtained is -2.035, so it can be interpreted that if the independent variable is 0 (constant), then the value of the dependent variable is -2.035.
- The value of the regression coefficient of the X1 variable has a positive (+) value of 0.373, so it can be interpreted that if the X1 variable increases, then the Y variable will also increase, and vice versa.
- The value of the regression coefficient of the X2 variable has a positive (+) value of 0.737, so it can be interpreted that if the X2 variable increases, the Y variable will also increase and vice versa.

d. T Test Results

Table 1. 7 Perisal Test

Coefficient

	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
Type						

1	(Constant)	-2.035	4.682		-.435	.665
	X1	.373	.121	.261	3.093	.003
	X2	.737	.120	.520	6.148	.000

a. Dependent Variable: Y

It was concluded that the T test (Partial test) can be found that the variable of sharia literacy obtained a calculated t value of 3,093 and a t table of 1,985 So that t calculates > t table, with a significant value of 0.003. The significance value is smaller than 0.05 ($0.003 < 0.05$). And it is known that the psychology variable of saving gets a t-table value of 6,148 and a t-table of 1,985 so that t calculates > t table, with a significant value of 0.000. The significance value is less than 0.05 ($0.000 < 0.05$). So H_0 was accepted, meaning that the variables of Islamic financial literacy (X1) and saving psychology (X2) had an effect on the interest of female students in using Islamic bank products (Y).

E. DISCUSSION

1. The influence of Islamic financial literacy on interest in using Islamic bank products in Ar-Roudhoh dormitory students

The results of the study showed that the variable of Islamic financial literacy had a positive coefficient with a calculated T value for Islamic financial literacy greater than the T of table $3,093 > 1,985$ with a significance value of $0.003 < 0.005$. Therefore, in this study, it is stated that Islamic financial literacy has a positive and significant effect on the interest in using Islamic bank products in Ar-Roudhoh dormitory students.

According to Ajzen, the theory of Planned Behavior explains that attitudes towards behavior are important subjects that can predict an action, however, it is necessary to consider a person's attitude in testing subjective norms and measuring the control of the person's perceptual behavior. If there is a positive attitude, support from people around you and a perception of ease because there are no obstacles to behave, a person's intention to behave will be higher (Melissa, 2017).

According to Yulianto, conceptually, Islamic financial literacy is defined as a person's ability to use his financial knowledge, skills, and attitudes in managing financial resources in accordance with Islamic law. In addition, Islamic financial literacy is a religious obligation for every Muslim because it has another meaning to achieve Al-Falah (true success) in this world and the hereafter (Lestari et al., 2023).

In a previous research by Resti Fadhilah Nurrohmah and Radiya Purbayati with the title The influence of the level of Islamic financial literacy and public trust on the interest in saving in Islamic banks. The results of the study show that the variables of the level of Islamic financial literacy and public trust have a positive effect on the interest in saving in Islamic banks. The findings of this study provide a reference to Islamic banks, that the level of literacy and public trust affects the interest in saving, therefore Islamic banks must continue to socialize the community (Nurrohmah & Purbayati, 2020).

2. The Psychological Influence of Saving On the Interest in Using Islamic Bank Products in Ar-Roudhoh Dormitory Students

The results showed that the variable of Islamic financial literacy had a positive coefficient with a calculated T value for

Islamic financial literacy greater than the T of table 6,148 > 1,985 with a significance value of $0.000 < 0.005$. Therefore, in this study, it is stated that the psychology of saving has a positive and significant effect on the interest in using Islamic bank products in students of the Ar-Roudhoh HM Al-Mahrusiyah Lirboyo Kediri dormitory.

Saving is an activity or activity that requires a desire in a person to save or set aside some money either in the bank or save it himself. In development theory, Keynes stated that savings are part of the income of a certain period that is not consumed in that period. According to the Theory *absolute income* by Keynes, the ability to save is generally influenced by economic factors such as net income per capita (Sirine & Utami, 2016).

As in a previous study titled Psychological and Rationalist Factors That Affect Students' Interest in Saving in Sharia Banks by Nurul Musfirah Khairiyah, Hasriani, and Dito Rozaqi Arazy with the results of the research Partial testing proves that partial free motivation, attitudes and perceptions do not have a partial effect on students' interest in saving in Islamic banks. Meanwhile, the variables of learning and profit have a partial influence on students' interest in saving in Islamic banks. The test results prove that all independent variables, namely motivation, learning, attitude, perception and profit or profit sharing, have a simultaneous effect on dependents, namely students' interest in saving in Islamic banks. The variable of profit level or profit sharing is a variable whose dominant influence is on students' interest in saving in Islamic banks

because it has the largest regression coefficient (Khairiyah et al., 2022b).

3. The Influence of Islamic Financial Literacy And Saving Psychology On Interest in Using Islamic Banks In Ar-Roudhoh Dormitory Students

The results of data processing using SPSS were obtained that the results of the F test in this study showed that F was calculated $23,487 > f$ table, which was 3,093 with a significance value of 0.000, or it can be known that the significance value was $0.000 < 0.05$. So it can be said that the variables of Islamic financial literacy and the psychology of saving have a positive and significant effect on the variable of interest in using Islamic bank products. So it can be said that Islamic financial literacy and saving psychology have a great influence on the interest in using Islamic bank products in Ar-Roudhoh dormitory students.

According to slameto, Interest describes the individual's voluntary feelings and inclinations towards an object, as expressed. In this perspective, interest is defined as the expression of a certain pleasure or inclination towards an object or activity, which arises naturally in the absence of any external stimulus (Noor, 2024).

In a previous study titled the influence of Islamic financial literacy on students' interest in using Islamic bank products, the results of the study showed that the level of Islamic financial literacy had a positive and significant effect on students' interest in using Islamic bank products with a t count of $7.964 > 1.99714$ and a significance of $0.000 < 0.05$ with a determination coefficient value of 0.494 which showed that the ability of Islamic financial literacy in explaining interests Students use

Islamic bank products by 49.4% (Nadila, 2021). Thus, the conclusion of the research studied is that financial literacy and the psychology of saving together have a positive and significant influence on interest in using sharia products. The combination of these two factors significantly increases interest in using Islamic bank products and has a stronger impact on customer satisfaction than if only one of the factors were considered. The higher the quality of financial literacy and saving psychology, the higher the interest in using Islamic bank products.

F. CONCLUSION

Based on the results of quantitative research on Islamic financial literacy and the psychology of saving for interest in using Islamic bank products in ar-Roudhoh dormitory students, it can be concluded that the two variables have a significant influence on the interest of female students. Islamic financial literacy has a real influence and on the interest of female students to use Islamic bank products. On the other hand, psychological factors such as motivation, perception, and trust have also been shown to greatly influence students' decisions. Therefore, education on Islamic financial literacy and the formation of positive motivation related to saving in Islamic banks are needed to increase product penetration among students, especially Ar-Roudhoh dormitory students. This research is expected to be a reference for the development of Islamic financial literacy and saving psychology as well as interest in using Islamic bank products for female students.

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