

Factors Influencing People's Decision to Save in Sharia Bank (Case Study in Sleman District)

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Keywords

Trust, Religiosity, Knowledge, Profit Sharing, Saving Decisions

Abstract

This research aims to analyze the determinants that have an influence on savings decisions in regional sharia banks in Sleman Regency. The possibility of a technical sample is the sampling technique in this research. From this technique there were 116 respondents. This research data is primary data with multiple linear regression methods. Research finds that the religiosity variable has no influence on people's decisions to save in Islamic banks. Meanwhile, the variables of trust, level of results and knowledge have a significant positive influence on the decision to save. Meanwhile, simultaneously all the research variables that influence the decision to save at a regional sharia bank in Sleman Regency with a coefficient of 0.630 promise from the results of this research that sharia banks are able to maintain the variables of trust, knowledge and level of profit sharing which are the dominant factors that influence people to save at the k sharia bank.

1. Introduction

The existence of sharia banking is very crucial and important for the Muslim community in order to carry out business, financial and economic activities that are in line with Islamic values. The interest system in the Islamic view is haram, because it falls into the category of usury. The prohibition of usury has been written clearly in the Koran, as in surah al Baqaroh 275-279. Alternative systems that are possible in Islam are sharing and working together in business. The profit sharing system in sharia banking is one factor in people choosing sharia banking (Andespa, 2017). In 2023, growth in the market share of sharia banks will still remain consistent, and will grow at 7%

The Financial Services Authority (OJK) recorded growth in sharia financing which increased 19.31 percent on an annual basis or year-on-year (YoY) in March 2023 reaching IDR 518 trillion nationally. This growth was driven by an increase in the distribution of sharia financing in various regions, including Central Java and the Special Region of Yogyakarta, which in total grew 14.64 percent annually. One of the districts located in the Yogyakarta Special Region in Sleman Regency. The population of Sleman Regency is greater than the districts in all

of DIY, namely 30% of the total population of DIY and the majority are Muslim.

In the picture below, the number of Muslims is 945,063 thousand people (90.45%), while the number of non-Muslims is 101,471 thousand people.

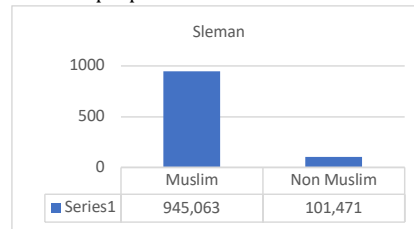


Figure 1. Number of Muslim and Non-Muslim People in Sleman Regency

Generally, the people of Sleman Regency are aware of the existence of sharia banking, but the community's sharia financial literacy is still low, including knowledge of sharia products, contracts and systems. This is the factor causing the low interest in making transactions with sharia banking. However, the advantage of sharia banking customers is ideology-based loyalty, because they generally choose sharia banks because they are halal and in accordance with Islamic values. Knowledge of halal law in the financial and banking sector is what drives people to choose sharia banks

(Malik, et al. 2011). In several studies that have been conducted, there are several variables that influence people in choosing a sharia bank, including the level of profit sharing, knowledge, trust and religiosity, as has been done by several previous researchers, such as Syarifuddin, et al (2021); Alfani & Rifa, (2022); Khasanah & Mustofa, (2022).

Sharia financial literacy will have implications for trust so that it can be a driving factor for people in choosing a sharia bank (Wijayani, 2017; Romdhoni & Ratnasari, 2018). The religiosity variable is religious enthusiasm and motivation which is applied concretely in encouraging people to carry out economic activities based on religious values, including in choosing banking (Dewi & Permana, 2021).

2 Literature Review

2.1 Sharia Banking

Sharia banking is a national financial industry that operates based on Islamic rules and sharia. Today's sharia banking is a manifestation of the basic and embryonic modernization of Islamic finance that has existed since the first phase of Islam with a risk sharing mode and eliminating gharar (obscurity). Sharia banking is a financial institution based on Islamic values, anti-usury while still running a financing system and services that are beneficial to customers. Benefits have meaning not just quality and quantity, but blessings blessed by Allah SWT (Muhammad, 2002; Fathurrahman, 2010).

2.2 Sharia Bank Operational System Concept

In principle, muamalah-economic laws are permissible in Islam, except for those which are prohibited. The practice of usury is a practice that is explicitly prohibited in Islam. So as an alternative, Allah SWT in Surah al-Baqarah verse 276 says that sharing (shodaqot) is a system that can grow the economy. Thus, the sharia

banking operational system is a sharing system that is founded on the values of collaboration, justice, balance and cooperation. The prohibition of the ribawi system is an anticipation of avoiding the economy from imbalance and injustice. Because the ribawi system is an exploitative system (Fathurrahman, 2010).

3. Research Methods

In this research, Sleman Regency was chosen as the place for research on people's savings decisions in Islamic banks, so that the population of this research is people who live in Sleman Regency. Probability sample technique is the sampling technique in this research. From this technique there were 116 respondents. This research data is primary data.

As a research stage, data instrument tests and classical assumption tests will be carried out. Meanwhile, the analysis tool uses multiple linear regression with several independents including trust (X1) and religiosity (X2), knowledge (x3), level of profit sharing (x4) and savings (Y) as dependent variables, as formulated below:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e$$

Information:

- Y : Saving
- α : Constant
- β : Regression Coefficient
- X1 : Trust
- X2 : religiosity
- X3 : Knowledge
- X4 : Level of Profit Sharing
- e : Standard Error

4. Research Results and Discussion

4.1 Instrument and Data Quality Test

a. Validity test

In the table below, it can be seen that all statements have $r_{count} > r_{table}$ (0.1528), so it can be concluded that all of them are valid.

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Table 4.1
Instrument Validity Test Results

VARIABLES	QUESTION ITEMS	R COUNT	R TABLE	INFORMATION
Trust (X1)	Item 1	0.835	0.1528	Valid
	Item 2	0.811	0.1528	Valid
	Item 3	0.843	0.1528	Valid
	Item 4	0.683	0.1528	Valid
	Item 5	0.673	0.1528	Valid
Religiosity (X2)	Item 1	0.647	0.1528	Valid
	Item 2	0.713	0.1528	Valid
	Item 3	0.790	0.1528	Valid
	Item 4	0.721	0.1528	Valid
	Item 5	0.731	0.1528	Valid
Knowledge (X3)	Item 1	0.743	0.1528	Valid
	Item 2	0.746	0.1528	Valid
	Item 3	0.742	0.1528	Valid
	Item 4	0.810	0.1528	Valid
	Item 5	0.709	0.1528	Valid
Profit Sharing Rate (X4)	Item 1	0.796	0.1528	Valid
	Item 2	0.719	0.1528	Valid
	Item 3	0.724	0.1528	Valid
	Item 4	0.684	0.1528	Valid
	Item 5	0.589	0.1528	Valid
	Item 6	0.571	0.1528	Valid
	Item 7	0.709	0.1528	Valid
	Item 8	0.611	0.1528	Valid
Saving Decision (Y)	Item 1	0.847	0.1528	Valid
	Item 2	0.803	0.1528	Valid
	Item 3	0.867	0.1528	Valid
	Item 4	0.851	0.1528	Valid
	Item 5	0.728	0.1528	Valid
	Item 6	0.712	0.1528	Valid

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b. Reliability Test

From the table below it can be seen that Cronbach's alpha for each variable is > 0.7. Thus

the variables of trust, religiosity, knowledge, level of profit sharing, and saving decisions are reliable .

Table 4.2
Variable Instrument Reliability Test Results

VARIABLES	ALPHA	INFORMATION
Trust (X1)	0.826	Reliable
Religiosity (X2)	0.769	Reliable
Knowledge (X4)	0.803	Reliable
Profit Sharing Rate (X4)	0.831	Reliable
Saving Decision (Y)	0.887	Reliable

4.2 Classic Assumption Test

a. Normality test

This research passed the normality test based on the distribution of data in the histogram graph or diagonal line, as in Figure 1 below:



Figure 1 Normal QQ Plot

b. Autocorrelation Test

Based on the autocorrelation test, it is known that the Durbin-Watson value is 1.828, which is between -2 to 2. So it can be concluded that the regression is free from autocorrelation problems.

c. Multicollinearity Test

In this study, multicollinearity did not occur. This can be seen from the variance inflation factor (VIF) test, which is smaller than 10 and the tolerance value is greater than 0.1, as shown in the table below.

Table 4.3
Multicollinearity Tests

VARIABLES	TOLERANCE	VIF
Trust	0.783	1,277
Religiosity	0.997	1,003
Knowledge	0.606	1,650
Profit Sharing Rate	0.691	1,447

d. Heteroscedasticity Test

In this study, heteroscedasticity did not occur. This can be seen from the significance of

all independent variables being greater than 0.05. More details are listed in the table below:

Table 4.4
Heteroscedasticity Test

VARIABLES	SIGNIFICANT	CONCLUSION
Trust	0.149	Heteroscedasticity free
Religiosity	0.425	Heteroscedasticity free
Knowledge	0.110	Heteroscedasticity free
Profit Sharing Rate	0.544	Heteroscedasticity free

2. Multiple Linear Regression Analysis

Based on the results of multiple linear regression testing, an equation is obtained which shows that the regression coefficient of four independent variables ($\beta_1, \beta_2, \beta_3, \beta_4$) which has a positive (+) sign will increase, and

vice versa if it has a negative (-) sign, this shows that if the variable If trust, religiosity, knowledge and level of profit sharing are not met, this will lead to a decrease in saving decisions.

Table 4.5
Multiple Linear Regression Analysis Tests

Model	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
1 (constant)	1,621	1,725	
Trust	0.273	0.070	0.254
Religiosity	0,000	0.068	0,000
Knowledge	0.232	0.079	0.217
Profit Sharing Rate	0.380	0.052	0.512

From this equation it can be explained as follows:

- a. If all the independent variables have a value of zero, then the dependent variable, namely people's decision to save, will remain at 1,621 based on a constant value.
- b. Based on table 4.5, it is known that the coefficient value of the variable X_1 is 0.254. This means that variable X_1 has a positive

- c. Based on table 4.5, it is known that the coefficient value of the variable X_2 is 0.000. This means that variable X_2 has a positive influence on variable Y (people's savings decisions at Sharia Banks). The more the

- religiosity variable increases by one point, the savings decision will increase by 0,000
- d. Based on table 4.5, it is known that the coefficient value of the variable X_3 is 0.217. This indicates that variable X_3 has a positive influence on variable Y (people's savings decisions in Sharia Banks). The more the knowledge variable increases by one point, the savings decision will increase by 0.217
- e. Based on table 4.5, it is known that the coefficient value of the variable X_4 is 0.512. This means that variable X_4 has a positive influence on variable Y (people's savings decisions in Sharia Banks). The more the profit sharing level variable increases by one point, the savings decision will increase by 0.512

2.1 Partial Test (T Test)

As shown in table 4.6, the partial influence of variables X_1 , X_2 , X_3 , and X_4 on variable Y can be explained as follows:

1) Trust Variable (X_1)

In this research it can be concluded that the trust variable (X_1) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.000 < 0.005$, with

the calculated t value being greater than the t table ($3.901 > 1.658$)

2) Religiosity Variable (X_2)

In this research it can be concluded that the religiosity variable (X_2) has no influence on the decision to save at a sharia bank in Sleman Regency. This is based on a significance value of $0.996 < 0.005$, with the calculated t value being smaller than the t table ($0.005 > 1.658$)

3) Knowledge Variable (X_3)

In this research, it can be concluded that the knowledge variable (X_3) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.004 < 0.005$, with the calculated t value being greater than the t table ($2.933 > 1.658$)

4) Profit Sharing Level Variable (X_4)

In this research, it can be concluded that the profit sharing level variable (X_4) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.000 < 0.005$, with the calculated t value being greater than the t table ($7.737 > 1.658$)

Table 4.6
t Test Results (Partial Test)

Variable	Q	Sig.
1 (constant)	0.940	0.349
Trust	3,901	0,000
Religiosity	0.005	0.996
Knowledge	2,933	0.004
Profit Sharing Rate	7,373	0,000

2.2 Simultaneous Test (F Test)

Based on the F test, it can be seen that together the research variables consisting of trust (X_1), religiosity (X_2), knowledge (X_3) and level of profit sharing (X_4) have a significant influence on the savings decision variable in Islamic banks in Sleman Regency. This can be seen from the calculated F value of 49,249 with a sig value. $0.000 < 0.05$.

2.3 Determination Test

The Determination Test shows an R Square value of 0.630 or 63%. This shows that the independent variables namely trust, religiosity, knowledge, level of profit sharing can explain the dependent variable, namely the decision to save at a Sharia Bank by 63% and the remaining 37.0% ($100\% - 63\%$).

4.2 Discussion

a. The Influence of Trust on the Decision of Sleman Regency People to Save in Sharia Banks

In this research it can be concluded that the trust variable (X_1) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.000 < 0.005$, with the calculated t value being greater than the t table ($3.901 > 1.658$). This can be interpreted as if the public's trust in Islamic banks is as desired, then it can increase the decision to save at Sharia Banks. This is supported by research conducted by Usvita, (2021) which found that the trust variable has an influence on customers' decisions to save in sharia banking. The trust variable is very crucial in encouraging someone to carry out transactions in financial institutions (Wardani, 2009).

Well-established relationships between each business actor will be very strong if they are built on a foundation of trust. Trust is social capital which has a big role in influencing all decisions. Intensity, synergy and collaboration will be very active and effective if through trust, because all parties have rights and responsibilities (Zuhirsyan, et al., 2012)

b. The Influence of Religiosity on the Decision of Sleman Regency People to Save in Sharia Banks

In this research it can be concluded that the religiosity variable (X_2) has no influence on the decision to save at a sharia bank in Sleman Regency. This is based on a significance value of $0.996 < 0.005$, with the calculated t value being smaller than the t table ($0.005 > 1.658$). This can mean that religiosity is not always the main reason for increasing savings decisions. This finding is supported by several studies, such as that conducted by Pramudani & Fithria, (2021).

Religiosity is a form of aspects that have been integrated into the hearts of society (Karim, 2011). Religiosity is a view of life that is the basis for every aspect of life that is in harmony with Islamic values (Karim, 2011). Every individual who is equipped with a good

religious perspective will make religion the main basis for decisions, including in the economic aspects of muamalah. Muamalah is an aspect that includes human life apart from faith. So the scope of muamalah is very large, central and important to be filled with the main values of religion so that it can run in accordance with the values of benefit and the common good, including in running the economy (Antonio, 2001).

c. The Influence of Knowledge on the Decision of Sleman Regency People to Save in Sharia Banks

In this research, it can be concluded that the knowledge variable (X_3) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.004 < 0.005$, with the calculated t value being greater than the t table ($2.933 > 1.658$). This finding is strengthened by previous research conducted by Malik et al, (2021). Knowledge is the main window in understanding a system, as well as the main basis for considerations and decisions. Knowledge will provide data and information related to consumer preferences in choosing and deciding on a product. One process of maturing knowledge (knowledge) is through learning stages, both formal and informal (Sumarwan, 2002).

d. The Influence of Profit Sharing Levels on the Decision of Sleman Regency People to Save in Sharia Banks.

In this research, it can be concluded that the profit sharing level variable (X_4) has a positive and significant influence on the decision to save at Islamic banks in Sleman Regency. This is based on a significance value of $0.000 < 0.005$, with the calculated t value being greater than the t table ($7.737 > 1.658$). This finding is strengthened by research conducted by Mahmuda & Anwar (2019). The profit sharing rate is the return rate or percentage that customers and Islamic banks are likely to get if there is a profit. So it becomes a separate consideration for customers when choosing a



sharia bank, especially for rational customers. Profit sharing is established effectively and collaboratively because it is built on working partnerships and cooperation agreements.

Considerations in choosing a higher profit sharing percentage show that sharia banking customers are dynamic customers with all profitable considerations. So as a consequence, sharia banking marketing strategies must dare to be more open to all expectations from the market. Market attention and interest in a product offering really depends on how unique and beautiful the marketing strategy activities are packaged by a company, including the sharia banking industry (Setiadi, 2019; Nugraha et al, 2021).

5 Closing

5.1 Conclusion

The research conclusions include:

1. Partially, the trust variable, knowledge variable and profit sharing level variable significantly influence the decision of the people of Sleman Regency to save at Sharia Bank. Meanwhile, the religiosity variable has no effect on the decision of the people of Sleman Regency to save at Sharia Bank.
2. Simultaneously, the variables of trust, religiosity, knowledge and level of profit sharing together have a significant influence on the decision of the people of Sleman Regency to save at Sharia Bank.

5.2 Suggestions

1. For academics, it is hoped that this research can be an input in developing and adding to literature studies as reference material, especially for students at the Faculty of Economics and Business, Yogyakarta Muhammadiyah University.
2. For Sharia Banks, this research can be used as a reference in increasing customer savings at Sharia Banks through several approaches that have been researched.
3. For future researchers, it is hoped that they will be able to add and develop other variables outside of the variables studied in

this research and be able to strengthen previous research.

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