

The Influence of Knowledge, Motivation, and Trust on The Interest in Saving at Islamic Banks

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Abstrak

Islamic banking is increasingly developing as an alternative financial system based on Islamic principles. However, the level of literacy and adoption of Islamic banking services among the public remains a challenge. This study aims to analyze the factors influencing people's interest in using Islamic banking services, including their understanding of Sharia principles, trust in the Islamic financial system, and the effectiveness of marketing strategies implemented by Islamic banks. The research employs a quantitative approach by distributing questionnaires to a number of respondents. The findings indicate that the level of Islamic financial literacy, product innovation, and public trust significantly influence the decision to use Islamic banking services. Therefore, education strategies, promotion, and service innovation are needed to enhance public participation in Islamic banking.

Keyword : *Islamic Banking, Financial Literacy, Public Trust, Marketing Strategy, Product Innovation*

INTRODUCTION

The development of the Islamic banking industry in Indonesia has experienced significant growth over the past few decades. This trend aligns with the increasing public awareness of Islamic economic principles based on justice, transparency, and the prohibition of usury (Hosen & Rahmawati, 2020). Islamic banks serve as an alternative for individuals who wish to conduct economic activities in accordance with Sharia principles. However, despite the rapid expansion of Islamic banking, the penetration rate and public interest in saving with Islamic banks remain suboptimal compared to conventional banking (Antonio, 2021). Therefore, it is crucial to understand the factors influencing people's interest in saving with Islamic banks to enhance their participation in the Sharia-based banking sector.

One of the key factors influencing interest in saving with Islamic banks is the level of public knowledge about Islamic banking concepts. A good understanding of Islamic banking products and services can increase public trust and confidence in using these services (Irfan et al., 2022). Additionally, individual motivation plays a crucial role in a person's decision to save. Motivation can stem from internal factors, such as the desire to save for future financial security, or external factors, such as incentives offered by Islamic banks (Mulyani & Firmansyah, 2023).

Beyond knowledge and motivation, trust in the Islamic banking system is also a significant factor. This trust includes the belief that Islamic banks operate in accordance with Islamic principles, maintain good governance, and provide economic benefits aligned with Islamic values (Saputra, 2021). When people have a high level of trust in Islamic banks, they are more likely to save with them.

Based on this background, this study aims to analyze the influence of knowledge, motivation, and trust on interest in saving with Islamic banks. By understanding these factors, it

is expected to provide insights for Islamic banks in designing more effective marketing and educational strategies to increase public interest in saving with Islamic banks.

RESEARCH METHODS

This study employs a qualitative approach using a literature review method to analyze the influence of knowledge, motivation, and trust on interest in saving with Islamic banks. The data used in this research is obtained from various academic sources, such as scholarly journals, books, and research reports relevant to Islamic banking, financial literacy, saving motivation, and trust factors in financial decision-making.

This study focuses on three main variables: knowledge, motivation, and trust as independent variables, and interest in saving with Islamic banks as the dependent variable. The analysis is conducted descriptively to identify the relationship between these three factors and an individual's decision to save with Islamic banks.

Through this method, the study aims to provide a deeper understanding of the factors influencing public interest in saving with Islamic banks. The findings from this study are also expected to serve as a foundation for Islamic banks in designing more effective educational and marketing strategies to enhance public trust and participation in the Islamic banking system.

RESULTS AND DISCUSSION

The development of the Islamic banking industry in Indonesia has shown significant growth, in line with the increasing public awareness of Islamic economic principles. One of the key factors influencing public participation in Islamic banking is the interest in saving. An individual's decision to save in an Islamic bank is affected by various factors, including knowledge, motivation, and trust in the Islamic banking system.

Knowledge about Islamic banking plays a crucial role in enhancing public understanding of its principles, products, and services. The higher a person's level of knowledge, the more likely they are to save in an Islamic bank. Additionally, motivation is a primary factor that drives individuals in making financial decisions. This motivation may stem from internal factors, such as belief in the Islamic economic system, or external factors, such as incentives and promotions offered by Islamic banks.

Trust in Islamic banks is a determining factor in increasing the interest in saving. This trust is built through operational transparency, adherence to Sharia principles, and public perception of the credibility and reliability of Islamic banks. When people are confident that Islamic banks operate with integrity and in accordance with Islamic principles, they are more likely to deposit their funds in these institutions.

To understand the influence of knowledge, motivation, and trust on interest in saving with Islamic banks, this study utilizes various academic sources as references. Previous studies obtained from scholarly journals, books, and related research serve as the foundation for analyzing the relationship between these three factors and saving interest. The findings of this study are expected to provide insights for the Islamic banking industry in designing more effective strategies to enhance public participation in the Islamic banking system. The following are the key findings based on the analysis of ten relevant journals:

1. The Influence of Knowledge on Interest in Saving

A study by Hosen & Rahmawati (2020) indicates that the level of Islamic financial literacy has a positive correlation with individuals' decisions to use Islamic banking services. The higher an individual's understanding of Islamic banking products and principles, the greater their likelihood of saving in an Islamic bank.

Research by Irfan et al. (2022) reveals that effective Sharia-based financial education can enhance public awareness of the advantages of Islamic banks compared to conventional banks. This educational factor plays a crucial role in increasing interest in saving.

A study by Ramadhan & Setiawan (2023) highlights that Islamic financial literacy obtained through social media and educational seminars significantly influences the increase in interest in saving with Islamic banks.

2. The Influence of Motivation on Interest in Saving

According to research by Mulyani & Firmansyah (2023), an individual's financial motivation is influenced by internal factors, such as religious awareness and financial security, as well as external factors, such as promotions and competitive services offered by Islamic banks.

A study by Yusuf & Hakim (2021) indicates that incentives in the form of competitive profit-sharing and attractive savings schemes can increase public interest in saving with Islamic banks.

Findings from Fadilah et al. (2024) reveal that individuals' preference for the profit-sharing system over conventional interest is a key factor driving them to choose Islamic banks.

3. The Influence of Trust on Interest in Saving

Research by Saputra (2021) highlights that operational transparency and adherence to Sharia principles enhance public trust in Islamic banks. This factor plays a significant role in shaping customer loyalty.

A study by Rini et al. (2022) reveals that Islamic banks with a strong reputation for Sharia compliance and reliable banking services tend to have higher levels of public trust, which positively impacts interest in saving.

Research by Pratama & Suryani (2023) indicates that innovations in digital banking services that maintain Sharia principles can improve trust and customer comfort in using Islamic banking services.

4. The Combination of Three Factors on Interest in Saving

Research by Sari & Prasetyo (2022) found that a combination of high financial knowledge, strong motivation, and trust in the Islamic banking system simultaneously enhances individuals' decisions to save in Islamic banks.

A study by Aditya et al. (2023) showed that marketing strategies based on education and operational transparency can increase public awareness and build stronger trust in Islamic banks.

Findings from Hasan & Ridwan (2024) emphasize the crucial role of religious scholars and community leaders in strengthening public trust in Islamic banks through religious preaching (dakwah) and Sharia-based financial education.

Discussion

Based on the findings of this study, there are several important implications for the Islamic banking industry. First, increasing Islamic financial literacy through more extensive educational programs is essential to enhance public understanding of the advantages of Islamic banks. Second, Islamic banks need to strengthen marketing strategies based on incentives and competitive profit-sharing programs to boost people's motivation to save. Third, operational transparency and innovation in digital services that remain aligned with Islamic principles must be reinforced to build public trust.

By understanding the influence of knowledge, motivation, and trust on the intention to save in Islamic banks, it is hoped that Islamic banks can design more effective strategies to increase public participation in the Islamic banking system. These efforts will not only expand the market share of Islamic banks but also strengthen the Islamic economic system in Indonesia as a whole.

Table 1. Summary of Research Findings on Interest in Saving at Islamic Banks

Researcher(s)	Research Focus	Key Findings
Hosen & Rahmawati (2020)	Influence of Islamic financial literacy on saving interest	The higher an individual's understanding of Islamic banking products and principles, the more likely they are to save in an Islamic bank
Irfan et al. (2022)	Role of Sharia-based financial education in public awareness	Effective Sharia financial education enhances public awareness of the advantages of Islamic banks over conventional banks.
Ramadhan & Setiawan (2023)	Influence of social media and educational seminars on saving interest	Islamic financial literacy obtained through social media and educational seminars significantly increases interest in saving with Islamic banks.
Mulyani & Firmansyah (2023)	Internal and external factors in financial motivation	Financial motivation is influenced by religious awareness, financial security, promotions, and competitive services offered by Islamic banks.
Yusuf & Hakim (2021)	Impact of profit-sharing schemes and incentives on saving interest	Incentives in the form of competitive profit-sharing and attractive savings schemes can increase public interest in saving with Islamic banks.
Fadilah et al. (2024)	Individual preference for profit-sharing over conventional interest	Preference for the profit-sharing system is a key factor driving individuals to choose Islamic banks.
Saputra (2021)	Operational transparency and Sharia compliance in building trust	Operational transparency and adherence to Sharia principles enhance public trust and customer loyalty.
Rini et al. (2022)	Influence of reputation and Sharia compliance on public trust	Islamic banks with a strong reputation for Sharia compliance and reliable banking services tend to have higher levels of public trust, positively impacting saving interest.
Pratama & Suryani (2023)	Innovations in Sharia-based digital banking services on customer trust	Innovations in digital banking services that maintain Sharia principles can improve trust and customer comfort in using Islamic banking services.

CONCLUSION

This study demonstrates that the intention to save in Islamic banks is influenced by three main factors: knowledge, motivation, and trust. A higher level of Islamic financial literacy encourages people to understand the principles and products of Islamic banking, thereby increasing their interest in saving. Additionally, individual motivation, whether derived from internal factors such as religious awareness or external factors such as incentives and attractive services, also plays a role in financial decision-making. Trust in Islamic banks, which is based on operational transparency and adherence to Islamic principles, is a key factor in increasing public participation.

The findings of this study highlight the importance of education and transparency-based marketing strategies to enhance public awareness and trust in Islamic banks. The combination of financial literacy, strong motivation, and high trust has been proven to contribute to greater interest in saving in Islamic banks. Therefore, Islamic banks need to strengthen their outreach efforts and innovate their services to attract more customers and expand the reach of Islamic banking in Indonesia.

SUGGESTION

Based on the research findings, it is recommended that Islamic banks enhance their education and financial literacy programs, particularly for individuals who are not yet familiar with Islamic banking principles. Socialization efforts can be carried out through seminars, digital media, and collaborations with educational institutions and communities. Additionally, Islamic banks should develop more competitive and innovative products and services to attract potential customers from diverse economic and social backgrounds.

Future research is advised to expand the sample coverage to obtain more representative results, for instance, by considering demographic factors such as age, education level, and geographical location. Moreover, a qualitative approach can be used to explore psychological and social factors influencing the decision to save in Islamic banks. Further studies can also examine the effectiveness of marketing strategies and incentive policies in enhancing customer trust and loyalty toward Islamic banks.

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