



Analysis Of Factors Affecting Interest In Saving In Sharia Banks: Study Of Literature And Perspectives Of Post-Baged Students In Sharia Economy

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ABSTRACT

Research on the factors that influence customer interest in saving in Islamic banks is inseparable from two factors, namely service and product quality. The development of Islamic Banks can be clearly observed that Banks operating by implementing systems based on sharia principles are able to answer the needs desired by customers. The development of Islamic banks itself does not escape the behavior of consumers who believe in the quality and quantity of products offered by banks. Behavior reflects the satisfaction received as a customer to the bank as a place to collect and manage their funds. Consumer behavior is a reflection of the behavior of customers in expressing the feelings received by the services they receive as customers.

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1. INTRODUCTION

The activity of setting aside some money from income or more familiarly called saving has been known as a positive activity among Indonesian people. Cultivation and the culture of saving have been taught since school so that later it can become a habit that will be continued in the future and can think anticipatively towards unexpected conditions such as inflation. Inflation is a continuous increase in the prices of services and goods over a certain period of time. By saving, people's high purchasing power will decrease so that the inflation rate can be controlled. Inflation also has an impact on domestic savings, where as for the solution to deal with this condition, namely by promoting saving activities (Marlina and Iskandar, 2019). In carrying out saving activities, people can use banking services to save their money. The role of the bank is very large for the progress and development of a country. Banks in their business operations are not limited to prioritizing profit, but also aim to improve the standard of living of the

population. This is stated in Article 1 point 2 of Law no. 21 of 2008 concerning Islamic Banking.

In its development, the banking sector does not only consist of conventional banks. Islamic banking is also present to serve the banking needs of the public who need Islamic banking services. Indonesia is a country that has the most Muslims in the world. This condition is the cause of the rapid development of Islamic banking in Indonesia. The economy can run well and can develop smoothly if the banking sector in the area runs well. For example, Islamic banking provides a variety of financing and savings products which can support the smooth running of the community's economy which in turn is able to affect prosperity and indirectly contribute positively (Amdar, 2016). The existence of Islamic banks found significant growth in Indonesia after the enactment of Law no. 10 of 1998 concerning amendments to Law no. 7 of 1992 concerning Banking. As for the Law that was amended, it is clearly stated that Rural Banks and Commercial Banks operate conventionally and based on sharia principles. The presence of the Act was strengthened by the issuance of Law no. 21 of 2008 concerning Islamic Banking which explicitly gives recognition to Islamic banks and distinguishes them from conventional bank mechanisms (Alhamid, 2019). As for behind the growth of regulation of Islamic banks, there is a recorded fact that the emergence of Islamic banks is the answer to the desire of the Indonesian population for interest-free banking. However, after being declared legal to carry out operations in Indonesia starting in 1992, Islamic banks did not develop rapidly. After that came the latest surprising fact that Islamic banks are financial institutions that remain stable and healthy when the exchange rate collapses. This is proven by the success of Bank Muamalat Indonesia, which succeeded in going through the monetary crisis in 1998 and increasingly showed an increase in its performance by not receiving a cent of help from the government in the 2008 financial crisis (Alhamid, 2019).

Table 1
Distribution of Sharia Banking Office Network in Indonesia (In Units)

Indicator	2016	2017	2018	2019	2020
Bank Umum Syariah	1.869	1.825	1.875	1.919	2.034
Unit Usaha Syariah	3332	344	354	381	392
BPR Syariah	453	441	495	617	627
Total Kantor	2.654	2.610	2.724	2.917	3.053

Source: Financial Services Authority (OJK), 2021

Sharia Banks include Sharia Business Units (UUS), Sharia Commercial Banks (BUS) and Rural Banks (BPRS). Based on Table 1, it can be seen that the distribution of the Islamic bank office network in Indonesia from 2016-2020 is mostly in the form of BUS, while the UUS is relatively small in number. The distribution of this banking office network increases every year. This means that it can be said that Islamic banks develop positively through their existence which can be well received by the people of Indonesia.

Table 2
Number of Islamic Bank Third Party Fund Customers in Indonesia (In Units of Account)

Tahun	Jumlah Nasabah Bank Umum Syariah	Jumlah Nasabah Unit Usaha Syariah	Total
2016	15.488.398	3.032.693	18.521.091
2017	17.955.556	3.736.907	21.692.463
2018	19.996.197	4.338.359	24.334.556
2019	22.120.609	4.894.997	27.015.606
2020	25.195.687	5.341.698	30.537.385

Source: Financial Services Authority (OJK), 2021

Based on these data, it can be seen that the number of third party fund customers of Islamic banks is increasing every year. This increase in the number of customers proves that the public's interest in becoming a sharia bank customer continues to increase every year. The percentage increase in customers from 2016 to 2017 was 17% and in 2018 it increased by 12% from the previous year. Then in 2019 it increased by 11% from the previous year and in 2020 it increased by 11.5% from the previous year. Although the number of Islamic bank customers increases every year, this is not comparable to the number of conventional bank customers in Indonesia in 2020, which is 76,122,714 accounts (www.ojk.co.id, 2021). This proves that the interest of the Indonesian people to save in Islamic banking is somewhat inferior to the public's interest in saving in conventional banks.

2. RESEARCH METHODE

This paper uses a qualitative-normative research design with the main study in the form of legal regulations related to saving interest and enriched with document analysis. Document analysis is a systematic procedure for reviewing or evaluating documents (Bowen, 2019). In this case, the documents analyzed are electronic documents of national scientific works in the Google Scholar database for the 2020-2022 period. Which is then identified and selected using the publish or perish application. The selected papers are papers that answer the formulation of research problems in a literature study regarding the Analysis of Factors Influencing Interest in Savings in Islamic Banks: Literature Study of Perceptions of Postgraduate Students in Islamic Economics. The selected papers were then examined and then the discussion themes were grouped into themes and sub-themes to obtain a complete and comprehensive understanding of the research theme. The papers selected by the authors were then researched and classified the similarities and differences from each of the results desired by the previous authors from the research that had been studied. Then, the topics of discussion in the selected works are grouped into topics and sub-topics to get a complete and comprehensive understanding of the research topic. The document analysis process is carried out to gain a clear understanding, understanding and to build new knowledge.

3. RESULT AND ANALYSIS

If you search for papers with the keyword analysis of the factors that influence interest in saving at Islamic banks in the 2020-2022 period, you will find 310 papers on Google Scholar. After manually reviewing the suitability of journal manuscripts with research questions, there were only 12 journal articles that could be selected.

No	Authors	Title
1	(Astuti, 2020)	Faktor-Faktor yang Mempengaruhi Minat menabung di bank syariah surakarta
2	(Purnomo et al., 2021)	Analisis Faktor-Faktor yang Mempengaruhi Minat Menabung di Bank Syariah pada Masyarakat Kabupaten Banyumas
3	(Parmitasari et al., 2021)	Faktor-faktor Yang Mempengaruhi Minat Nasabah Kabupaten Bima Menabung di Bank NTB Syariah
4	(Maharani et al., 2021)	Faktor-Faktor Yang Mempengaruhi Minat Menabung Di Bank Syariah:(Studi Kasus Di Bsi Ex Bsm)
5	(Ramadhanti, 2021)	Analisis Faktor-Faktor Yang Mempengaruhi Minat Mahasiswa Perbankan Syariah Menabung Di Bank Syariah
6	(Shiliha, 2022)	Pengaruh Pandangan Islam, Pelayanan Dan Keamanan Terhadap Minat Nasabah Untuk Menabung Di Bank Syariah Islam (Bsi)

7	(Prasetyo & Siwi, 2022)	Pengaruh Pengetahuan Perbankan Syariah dan Lingkungan Keluarga terhadap Minat Menabung Mahasiswa di Bank Syariah
8	(Ulwiya, 2021)	Persepsi Religiusitas Terhadap Minat Masyarakat Menabung Di Bank Syariah Indonesia (Studi Kasus Di Bank Syariah Indonesia)
9	(Wibowo & Iqbal, 2021)	Faktor Pengetahuan dan Religiusitas Generasi Z Terhadap Minat Menabung di Bank Syariah
10	(Winda & Sofyan, 2021)	Pengaruh Pengetahuan, Religiusitas, Kualitas Pelayanan, dan Promosi terhadap Minat Menabung Masyarakat di Bank Syariah Indonesia KCP. Sidrap
11	(Sakti, 2020)	Pengaruh Perilaku, Norma Subjektif, dan Kontrol Perilaku Terhadap Minat Nasabah Memilih Produk Tabungan iB Amanah di Bank NTB Syariah
12	(TRISMARYATI, n.d.)	Analisis Pengaruh Literasi, Promosi, Dan Religiusitas Terhadap Minat Menabung Masyarakat Di Bank Syariah

DISCUSSION

The effect of financial literacy on interest in saving in Islamic banks.

Financial knowledge has no significant effect on people's interest in saving in Islamic banks. The results of this study are not in line with research conducted by Fauzi (2020) and Rozikin & Solekhah (2020) which state that financial education has a positive and significant effect on deposit interest in Islamic banks. The results of this study are in line with Hakim's research (2020) where financial education has no effect on savings interest in Islamic banks. This is because respondents do not see financial education as the main factor in determining the decision to save in Islamic banks. The understanding of low financial education is based on the public's assumption that the function of Islamic banking institutions is the same as conventional banks. Lack of socialization of Islamic banking products to the public so that there are still many people who do not know in detail the products in Islamic banking. In this study, the financial education factor will be influenced if it is supported by other factors such as the respondent's trust and the respondent's income factor. The researcher assumes that the income factor is still the main factor of respondents in determining their interest in saving in Islamic banks.

The effect of trust on interest in saving in Islamic banks

Trust has a positive and significant effect on interest in saving in Islamic banks. So, the higher the public's trust in Islamic banks, the higher the public's interest in saving in Islamic banks. Public trust in banks that banks can manage their money and the services provided by Islamic bank employees shows that the impact of trust can increase interest in becoming customers of Islamic banks. The results of this study are in line with research conducted by Andrian & Halmawati (2019) and Ltifi et al (2016) which say that trust has a positive and significant effect on interest in saving in Islamic banks. This means that if public trust in Islamic banks increases, the interest in saving in Islamic banks will also increase.

The influence of location on interest in saving in Islamic banks

Location has no significant effect on interest in saving in Islamic banks. The results of this study are not in line with research conducted by Rachmawati & Widana (2019) which states that location has a significant effect on deposit interest in Islamic banks. However, the results of this study are in line with research conducted by Darmawan et al (2019) which states that location has no effect on deposit interest in Islamic banks. The location of the bank that is easily accessible, close to the highway and easily accessible by transportation is one of the considerations taken by the savings and loan community. In this study, location does not affect people's interest in saving at Islamic banks because many people live far from Islamic banks, so location is not a factor that affects customer interest in saving at Islamic banks.

The Effect of Income on Interest in Savings in Islamic Banks

Income has a positive effect on interest in saving in Islamic banks. So the higher a person's income, the public's interest in saving in Islamic banks increases. This study is not in line with the research conducted by Febrian (2018) which states that income does not have a significant effect on deposit interest in Islamic banks. However, this research is in line with research conducted by Harhap (2016), Sen et al (2020) which states that income affects savings interest in Islamic banks. According to Keynes's theory, consumption is said to be influenced by disposable income. Disposable income is income that is not consumed, so the residual income is saved. Indirectly, public saving is influenced by the amount of income and the amount of consumption. That is, when people have higher incomes, they will increase their interest in saving in Islamic banks because they will feel safe keeping their money in Islamic banks.

The Effect of Profit Sharing Perception on Interest in Savings in Islamic Banks

The perception of profit sharing has a positive and significant effect on interest in saving in Islamic banks. The profit-sharing system according to sharia is far from interest and the community considers the profit-sharing to be more fair and benefits all parties by making people more interested in saving in Islamic banks. So, the higher the perception of profit sharing, the higher the public's interest in saving in Islamic banks. The development of Islamic banks that have not been good has led to a lack of public perception that still considers that the interest system in conventional banks is the same as Islamic banks. The term interest in Islamic banks is not used but uses the term profit sharing. Customers are interested in saving their money in Islamic banks because of the public perception that they want to take interest according to sharia recommendations. The results of this study contradict the research conducted by Andrian & Halmawati (2019) which says that the perception of profit sharing has no effect on deposit interest in Islamic banks. However, the results in this study are in line with research conducted by Febrian (2018), and Wahyuni (2017) which proves that the perception of profit sharing has an effect and is significant on people's interest in saving in Islamic banks.

Religiosity

Religion is a component of language in psychology, especially the psychology of religion. It is indeed quite difficult to develop one of these topics because there are several obstacles, shortcomings and limitations in understanding religious attitudes, including that religion itself is difficult to experience and violates abstract religious norms and beliefs. In contemporary religious concepts it is said that religion is no longer as previously understood, which only deals with issues of divinity and faith. Religion (religious belief) is manifested in all aspects of human life. Religious activities do not only occur when someone performs ritual

actions (worship), but also religious teachings are applied to these activities. Life or society, including the banking world.

Service

According to Kotler in Sumantri (2014) service is any action or activity that can be provided by one party to another, which is essentially inviolable and does not result in any ownership, where service is the behavior of producers to meet needs, and customer desire to achieve customer satisfaction.

The definition of service quality developed by Parasuruman et al, is how big the difference between customer expectations and the reality of the service they receive (Lupiyoadi 2006). Service quality can be identified by comparing customer perceptions of the services they actually receive. According to (Tjiptono, 2005), service quality is a measure that shows how well the level of service provided is able to meet customer expectations. Meanwhile, according to Tjiptono (2001), service quality is the level of excellence and the expected level. control. excellence to meet customer desires.

Information or Knowledge

The information is the result of conversations, both face-to-face and online. From the knowledge gained, the client will better understand the object. A person's knowledge is also able to trigger an individual's desire to consume certain products, usually people who know information about a product will have a greater desire for goods than individuals who do not have or do not seek information.

Saving interest

Interest is the process of paying attention to and acting on things that accompany pleasure (Kartika 2017: 29). Interest is the motivation that drives a person to take action to meet needs, while according to Muhaemin (1994:4) it is defined as decision making for activities that depend on individual circumstances, which is unstable. Poerwadarminta (2006: 769) also stated the same thing. Meanwhile, in terms of terminology, interest is defined as a mental tool consisting of a mixture of feelings, hopes, attitudes, prejudices or other tendencies. that guides individuals towards certain choices without coercion by others.

Interest is related to internal facts, internal factors that influence interest include age, weight, gender, experience, etc. The external environment includes the home environment, school, etc. (Saleh 2004) suggests three factors that generate interest, first, motivation within the individual, second, social motivation to receive awards stimulates the desire to be creative, and third, emotional, namely the desire to be creative. something arouses interest in action.

4. CONCLUSION

Based on the results of research and discussion, it can be concluded that financial literacy and location have no effect on customer interest in saving in Islamic banks. While the variables of trust, income and perception of profit sharing affect the interest in saving in Islamic banks to customers. This research has implications for Islamic banks, the need to increase the provision of information about Islamic banks such as Islamic principles and products in Islamic banks so that interest in saving in Islamic banks increases.

The writing technique uses a qualitative-normative research design with the main study in the form of legal regulations related to saving interest and enriched with document analysis. Document analysis is a systematic procedure for reviewing or evaluating documents. In this case,

the documents analyzed are electronic documents of national scientific works in the Google Scholar database for the 2020-2022 period. Which is then identified and selected using the publish or perish application.

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