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**Influence of Islamic Financial Literacy, Religiosity on Interest Customer with Moderation Promotion**

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**DOI: 10.15294/eeaj.v10i2.44566**

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**Article History**

Submitted 2021-04-13

Revised 2021-04-25

Accepted 2021-05-03

**Keywords**

interest in becoming a customer, islamic financial literacy, religiosity, promotion

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**Abstract**

The purpose of this study is to determine the effect of Islamic financial literacy and religiosity on interest in becoming a customer in Islamic banks with promotion as a moderating variable. This research is a quantitative research. The sample used in this study was 100 students of State Universities in Surabaya with a purposive random sampling technique. The questionnaire was used as a data collection technique. While the data analysis technique used descriptive statistics and multiple linear regression. For moderating variables using the MRA test. The results of this study indicate that there is a partial or simultaneous influence between the variable X on the Y variable, while the promotion variable in this study does not moderate the independent and dependent variables. Based on this research, students are expected to be able to apply the knowledge they have acquired by learning about Islamic financial literacy including deepening religious knowledge to be applied in everyday life.

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**How to Cite**

Anindya, A. D. M., & Hakim, L. (2021). Influence of Islamic Financial Literacy, Religiosity on Interest Customer with Moderation Promotion. *Economic Education Analysis Journal*, 10(2), 202-214.

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## INTRODUCTION

Based on Law Number 10 of 1998, a bank is a business entity that collects funds in the form of deposits from the public and then returns the funds back to the community in the form of credit or in other forms aimed at increasing the standard of life of the wider community. Conventional bank and Islamic bank are two types of bank systems that is implemented in Indonesia. The definition of Islamic bank itself is a financial institution where all forms of activity are based on the Al-Quran and Al-Hadith by paying attention to the principles of Islamic syariah.

The population of Indonesia is a large population, which is ranked 4<sup>th</sup> in the world and also as the country with the largest Muslim population in the world, that is amounting to 204,847,000 or 13% of the total Muslim population in the world. According to a review conducted by the *"Pew Research Center's Forum on Religion & Public Life"* in 2014.

In 1992 Indonesia established the first Islamic bank, namely the Muamalat bank. Islamic bank has provided products and services in the form of services that can be used by the general public, including Islamic savings, Islamic deposits, Islamic pawning (*rahn*), Islamic demand deposits, and Islamic financing (*ijarah*). So that with the emergence of this Islamic bank as a solution for people to take advantage of financial institution services without fear or worry about usury, especially with the background of Indonesia's majority that is Muslim population. This is the potential for Indonesia to continue to be able to improve and develop Islamic bank.

With the various phenomenas and backgrounds, the majority of Indonesians should have an interest in using services at Islamic financial institutions. However, in reality there are still more Indonesians who use bank with a conventional system than bank with the islamic system. It is proven from data published by the Financial Services Authority (OJK) in 2015 which states that the total number of islamic bank customers reach 15 million, while conventional bank customers can reach 80 million. Compared to the conventional bank,

total customers of Islamic bank only reach 18.75%.

Based on the latest data from the OJK Islamic bank statistics on March 2020, it shows that Islamic bank in Indonesia has experienced significant development with assets exceeding the value of IDR 536.60 T, Disbursed Financing (PYD) of IDR 372.33 T, and Third Party Funds (TPF) of IDR 423.57 T. N, with a market share of 5.99% which is still relatively low from the total national bank assets. The latest data source from the Financial Services Authority (OJK) in 2019 shows that the financial literacy index in Indonesia has increased by 38% from the previous 29.7% in 2016. The financial inclusion index also increased by 76.2% from the previous in 2016, namely 67.8%. However, the Islamic sector's financial literacy index is still relatively weak or below the national level where in 2016 it was 8.1% while in 2019 it was 8.93%. So that it can be seen that the interest of the Indonesian people to use Islamic financial services is still low and prefers to use conventional financial services.

Students are a component of society in Indonesia which is arguably high in numbers that can have a big impact on the economy in Indonesia. In addition, students have also been provided with various subject matter, one of which is finance. Including students at several universities in Surabaya who have been provided with courses on finance, one of which is related to Islamic finance. So that with this provision it is hoped that it can apply in daily life for itself or be executed to the public. But in fact this is inversely proportional, interest in using services at student Islamic bank at several universities in Surabaya is still low, it is proven that most students still prefer to use conventional financial services, it can be seen from the pre-research that it shows that out of 300 students filled in data only 73 have Islamic accounts with active status or

According to Slameto (Ahmad Fauzi, 2020), interest is a sense that arises in an individual in the form of liking or interest in an activity, without coercion from other parties. Meanwhile, the interest in being a customer related to this research means that individuals

have a tendency to act before actually making a decision.

This research is more concentrated on customers who use Islamic products in the form of savings. According to the research from Afriadi (2013), it shows that the factors of advertisement, product, place can influence the desire to become a customer. Other aspects can also come from factors within the individual as well as environmental factors. Research from Azis (2019) analyzes that the factors that can affect the interest in saving in Islamic bank are knowledge, promotion, product and reputation.

Religiosity is an appreciation that arises in a person's heart, heart vibrations and attitudes to the individual, as stated by Maungunwijaya 1986 in Thontowi, (2000). According to Ahmad, Rahman, Ali, and Seman in 2008 (Basheer et al., 2017), said that Islamic bank is mostly motivated by religious views not on financial understanding. Comparable from the results of research conducted by students at a university in Malaysia (Idris et al., 2011), which suggests that the factor of religiosity is the main factor in choosing a Islamic bank. Based on the research (Zakaria et al., 2020), it is revealed that the religiosity variable in this study is a difference in results, if simultaneously it has a positive effect on the dependent variable but partially there is no influence on the dependent variable. This result is different from research (Nuradyta, 2019), which results in the conclusion that religiosity has an influence either partially or simultaneously. According to the researcher's opinion, the level of religiosity one has can influence or strengthen one's mindset and interest in being able to make decisions to become customers in Islamic bank.

According to Antara et al 2015 in Fauzi (2020), said that Islamic financial literacy has the meaning of an attitude that can influence individuals to determine financing that is in accordance with Islamic. The research from (Nurrohmah, 2020), by the title "The Effect of Islamic Financial Literacy and Public Trust on Interest in Saving in Islamic Banks", research from Fauzi (2020), entitled "The Effect of Islamic Financial Literacy, Religious Knowledge, and Promotion on Interests. Becoming a Islamic Bank Customer", and

research from Fauzi (2020), entitled "The Effect of Student Religiosity and Islamic Financial Literacy on Interest in Becoming a Customer in a Islamic Bank" which all states said that Islamic financial literacy has an influence on variable Y. In contrast to research Zakaria et al., (2020), which states that financial literacy has no effect on students' interest in partially saving in Islamic bank. Including research from Hakim, M.A.R, (2020), which suggests that Islamic financial literacy has no effect on making considerations to create an Islamic bank account. According to the researcher's opinion, the existence of Islamic financial literacy can influence or strengthen a person's mindset and interest in being able to make decisions to become a customer in an Islamic bank. The higher the level of Islamic financial literacy that is owned, the higher the interest in saving in Islamic bank.

Based on the description above and the existence of *gab research*, the researchers are encouraged to do deeper research. As a differentiator, this study adds promotion as a moderating variable. According to Sofjan Assauri, 2011 in (Astuti & Mustikawati, 2013), promotion is an act or activity carried out by a person with the aim of being able to influence customers to realize demand for the products or services they offer. Meanwhile, according to Tjiptono in 2008 in (Indratama & Artanti, 2014), sales promotion is direct seduction or persuasion to stimulate immediate product purchases using various incentives. As in research Prabowo (2019), which shows that promotion can moderate the variable of religiosity. So from this description the researcher is interested in taking the title "The Effect of Islamic Financial Literacy and Religiosity of Interest in Becoming a Customer in Islamic Bank with Promotion as a Moderation Variable". With the moderating variable, it can strengthen the Islamic financial literacy variable and the religiosity towards the Y variable, that is the interest in becoming a customer in an Islamic bank.

The purpose of this study are to examine and analyze: (1) the effect of Islamic financial literacy on students' interest in becoming customers in Islamic bank; (2) the influence of religiosity on students' interest in becoming customers in Islamic bank; (3) the influence of

Islamic financial literacy and religiosity on students' interest in becoming customers in Islamic bank; (4) whether promotion can strengthen / weaken the influence of Islamic financial literacy on students' interest in becoming customers in Islamic bank; (5) whether promotion can strengthen / weaken the influence of religiosity on students' interest in becoming customers in Islamic bank.

**METHOD**

The quantitative approach used in this study. The population or subject of this research are students at Universities in Surabaya, that are Surabaya State University, UNAIR and UINSA Surabaya. Researchers used *Nonprobability* sample design, the type of sampling used was *purposive random sampling* with the criteria of students who have used islamic products in the form of islamic savings and have taken or are taking islamic banking courses. Meanwhile, to determine the size of the the total sample is using theory according to Ferdinand in (Paramita, 2015), which states that the number of indicators used in the study is at least 5 times the number of existing indicators. The total of indicators in this study were 17 indicators. So that the sample used in this study is 85 samples. However, in this study the researchers took 100 samples to facilitate the validity process or calculations in the analysis.

The data collection technique used is a questionnaire, which is a written statement or

question addressed to respondents to be answered as an instrument for data collection by the researcher, Sugiyono (2013). The measurement scale used is a Likert scale. While the instrument testing used reliability and validity tests. The data analysis method used in this research are descriptive statistical analysis and multiple regression analysis. Multiple regression analysis is performed after conducting the regression prerequisite test which consists of a normality test and a linearity test. In addition, a classical assumption test was carried out consisting of a multicollinearity test and a heteroscedasticity test. For the hypothesis using the simultaneous significant test (f test) and individual parameter significance test (t test). Meanwhile, to test the moderated variables using the *moderated regression analysis* (MRA) test. According to Ghozali, 2013 in (Kusumadilaga, Rimba, 2010) MRA is a special application of multiple linear regression where the regression equation includes elements of attraction or multiplication of two or even more free variables.

**RESULTS AND DISCUSSION**

The results of this study include the results of descriptive analysis processed through the SPSS 16 program which aims to provide a descriptive picture of the variables studied were Islamic financial literacy (X1), religiosity (X2), interest in becoming a customer in Islamic bank (Y) with promotion as variable Z.

**Table 1.** Results of Variable Descriptive Statistical Analysis

Variable	Average	Std. Deviation	Category
Islamic Financial Literacy	53,27	5,881	Quite
Religiosity	67,08	6,414	High
Interest in Becoming a Customer at a Islamic Bank	33,91	5,103	Quite
Promotion	12,28	3,817	Quite

Source: Data Processing, 2021

Based on Table 1. It can be explained if each variable has sufficient representation for its distribution. This is indicated by the average islamic financial literacy variable which is categorized as sufficient with an average of 53.27%, then the student religiosity variable is in

the high category with an average of 67.08%, and the interest variable being a customer in the Islamic bank is enough category with an average of 33.91%, and the promotion variable of 12.28% which is in the sufficient category, where the promotion variable is measured from four

indicators based on Kotler in 2000 in (Isnaine, Universities in Surabaya in making choices as 2016). It means that students at State customers in Islamic bank are good enough.

**Table 2.** Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parametersa	Mean	.0000000
	Std. Deviation	3.71474184
Most Extreme Differences	Absolute	.084
	Positive	.052
	Negative	-.084
Kolmogorov-Smirnov Z		.843
Asymp. Sig. (2-tailed)		.476

(Source: Primary data processed, 2021)

The prerequisite test was carried out first, that are normality test and linearity test before the multiple regression analysis. The normality test was performed using the *One Sample Kolmogorov-Smirnov Test*. From the normality test, it can be concluded that the residual data in this study was normally distributed.

**Table 3.** Linearity Test Results

Variable	Sig.
Islamic Financial Literacy	0,000
Religiosity	0,000

Source: primary Data Processing, 2021

Linear test is done by looking at the significance value of linearity < 0.1. From table 3 it can be analyzed if there is a linear relationship between variables. After that, the multicollinearity test is carried out which can be seen in table 4.

**Table 4.** Multicollinearity Test Results

Variable	Tolerance	VIF
Islamic Financial Literacy	0,475	2,105
Religiosity	0,475	2,105

(Source: Primary data processed, 2021)

Based on table 4, it can be said that there is no multicollinearity problem between the independent variables in the study. The result of the heteroscedasticity test is known by observing the scatterplot graph in which the points spread randomly either above or below zero (0) on the Y axis, so it can be concluded that heteroscedasticity does not occur.

Furthermore, the multiple regression model equation test is conducted in the research that occurs in table 5. Where from table 5, the regression model is obtained, namely:  $Y = -2,223 + 0,383X_1 + 0,235X_2$ .

The regression equation interpretation is a constant value of -2,223, this constant shows that without any influence by the variable Islamic financial literacy and religiosity is zero (0) so that the interest in becoming a customer in a student Islamic bank at a university in Surabaya is -2,223.

The regression coefficient value of the Islamic financial literacy variable (X1) is 0.383, which means that the coefficient of the Islamic financial literacy variable (X1) is positive in variable Y with a significance rate of <0.1 means that if the Islamic financial literacy variable increases by 1 point, the Y variable also increases by 0.383. The regression coefficient value of the religiosity variable (X2) is 0.235,

which means that the coefficient of the religiosity variable (X2) is positive for the interest in becoming a customer in Islamic bank (Y) with a significance value of <0.1, which

means that if the religiosity variable is increased by 1 point, the Y variable also increases by 0.235.

**Table 5.** Multiple Regression Equation Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-2.223	4.044		-.550	.584
Islamic Financial Literacy	.383	.093	.441	4.112	.000
Religiosity	.235	.085	.295	2.751	.007

a. "Dependent Variable: Interest in Becoming a Customer at a Islamic Bank"

Source : primary data processed, 2021

**The Effect of Islamic Financial Literacy on Customer Interest in Islamic Bank**

Hypothesis 1 testing of this research is "Islamic financial literacy has an effect on the interest in becoming a customer in Islamic bank students of State Universities in Surabaya". The statement of the results of the hypothesis test 1 is based on the results of the partial significance test or the t test which has a significance of 0.000 < 0.05 and a value of 4.1122 > t table 1.984, which means that H1 is accepted "there is an influence between Islamic financial literacy on interest in becoming a customer in the islamic bank in a positive and significant ways".

From the results of the partial determination coefficient test (r<sup>2</sup>), it is known that the coefficient of partial determination of the islamic financial literacy variable is 0.289. So it can be concluded that the effect of Islamic financial literacy has an effect of (0.289) 2 X 100% = 28.9%. The results of multiple regression analysis state that if the regression coefficient of Islamic financial literacy is 0.383, it means that every time there is an increase in the Islamic financial literacy variable by 1 point, the variable interest in becoming a customer in Islamic banks also increases by 0.383. The results of this study are in line with the theory of planned behavior (*Theory of Planned Behavior*) proposed by Ajzen in 1991 (Mahyarni, 2013), that interest is influenced by perceived behavioral control. This research is also in line with the results of research (Nuradyta, 2019),

which proves that the interest in becoming a customer in Islamic bank is also influenced by the variable of Islamic financial literacy.

The results of a descriptive analysis of Islamic financial literacy in State Universities in Surabaya are categorized as sufficient, which is measured through four indicators, that are knowledge, abilities, attitudes and beliefs based on research from Handida (2019), where the average value of Islamic financial literacy is 53.27. This means that the Islamic financial literacy of State Higher Education students in Surabaya is quite good. A good level of literacy will also make a significant contribution in encouraging the decision to save in Islamic bank.

**The Influence of Religiosity on Intention to Use Islamic Banking Services**

The test results of hypothesis 2 of this study indicated that "religiosity provided an influence on the students' intention at State University of Surabaya to use Islamic banking services". The statement of the test results of hypothesis 2 was based on the results of the partial significant test or t test with a significance of 0.000 < 0.05 and a t<sub>count</sub> value of 2.751 > t<sub>table</sub> 1.984, which means that H2 was accepted: "there is a positive and significant influence of religiosity on the intention to use the islamic banking services".

Referring to the test results of the partial determination coefficient (r<sup>2</sup>), it was found that

the partial determination coefficient of the religiosity variable was amounted to 0.181. Therefore, it can be concluded that the influence of the religiosity variable was  $(0,181)^2 \times 100\% = 18,1\%$ . The result of multiple regression analysis showed that the regression coefficient of religiosity was amounted to 0.235, which means that for every 1 point increase in the religiosity variable, the intention to use the Islamic banking services variable is also predicted to increase by 0.235. The better the level of religiosity, the higher the intention to use the Islamic banking services.

The results of this study are consistent with the theory of planned behavior (Theory of Planned Behavior) proposed by Ajzen (1991) in Mahyarni (2013), which states that the person's intention to perform the behavior is influenced by person's attitudes toward the behavior. Where in this study, religiosity could contribute to the influence of customer intentions. Furthermore, the results are also in line with the study conducted by Fauzi (2020), which indicated that the religiosity variable could influence the intention to use Islamic banking services.

Regarding to the results of the descriptive analysis, the level of religiosity of students of State University of Surabaya was categorized as high, where the average value of religiosity was amounted to 67.08. This study has discovered a good level of religiosity among students of State University of Surabaya, which includes dimensions of belief (ideological), religious practice (ritualistic), experience (expansive), religious knowledge (intellectual) and consequences.

**The Influence of Islamic Financial Literacy and Religiosity on Intention to Use Islamic Banking Services**

A simultaneous test of significance was conducted for the first hypothesis. This test was used to evaluate that the independent variables in this study were able to contribute to the same influence on the dependent variable. The F distribution test was also involved in this test. If the significant value  $< 0.05$ , then the hypothesis should be accepted. The results of the simultaneous significance test are shown in Table 6.

**Table 6.** The Results of Simultaneous Hypothesis Test

ANOVA <sup>b</sup>					
Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1212.059	2	606.029	43.030	.000 <sup>a</sup>
Residual	1366.131	97	14.084		
Total	2578.190	99			

- a. Predictors: (Constant), Religiosity, Islamic Financial Literacy
  - b. Dependent Variable: Intention to Use Islamic Banking Services
- Source: primary data processed, 2021

In consideration of the F test results in table 6, it can be found that the significance value for  $X_1$  and  $X_2$  towards Y was amounted to  $0.000 < 0.05$  and the  $F_{count}$  value was amounted to  $43.030 > F_{table} 3.09$ . Therefore, it can be

concluded that Islamic financial literacy and religiosity could provide influence on the intention to use the Islamic banking services simultaneously.

**Table 7.** The Results of Simultaneous Determination Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.686 <sup>a</sup>	.470	.459	3.75284

Source: Primary data processed, 2021

The test results of the simultaneous coefficient of determination ( $r^2$ ) in table 7 provided an Adjusted R Square value of 0.459. These results indicated that the variable “intention to use Islamic banking services” can be described by the variables “Islamic financial literacy and religiosity” of 45.9%.

Referring to the results of the descriptive analysis of the Y variable, it was found that the intention to use the Islamic banking services of students of State University of Surabaya was classified as sufficient. This category could definitely explain the condition of students of State University of Surabaya who had sufficient intention to use Islamic banking services.

**Table 8.** Summary of Results and Analysis of Correlation and Regression

Variable	Regression Coefficient (Beta)	Correlation Coefficient	Rsquare
X <sub>1</sub>	0,441	0,655	47
X <sub>2</sub>	0,295	0,615	

Source: Primary data processed, 2021

The test results of partial determination hypothesis ( $r^2$ ) as shown in table 8 was performed to individually/partially determine the magnitude of influence contributed by the independent variable. This test was carried out by squaring the partial correlation value

obtained from the SPSS results and converting the square results to the percentage as shown in Table 9. Consequently, the magnitude of influence of independent variables on the dependent variable can be indicated respectively.

**Table 9.** The Results of Effective Contribution Calculation

Effective Contribution	Value
Islamic Financial Literacy (X <sub>1</sub> )	0,441 x 0,655 x 100 = 28,9
Religiosity (X <sub>2</sub> )	0,295 x 0,615 x 100 = 18,1
Total	47

Source: Primary data processed, 2021

The result of the partial determination coefficient ( $r^2$ ) showed the influence of the Islamic financial literacy variable  $(0,289)^2 \times 100\% = 28,9\%$ , Religiosity variable  $(0,181)^2 \times 100\% = 18,1\%$ . The results above showed that the variable that provided the greatest influence on intention of State University students to use the Islamic banking services was the influence of Islamic financial literacy.

Students’ intention towards Islamic banking services was markedly influenced by Islamic financial literacy learning. High knowledge of Islamic financial literacy, which is supported by the trust of students, is able to increase students’ intention to use Islamic banking services. Islamic financial literacy would promote students to open the Islamic bank accounts, because students would be able to evaluate Islamic banking laws regarding to

contracts, regulations and profit sharing by studying Islamic financial literacy. The influence of religiosity was also considered important, even though the results of the study did not show significant results similar to the Islamic financial literacy variable, but the religiosity variable was able to contribute to the influence of the intention to use Islamic banking services.

Based on the results of the simultaneous coefficient of determination test, it was found that the influence of Islamic financial literacy and religiosity variables was amounted to 45.9%. Hypothesis 3: “There is an influence of Islamic financial literacy and religiosity on the intention to use Islamic banking services” was acceptable. This indicated that the intention to use the Islamic banking services was simultaneously influenced by the two dependent variables.



**The Influence of Promotion on the Relationship between Islamic Financial Literacy and Intention to Use Islamic Banking Services**

The interaction test of Moderated Regression Analysis (MRA) which was used as a data analysis technique in this study. The data were analyzed by conducting a multiplication between the independent variables and the moderator variable with the assistance of the SPSS Statistic 16 program. The significant level

used was 0.05. In this study, three regression equations used are as follows:

$$Y = a + \beta_1x_1$$

$$Y = a + \beta_1x_1 + \beta_2x_2$$

$$Y = a + \beta_1x_1 + \beta_2x_2 + \beta_3x_1x_2$$

The first step in the MRA test was to determine the type of moderation. Where the analysis test results were derived through the second and third regression equations which are illustrated in Tables 10 and 11.

**Table 10.** The Results of Second Regression Equation Test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t Sig.
1(Constant)	3.589	3.560		1.008 .316
Islamic Financial Literacy	.552	.071	.636	7.822 .000
Promotion	.077	.109	.057	.704 .483

a. Dependent Variable: Intention to Use Islamic Banking Services

Source: Primary data processed, 2021

Table 10 shows the results of the analysis of the second regression equation, namely  $Y = a + \beta_1x_1 + \beta_2x_2$ . The analysis results showed that the significant value of the promotion variable in

the second regression equation was amounted to 0.483 or greater than the significant value of 0.05. Therefore,  $\beta_2$  in this study did not provide a significant result.

**Table 11.** The Results of Third Regression Equation Test

Model	Unstandardized Coefficients		Standardized Coefficients	
	B	Std. Error	Beta	t Sig.
1(Constant)	12.689	12.721		.997 .321
Islamic Financial Literacy	.382	.238	.440	1.601 .113
Promotion	-.639	.967	-.478	-.661 .510
Moderation1	.013	.018	.631	.745 .458

a. Dependent Variable: Intention to Use Islamic Banking Services

Source: primary data processed, 2021

The results of the third regression equation test are shown in table 11, namely  $Y = a + \beta_1x_1 + \beta_2x_2 + \beta_3x_1x_2$ , which explains the interaction of Islamic financial literacy with the moderating variable. Based on the table above, the moderation significance level of  $1 > 0.05$  was amounted to 0.458. Therefore,  $\beta_3$  as the interaction in this study also did not contribute to significant results. The coefficients table of equation three (table 11) showed that the value was not statistically significant. So it can be

concluded that the promotion variable in this study was considered a homologister moderator, meaning that the variable that is considered to have the potential for moderation: does not have interaction with the independent variable and also does not have a significant relationship with the dependent variable

In consideration of these results, it can be concluded that H4 was rejected or the variable which was hypothesized as a mediating variable in this study, particularly the promotion variable

was not found to moderate the relationship between the independent variable (Islamic financial literacy) and the dependent variable. In this matter, promotion was considered as a factor that cannot be a moderating variable between Islamic financial literacy and the intention to use the Islamic banking services, but there were many other factors that may contribute to the intention to use the Islamic banking services such as trust, service quality, facilities and location factors, and so forth. As stated by a study from Faisal (2017), that the intention to use the Islamic banking services was positively influenced by promotion.

The data analysis technique used in this study was the Moderated Regression Analysis (MRA) interaction test. The data were analyzed by multiplying the independent variables with the moderator variables with the assistance of the SPSS Statistic 16 program. In this study, three regression equations used are as follows:

$$Y = a + \beta_1x_1$$

$$Y = a + \beta_1x_1 + \beta_2x_2$$

$$Y = a + \beta_1x_1 + \beta_2x_2 + \beta_3x_1x_2$$

The first step in the MRA test was to determine the type of moderation. Where the analysis test results were derived through the second and third regression equations which are illustrated in Tables 12 dan 13.

**The Influence of Promotion on the Relationship between Religiosity and Intention to Use Islamic Banking Services**

**Table 12.** The Results of Second Regression Equation Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1(Constant)	1.046	4.264		.245	.807
Religiosity	.466	.066	.586	7.037	.000
Promotion	.130	.111	.097	1.171	.245

a. Dependent Variable: Intention to Use Islamic Banking Services  
Source: Processed Data, 2021

Table 12 shows the results of the analysis of the second regression equation, namely  $Y = a + \beta_1x_1 + \beta_2x_2$ . The analysis results showed that the significant value of the promotion variable in

the second regression equation was amounted to 0,245 or greater than the significant value of 0.05. Therefore,  $\beta_2$  in this study did not provide a significant result.

**Table 13.** The Results of Third Regression Equation Test

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
1(Constant)	13.755	16.514		.833	.407
Religiosity	.279	.245	.350	1.139	.257
Promotion	-.923	1.327	-.690	-.696	.488
Moderation	2.015	.019	.889	.797	.428

a. Dependent Variable : Intention to Use Islamic Banking Services  
Source: Primary data processed, 2021

The results of the third regression equation test are shown in table 13, namely  $Y = a + \beta_1x_1 + \beta_2x_2 + \beta_3x_1x_2$  which explains the interaction of Religiosity with the moderating

variable. Based on the table above, the moderation significance level of  $1 > 0.05$  was amounted to 0,428. Therefore,  $\beta_3$  as the interaction in this study also did not contribute

to significant results. The coefficients table of equation three (table 13) The coefficients table of equation three (table 11) showed that the value was not statistically significant. So it can be concluded that the promotion variable in this study was considered a homologister moderator, meaning that the variable that is considered to have the potential for moderation: does not have interaction with the independent variable and also does not have a significant relationship with the dependent variable.

In consideration of these results, it can be concluded that H5 was rejected, meaning that the promotion variable was not found to moderate the relationship between the independent variable (Religiosity) and the dependent variable. In this matter, promotion was considered as a factor that cannot be a moderating variable. This is inversely proportional to a study conducted by Prabowo, H.I, (2019), which stated that promotion was able to moderate the variable of religiosity towards the intention to use Islamic banking services. This was caused by other factors such as differences in the subject or sample of the study, the times and other factors.

## CONCLUSION

Referring to the descriptions mentioned earlier, it can be concluded that: (1) "Islamic financial literacy had a positive and significant influence on the students' intention at State University of Surabaya to use Islamic banking services" partially. (2) "Religiosity had a positive and significant influence on the students' intention at State University of Surabaya to use Islamic banking services" partially. (3) "Islamic financial literacy and religiosity had a positive and significant influence on the students' intention at State University of Surabaya to use Islamic banking services" simultaneously. (4) This study rejected H4 that promotion is able to moderate the influence of Islamic financial literacy on the intention to use Islamic banking services, because the significance value of moderation 1 was more than  $\alpha = 0.05$ . (5) This study rejected H5 that promotion is able to moderate the influence of religiosity on the intention to use Islamic banking services,

because the significance value of moderation 2 was more than  $\alpha = 0.050$ .

The suggestions provided by the researcher based on the results obtained are: (1) For students: it is hoped that they will be able to increase their knowledge of Islamic financial literacy through books, studies and others, and further increase the level of religiosity in themselves, (2) For universities: it is expected that the university will be able to frequently conduct socialization about Islamic banking, for example through seminars, studies in organizations and others.

## ACKNOWLEDGEMENT

Apart from the efforts of the author, the success of this manuscript depends largely on the encouragement and guidelines of many others. Therefore, the author would like to express the deepest appreciation to: (1) Prof. Dr. H. Nurhasan, M.Kes., the Chancellor of the State University of Surabaya who has allowed researcher to study at the State University of Surabaya; (2) Dr. Anang Kistyanto, S.Sos., M.Si., Dean of the Faculty of Economics and Business, State University of Surabaya who has provided permission for researcher to conduct this study; (3) Dr. Luqman Hakim, S.Pd., S.E., M.SA., Head of the Department of Economic Education and Head of the Accounting Education Study Program of the State University of Surabaya who has given permission to researcher to carry out the study; (4) Dr. Luqman Hakim, S.Pd., S.E. M.SA., Scientific article supervisor who has generously spent precious time in giving the guidance, encouragement, suggestion, and comments for the completion of this article; (5) All Surabaya State University Lecturers who have provided guidance and knowledge during college; (6) Parents and extended family for their continued prayer and support both materially and non-materially during the completion of this article; (7) Class B of Accounting Education 2017 and all friends studying at the State University of Surabaya for having given the researcher unfailing support and encouragement during the academic year and also during the completion of

this scientific article; (8) Related parties who have provided support and assistance.

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