



Interest in Saving Students at Sharia Banks in Jayapura City, Papua Province

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Abstract

Purpose - This study aims to determine the effect of attitude variables, subjective norms and perceived behavioral control on the interest of IAIN Fattahul Muluk Papuan students in saving at Islamic banks.

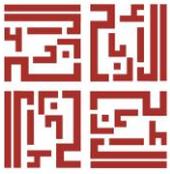
Method - This research is a quantitative study using multiple regression analysis method with three X variables and one Y variable where the data in this study were obtained from 70 students who were collected by distributing questionnaires.

Result - The results of this study indicate that subjective attitudes and norms have no effect on students' interest in saving in Islamic banks. Only behavioral control has a significant effect on students' interest in saving in Islamic banks.

Implication - This research has implications for controlling student behavior about Islamic banking by holding courses on Islamic banking that make students aware of banking products and services. Furthermore, to improve attitudes and subjective norms among students, so that the interest in saving at Islamic banks is further enhanced.

Originality - This study saw firsthand that subjective attitudes and norms had no effect on students. Only behavioral control affects students so that later it can influence other students to save at Islamic banks.

Keywords: Attitudes, Subjective Norms, Behavior Control, Islamic Banking



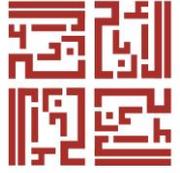
Introduction

Bank comes from the Italian word *banco* which means bench. This bench is used by the bank to serve its operational activities to its customers. Banking is defined as a business entity that collects funds from the public in the form of savings and distributes them back to the community in order to increase the standard of living of the common people. The bank is a financial institution that has an important role as a financial intermediary in a country's economy. Aside from being a place for depositing deposits, savings, demand deposits and as a place to borrow funds, banks are now an institution that cannot be separated from people's lives in almost all parts of the world (Agus Marimin, 2015).

In 1991 the first Commercial Bank was born to apply sharia principles in running its operational system. The establishment of Islamic banks was supported by the Indonesian Ulema Council (MUI) and the Government of Indonesia. Islamic banks began operating in 1992, supported by Muslim scholars and entrepreneurs and the wider community. With existing funding products using the principles of *Wadiah* (entrusted) and *Mudharabah* (profit sharing). As for the investment of funds using the principles of buying and selling, profit sharing and leasing (Rendy Okryadi Putra, 2018).

The development of Islamic banking in Indonesia is increasing rapidly, where Indonesia is the largest Muslim country in the world. Indonesia has an important role in building an Islamic economy. With the birth of Bank Syariah Indonesia as a result of a combination of three BUMN-owned Islamic banks, Indonesia is targeted to become the center of Islamic economics and finance in the world. Not only that, in the midst of the global financial crisis that hit the world at the end of 2008, Islamic financial institutions again proved their resilience from the crisis. Islamic financial institutions remain stable and provide benefits, convenience and security for the former shareholders.

Based on data compiled by Bank Indonesia (BI), from banks in the Papua and West Papua regions, Third Party Funds (DPK) deposited by the people of Papua in August 2006 were recorded at IDR 11.008 trillion, an increase of 55.01% compared to the position same last year. Certainly banking in this



regard is encouraging which shows that conditions in Papua and West Papua are considered conducive and have the potential to develop, especially in the economic sector. And we must maintain this condition so that in the future Papua will develop in a better direction (Papua.go.id, n.d.).

Literature Review

Attitude

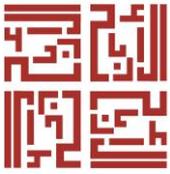
Attitude is one of the terms in the field of psychology related to perception and behavior. The term attitude in English is called attitude. Attitude is a way of interacting with stimuli. A tendency to react to a stimulus or situation at hand (Dr. Yayat Suharyat, 2009). The notion of attitude is also defined as a tendency to act like or dislike towards an object. In this case, it is a person's willingness to accept or reject an object based on an assessment of whether the object is meaningful or not to him (Darwis Darmawan, 2016).

Subjective Norm

Subjective norms are a person's description or perspective of other people's opinions that influence his desire to do or not to do the behavior being considered (Jukri Baharuddin, 2021). According to Bentler and Speckart quoted from the journal (Agus Arwani, 2015) subjective norm is a measure of the influence of the social environment on behavior, which can be used with individual beliefs related to whether the referent is important to him and he should perform that behavior. A person's subjective norms of behavior can be determined by obtaining beliefs from individuals related to each referent.

Control Behaviour

Behavioral control is a person's feelings about how easy or difficult it is to carry out a certain behavior. Ajzen explained feelings related to behavior control by differentiating them from the locus of control or control center proposed by Rotter's. The control center is related to a person's beliefs that are relatively stable in all situations. Behavior control can change depending on the situation and the type of behavior to be carried out (Reza Arviciena Sakti,



2020). The more positive attitudes and subjective norms towards a behavior, the greater the control one feels, the stronger one's interest in bringing up certain behaviors.

Methods

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This study used a quantitative research method, using primary data sources obtained through distributing online questionnaires via Google Form to students of IAIN Fattahul Muluk Papua. This study aims to determine whether attitudes, subjective norms and behavioral control influence the interest of IAIN Fattahul Muluk Papuan students to save in Islamic banks. Research data get a response of 71 respondents. The analysis technique used is multiple linear regression with the attitude variable X1, the subjective norm variable X2, the behavioral control variable X3 and the interest variable Y.

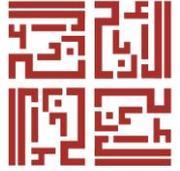
Results and Discussion

Characteristics of Research Respondents

The characteristics of respondents who took a sample of IAIN Fattahul Muluk Papuan student consumers were 70 respondents. Presentation of data regarding the identity of the respondent to provide an overview of the state of the respondent. Based on gender there were 77.1% women and 22.9% men, then based on age there were 61.4% who were over 20 years old, and there were 38.6% who were under 20 years old. Meanwhile, based on the research results presented in Figure 1, the Islamic bank products used by respondents illustrate that 18.6% of respondents used Islamic savings, used 0 Islamic deposits, 65.7% used ATMs, 0 used Islamic current accounts, used sharia financing as much as 1.4%, using safe deposit boxes as much as 0, and using interbank transfers as much as 14.3%.

Data Statistical Analysis

The statistical method used to test the hypothesis in this study is the Partial Least Square (PLS). The advantage of this method is that it does not require assumptions and can be estimated with a relatively small number of samples.



In this study, there are three variables, namely attitude (X1), subjective norm variable (X2), behavioral control variable (X3) interest in saving (Y). The tool used is the Smart PLS version 4 program which is specially summarized to estimate structural equations on the basis of variance. With latent constructs towards indicators indicating that researchers use reflective indicators that are relatively appropriate for measuring perceptions. The relationships to be studied are marked with arrows between the constructs.

Outer Model Analysis

Testing the measurement model (outer model) testing that shows the specification of the relationship between the estimated indicators or parameters and latent variables. The purpose of this measurement is to specify the relationship between latent variables and their indicators.

Convergent Validity

Convergent validity of the model with reflexive indicators can be seen from the correlation between the item/indicator score and the construct score. Individual indicators are considered reliable if they have a correlation value above 0.70.

Table 1. Outer Loadings

	X1	X2	X3	Y
X1.1	0.793			
X1.2	0.890			
X1.3	0.884			
X1.4	0.761			
X2.1		0.705		
X2.2		0.791		
X2.3		0.806		
X2.4		0.745		
X3.1			0.904	
X3.2			0.859	
Y1				0.816
Y2				0.783
Y3				0.879



In the table 1, all indicators have a loading factor > 0.70, meaning that all indicators are valid indicators for measuring the construct.

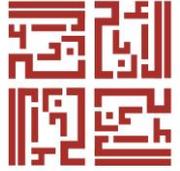
Discriminat Validity

In this section, the results of the discriminant validity test will be described. An indicator is declared to fulfill discriminate validity if the indicator's cross loading value on the variable is the largest compared to other variables. The table 2 of the croos loading value for each indicator.

Another way to measure discriminant validity is to look at the value of the square root of average variance extracted (AVE). The recommended value is a value above 0.5 for a good model. Then there is the composite reliability test where a construct is said to be reliable if the composite reliability value is above 0.60. It can also be seen by looking at construct reliability or latent variables as measured by looking at the Cronbachs alpha value. a construct is declared reliable if the value is above 0.70. The following describes the results of the construct for each variable.

Table 2. Discriminant Validity

	X1	X2	X3	Y
X1.1	0.793	0.485	0.373	0.557
X1.2	0.890	0.558	0.554	0.583
X1.3	0.884	0.594	0.602	0.622
X1.4	0.761	0.616	0.725	0.525
X2.1	0.625	0.705	0.599	0.561
X2.2	0.575	0.791	0.498	0.470
X2.3	0.356	0.806	0.368	0.530
X2.4	0.351	0.745	0.375	0.390
X3.1	0.707	0.670	0.904	0.663
X3.2	0.454	0.389	0.859	0.554
Y1	0.530	0.430	0.638	0.816
Y2	0.622	0.605	0.391	0.783
Y3	0.561	0.584	0.678	0.879

**Table 3. Construct validity and reliability**

	Cronbach Alpha	AVE
X1	0.852	0.695
X2	0.762	0.582
X3	0.717	0.778
Y	0.768	0.684

Based on the picture above, it shows that the Average Variance Extracted (AVE) for each variable, namely attitude (X1), subjective norm (X2), behavioral control (X3) and interest in saving (Y) has a construct > 0.50 so that all constructs are declared reliable. And the picture above also shows that the composite reliability value is > 0.60 . It can be said that each variable has a high level of reliability. Furthermore, the picture above shows that the cronbach alpha value for each variable has a construct value > 0.70 , thus this result shows that each variable has met the requirements, so it can be concluded that all variables have a high level of reliability.

Coefficient of Determination (R²)

Based on the data management that has been done using the Smart PLS 4.0 program, the R Square value is obtained as follows table 4.

Based on the table 4 shows that the value of R Square is 0.601. This finding explains that the independent variable, namely behavioral control, has an effect on the intention to save IAIN Fattahul Muluk Papua students at Islamic banks by 60.1% and the remaining 39.9% is influenced by other variables.

Assessment of Goodness of Fit (GoF)

The Goodness of Fit (GoF) test can be seen from the NFI value > 0.662 which is declared fit. Based on the data management that has been done using the Smart PLS 4.0 program.

Tabel 4. R Square results

	R-square	Adj R-Square
Y	0.601	0.583



Table 5. Fit model

	Model Jenuh	Perkiraan Model
SRMR	0.129	0.129
d_ ULS	1.511	1.511
d_ G	0.725	0.725
Chi-Square	259.256	259.256
NFI	0.581	0.581

The results of the goodness of fit test showed that the NFI value was 0.581, thus it could be concluded that the results were not FIT, because the test results were low.

Hypothesis Test

This hypothesis test is carried out to see the significant level of hypothesis testing by looking for T-statistical values and P-values. The hypothesis is accepted if the T-statistic value is > 0.05 and the P-value is <0.05.

Based on the picture above, it shows that of the three variables that have a direct effect on the intention to save in Islamic banks, there is one (1) variable, and the rejected variables are two (2) variables.

The Influence of Attitudes on Students' Interest in Saving in Islamic Banks

Based on the results of the analysis conducted, it is known that attitudes have no positive effect on students' interest in saving at Islamic banks with a sig value of 0.00 <0.05 and a t-statistic of 1.816. Attitudes that do not affect the interest in saving, it can be understood that the lack of interaction between students, where the low attitude of students in Islamic banking makes the interest in saving less.

Table 6. Model path coefficients

	(O)	(M)	(STDEV)	(STDEV)	(P-value)
X1 => Y	0.288	0.281	0.159	1.816	0.069
X2 => Y	0.241	0.242	0.133	1.808	0.071
X3 => Y	0.354	0.357	0.156	2.267	0.023



The attitude of IAIN Fattahul Muluk Papua students should increase their interest in saving in Islamic banking because of the Islamic banking study program on campus, students can easily disseminate information about Islamic banking. But few of the students of IAIN Fattahul Muluk Papua are interested in saving in Islamic banking because of their lack of likes or dislikes of Islamic banking. The lack of influence of attitudes on interest in saving in Islamic banking is supported by (Nurul Musfirah Khairiyah, 2022) indicating that attitude variables have no effect on students' interest in saving in Islamic banks. This shows that the higher the attitude, the higher the student's interest in saving will not necessarily increase.

The Influence of Subjective Norms on Students' Interest in Saving in Islamic Banks

Based on the results of the analysis conducted by the researchers, it is known that subjective norms have no positive effect on students' interest in saving at Islamic banks with a sig value of $0.00 < 0.05$ and a t-statistic of 0.071. Subjective norms that do not affect the intention to save, it can be understood that the lack of one's influence on others so that the interest in saving in Islamic banks is relatively small. Quoted from the thesis (Nadia Nila Henda Resty, 2021) research conducted by Sulaiman Lujja, Mustofa Omar, (2016) actually found that subjective norms did not have a significant effect on a person's interest in using Islamic banks.

Conclusion

Based on the results and discussion of the research above, it can be concluded that the attitudes and subjective norms of IAIN Fattahul Muluk Papua students have not been said to increase in relation to products and services of Islamic banks. Furthermore, behavioral control over interest in saving has been implemented by students of IAIN Fattahul Muluk Papua, marked by an increase in Islamic bank customers from among students.



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