

Determinan Factor that Affect The Intention to Use Sharia Financing: Piety as a Moderator

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Abstract: This study aims to determine the influence of the social environment, religious Awareness, profit margins, and ease of intention to use Sharia financing by using Piety as a moderation variable. The research method used is the quantitative method. The number of samples in this study was 94.04, rounded up to 100 respondents. Question indicators are measured using the Likert scale, which has five levels of preference, each of which is scored from 1 to 5. The results of the research obtained were processed using Smart-PLS. Based on the results of the analysis of research results using Smart-PLS, it shows that 1) The social environment does not have a positive and insignificant effect on the intention to use Islamic financing; 2) Religious Awareness has a positive and significant effect on the intention to use sharia financing; 3) Profit margins have no positive and insignificant effect on the intention to use financing; 4) Ease has a positive and significant influence with the intention to use Islamic financing that has significant results; 5) Piety has no positive and insignificant effect with the intention of using sharia financing whose results are insignificant; 6) Moderation Effect 1 has no positive and insignificant effect on the intention to use Islamic financing; 7) Moderation Effect 2 has no positive and insignificant influence on the intention to use Islamic financing; 8) Moderation Effect 3 has no positive and insignificant influence on the intention to use Islamic financing; 9) Moderation Effect 4 has no positive and insignificant influence on the intention to use Islamic financing.

Keywords: *Intention, Sharia Financing, Piety.*

Abstrak: Tujuan penelitian ini adalah untuk mengetahui pengaruh lingkungan sosial, kesadaran beragama, margin keuntungan, dan kemudahan terhadap niat menggunakan pembiayaan syariah dengan menggunakan kesalehan sebagai variabel moderasi. Metode penelitian yang digunakan adalah metode kuantitatif. Jumlah sampel dalam penelitian ini adalah 94,04 yang dibulatkan menjadi 100 responden. Indikator pertanyaan diukur dengan menggunakan skala Likert yang memiliki lima tingkat preferensi yang masing-masing diberi skor 1 sampai dengan 5. Hasil penelitian yang diperoleh diolah menggunakan Smart-PLS. Berdasarkan hasil analisis hasil penelitian menggunakan Smart-PLS, menunjukkan bahwa 1) Lingkungan sosial tidak berpengaruh positif dan tidak signifikan terhadap niat menggunakan pembiayaan syariah; 2) Kesadaran beragama berpengaruh positif dan signifikan terhadap niat menggunakan pembiayaan syariah; 3) Margin keuntungan tidak berpengaruh positif dan tidak signifikan terhadap niat untuk menggunakan pembiayaan; 4) Kemudahan memiliki pengaruh positif dan signifikan dengan niat menggunakan pembiayaan syariah yang memiliki hasil signifikan; 5) Kesalehan tidak berpengaruh positif dan tidak signifikan dengan niat menggunakan pembiayaan syariah yang hasilnya tidak signifikan; 6) Efek Moderasi 1 tidak berpengaruh positif dan tidak signifikan terhadap niat menggunakan pembiayaan syariah; 7) Efek Moderasi 2 tidak memiliki pengaruh positif dan tidak signifikan terhadap niat untuk menggunakan pembiayaan Islam; 8) Efek Moderasi 3 tidak memiliki pengaruh positif dan tidak signifikan terhadap niat untuk menggunakan pembiayaan syariah; 9) Efek Moderasi 4 tidak memiliki pengaruh positif dan tidak signifikan terhadap niat untuk menggunakan pembiayaan Islam.

Kata kunci: *Niat, Pembiayaan Syariah, Kesalehan.*

INTRODUCTION

Bank is a financial intermediary institution whose wealth comes from public savings, so funds from surplus units (savers) will be channeled back to deficit units (borrowers). As a result of the emergence of these banks, people's activities in the world have become more accessible, such as saving money safely, making financing or payment transactions quickly, and investing for the future. Banks have a function in building the national economy in the country, and this is because banks can increase economic growth, reduce inequality (equity) and national stability (Panjawa et al., 2017).

Every country must have a bank, where the government will try to manage finances well. The financial management system is usually influenced by the economic system they use. The economic system will be formed through various factors, such as ideology and belief systems, worldviews, geographical environment, politics, socio-culture, and others used by the country (Yusril Khoir, 2019). Indonesia has a population with the most significant Muslim majority. This encourages some Muslim practitioners in banking to seek solutions by finding and developing several ways that can be managed or used in the banking system by the teachings of Islamic law, including rules to avoid interest or usury. According to data from the Indonesian Ministry of Home Affairs in 2021, the total Muslim population in Indonesia is around 237.53 million or 86.9% (Dimas Bayu, 2022).



Source : (Dimas Bayu, 2022)

Figure 1. Indonesia's Population by Religion.

The many Muslim populations in Indonesia have made several banks understand that some Muslim communities will not be interested in using conventional banking services for transactions. Traditional banking has high-interest rates or high-cost

management (Siregar & Ilyas, 2011). The presence of the Islamic economy makes the new economy more developed. The Islamic economic subsystem is running well. After all, it can cover the entire economic system personally and socially (kazak & çeker, 2022). The development of the Islamic financial system makes it a pillar with a strong balance between individual and community rights and responsibilities.

Islamic Finance is becoming increasingly globalized and positively received across continents and regions as globalization progresses. In 1990, from the work of the MUI Banking Team, the first Islamic bank in Indonesia was established, namely Bank Muamalat Indonesia. The bank operates according to established Islamic principles. This banking is known as Islamic banking (Usmani et al., 2019). The tenets of Sharia banking are managed based on Islamic law, which refers to the Al-Qur'an, hadits, and fatwas of the National Sharia Council of the Indonesian Ulama Council (DSN MUI). Due to the rapid growth of this business, Islamic banking in Indonesia has grown to 198 banks, including 13 Islamic Commercial Banks (ICB), 20 Islamic Business Units (IBU), and 169 Islamic People's Financing Banks (BPRS) (Keuangan, 2023).

Statistik Perbankan Syariah, Februari 2023 Sharia Banking Statistics, February 2023

Tabel 2.
Perkembangan Total Aset, Jaringan Kantor dan Tenaga Kerja Perbankan Syariah
(Total Assets, Networks, and Human Resources's Development of Islamic Banking)

Indikator / Indicator	2020	2021	2022												
			Feb	Mar	Apr	Mei	Jun	Jul	Ag	Sep	Okt	Nov	Des	Jan	Feb
Bank Umum Syariah / Islamic Commercial Bank															
- Total Aset (dalam miliar Rupiah) / Total Assets (in billion IDR)	397 073	441 789	446 454	446 850	448 063	453 876	458 997	461 971	492 536	494 947	498 618	502 571	531 860	520 885	525 393
- Jumlah Bank / Number of Banks	14	12	12	12	12	12	12	12	13	13	13	13	13	13	13
- Jumlah Kantor / Number of Offices	2 034	2 035	2 036	1 859	1 813	1 811	1 811	1 811	1 971	1 972	1 972	2 002	2 007	1 998	2 002
- KK / Branch Offices	488	500	499	491	482	481	481	481	502	502	502	390	392	392	392
- KCP / Sub Branch Offices	1 351	1 343	1 345	1 186	1 153	1 154	1 154	1 154	1 287	1 289	1 285	1 600	1 603	1 599	1 610
- KK / Cash Offices	195	192	192	182	178	177	176	176	182	181	175	12	12	7	-
- ATM / ATMs /ADMs	2 800	3 879	3 807	3 847	3 880	3 887	3 938	3 945	4 124	4 339	4 308	4 364	4 397	4 404	4 407
- Jumlah Tenaga Kerja / Number of Employees	50 212	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708	50 708
Unit Usaha Syariah / Islamic Business Unit															
- Total Aset (dalam miliar Rupiah) / Total Assets (in billion IDR)	196 875	234 947	218 438	227 536	220 943	228 214	244 554	241 196	233 739	235 984	226 508	234 175	250 240	244 472	245 898
- Jumlah Bank Umum Konvensional yang memiliki UUS / Number of Conventional Banks that have Share Business Unit	20	21	21	21	21	21	21	21	20	20	20	20	20	20	20
- Jumlah Kantor UUS / Number of Offices	392	444	444	439	440	444	445	445	427	427	432	434	438	453	453
- KK / Branch Offices	162	178	178	178	178	178	178	178	177	177	178	178	180	185	185
- KCP / Sub Branch Offices	169	201	201	195	196	196	199	199	189	191	196	199	200	214	215
- KK / Cash Offices	61	66	66	67	67	69	68	68	61	69	68	67	68	64	63
- ATM / ATMs /ADMs	182	218	218	226	228	228	228	227	198	197	197	199	200	195	196
- Jumlah Tenaga Kerja / Number of Employees	5 326	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590	5 590
Total Aset BUS dan UUS (dalam miliar Rupiah) / Total Assets (in billion IDR)	593 948	676 735	664 882	674 385	669 006	680 090	703 551	703 167	726 274	730 931	726 126	736 745	782 100	765 358	771 292
Total Kantor BUS dan UUS / Total Number of Offices	2 426	2 479	2 480	2 298	2 263	2 255	2 256	2 256	2 398	2 399	2 404	2 436	2 445	2 451	2 455
Total ATM BUS dan UUS / Total Number of ATMs/ADMs	2 982	4 097	4 025	4 073	4 106	4 115	4 166	4 172	4 322	4 538	4 555	4 563	4 597	4 599	4 603
Total Tenaga Kerja BUS dan UUS / Total Number of Employees	55 538	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298	56 298
Bank Pembiayaan Rakyat Syariah / Sharia Rural Bank															
- Jumlah Bank / Number of Banks	163	164	164	165	165	165	165	166	166	167	167	167	167	169	169
- Jumlah Kantor / Number of Offices*)	627	659	663	655	660	655	657	649	649	666	659	658	668	666	666
- Jumlah Tenaga Kerja / Number of Employees	6 750	6 964	6 977	6 972	7 068	7 090	7 124	7 248	7 199	7 392	7 457	7 475	7 491	7 570	7 559

*) Keterangan / Note:
*) Jumlah Kantor pada BPRS telah memperhitungkan KP, KC dan KK.

Source: (Keuangan, 2023)

Figure 2. Development of total assets, office network, and Sharia Banking Workforce.

The rapid development of Islamic banks in Indonesia is considered to have created intense competition between conventional banks (Nurfadilah & Samidi, 2019). This is the difference between Islamic banking in Indonesia which was formed based on Islamic law. The law prohibits Muslims from engaging in usury or avoiding a financing loan with interest or other transaction benefits (Atal et al., 2022). In conventional

banks, the borrower is given a down payment which must return the money at a predetermined interest rate, or customers who make credit or financing transactions will also be subject to predetermined interest. The claim is usury (Usmani et al., 2019). Meanwhile, Islamic bank doesn't have interest rates or usury. Borrowers given a down payment will return the funds without interest and only need to pay for the services in the agreed-upon amount. Customers who make credit or financing transactions are also not subject to interest, because they use a profit sharing system.

In the Qur'an, the prohibition of usury is gradually revealed. First, QS Ar-Rum: 39. Second, QS An-Nisa: 161. Third, QS Al-Imran: 130-132, Fourth, QS Al-Baqarah: 275-281 (Atal et al., 2022). In addition, the prohibition of usury is also contained in the **Explanation to Article 2 letter A.** (Sharia Banking, 2008) Law Number 21 of 2008 concerning Sharia Banking ("**Law 21/2008**"), namely the unauthorized addition of income (*vanity*), among others, in the exchange transaction of similar goods that are not the same quality, quantity, and delivery time (*fadhl*), or in a lending and borrowing transaction that requires the recipient customer to return the funds received more than the principal due to the passage of time (*nasi'ah*). From the discussion that has been explained, it is essential to research what factors can encourage people to intend to use Sharia financing. Therefore, the author is interested in running a study entitled "Driving Factors Influencing the Intention to Use Islamic Bank Financing: Piety as a Moderator".

METHOD

The type of research used in this study is quantitative. Quantitative research is a study that uses planned and structured numerical data, starting from data collection, discussion of results to conclusions. Usually, these numbers can be found in data tables, images, graphs, or other views (Machali, 2021). This study used quantitative research because the problem studied used numerical data obtained from questionnaires. The questionnaire will be processed into valid data results. So it is hoped that research with quantitative methods can explain phenomena based on the data and information obtained.

Population, according to Sugiyono, is the help of several regions into one part consisting of objects/subjects and has certain qualities and characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2019). In this study, the population taken was someone intending to use Sharia financing. According to Sugiyono, the sample is one part of the number to be tested and the characteristics

possessed by the population (Sugiyono, 2017). In this study, the population taken will use the Malhotra (Malhotra, 2006) as follows:

$$n = \frac{Z^2}{4(Moe)^2}$$

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = 94,04$$

Information:

n = number of samples

Z = required confidence level determining the sample (95% = 1.96)

Moe = margin of error is the maximum tolerable error rate, applied up to 10%

Based on the calculation above results, the number of samples in this study was 94.04, rounded up to 100 respondents. In this study, the sampling technique used was purposive. Purposive sampling is a technique used to take several samples with specific considerations from researchers Sugiyono (2019). Purposive sampling criteria in this study are a) Respondents aged 20 years to 50 years; b) Respondents who adhere to Islam; and c) Respondents who use Islamic Bank financing.

Data collection in this study was obtained from primary data. This is because the data is obtained from questionnaires. Questionnaires are several questions made in writing to be used by researchers in extracting information from respondents in the form of reports about themselves or things they know (Suharsimi, 2016). According to Sugiyono, questionnaire is one of the data collection techniques carried out by researchers by making a question or written statement that will be given to respondents to answer (Sugiyono, 2017). In this study, the question indicators were measured using the Likert scale, which has five levels of preference, each of which is scored 1 to 5 with the following conditions: 1 = Strongly Disagree (STS); 2 = Disagree (TS); 3 = Neutral (N); 4 = Agree (S); and 5 = Strongly Agree (SS). The Likert scale allows respondents to express their feelings in the form of agreement in the form of statements (Sugiyono, 2019).

The data analysis method is to conclude and provide suggestions or input supporting a decision. This study conducted data analysis with Partial Least Square (PLS) using Smart PLS (Partial Least Square) visual software to analyze the entire model in this study. PLS-SEM analysis consists of the Outer and Inner models

(Nuryudhiani et al., 2022). Some tests need to be done: 1) Measurement Model Evaluation, namely validity tests, reliability tests, and multicollinearity tests; 2) Inner Model Analysis / Structural Model Evaluation, i.e., goodness fit and hypothesis test.

RESULTS AND DISCUSSION

This study aims to analyze the influence of the social environment, religious Awareness, profit margins, and Convenience of intention to use sharia purchase financing, with Piety as a moderator. This research is quantitative, and this is because the data generated is in the form of numbers. Researchers will collect data from questionnaires filled out by 153 respondents. An analysis was carried out using the Smart-PLS software from the data obtained. Questionnaires were distributed using a Likert scale of 1-5. This study uses four independent variables: the social environment, religious Awareness, profit margins, Convenience, and the dependent variable, namely the intention to use Sharia purchasing financing, and Piety as a moderator. The questionnaire made with the variables studied has 24 question items.

Results

Description of respondents

In this study, the researcher has the characteristics to know the respondents' backgrounds. This characteristic is to see what kind of background the respondent has. In this study, the respondent's experience is focused on gender, Age, occupation, education, and income earned by the respondent. The results of the general description of the respondents in this study are:

1. Characteristics of respondents Based on Gender

Table 1. Characteristics of respondents Based on Gender.

Type of Gender	Frequency	Percentage
Female	85	55,6%
Male	68	44,4%
Total	153	100%

Based on Table 1 above, it can be seen that there were 85 female respondents with a percentage of 55.6%, while 68 male respondents with a rate of 44.4%. The number of respondents based on gender shows that women dominate this data.

2. Characteristics of respondents based on Age

Table 2. Characteristics of respondents based on Age.

Age	Frequency	Percentage
20 – 25	85	55,6%
26 – 31	13	8,5%

32 – 37	22	14,4%
38 – 44	23	15%
45 – 50	10	6,5%
Total	153	100%

Based on Table 2 above, the age grouping is divided into five parts. The results of these age characteristics explain that the Age of the respondents is dominated by the Age of 20-25 years, with as many as 85 respondents with a percentage of 55.6%. Then followed by respondents aged 26-31 years, as many as 13 people, with a rate of 8.5%. Respondents aged 32-37 years were 22 people, with a percentage of 14.4%. Respondents aged 38-44 were 23 people with a ratio of 15%, and finally, respondents aged 45-50 were ten people with a rate of 6.5%. The explanation above can indicate that the dominant respondents are still classified as productive Age. This shows that the age factor greatly supports a person's potential to use Islamic financing.

3. Characteristics of respondents based on Type of Work

Table 3. Characteristics of respondents based on Type of Work.

Type of Work	Frequency	Percentage
Student / College Student	55	35,9%
Self-Employed	29	19%
Employee	28	18,3%
PNS/TNI/POLRI	13	8,5%
Others	28	18,3%
Total	153	100%

The results from Table 3 explain that respondents with the type of work student or college student have a frequency of 55 people and a percentage of 35.9%. Respondents to the kind of work self-employed have a frequency of 29 people and a rate of 19%. Respondents with the type of work employee have a frequency of 28 people with a percentage of 18.3%. Respondents to the kind of work of PNs, TNI, and POLRI have a frequency of 13 people with a rate of 8.5, and the last respondent with the kind of work other has a frequency of 28 people with a percentage of 18.3%. So it can be concluded that student or college student respondents dominate the data because they have a rate of 35.9%.

4. Characteristics of respondents based on Education Level

Table 4. Characteristics of respondents based on Education Level

Education	Frequency	Percentage
Elementary School	0	0%
Junior High School	9	5,9%
Senior High School	84	54,9%
Bachelor	57	37,7%

Others	3	2%
Total	153	100%

The results of Table 4 explain that education characteristics are also essential to know the respondents' background. The table illustrates that none of the respondents have final education at elementary school. Respondents had more history of senior high school graduates with a total frequency of 84 or 54.9%, then followed by bachelor graduates with a frequency of 57 or 37.7%, then junior high school graduates had a frequency of 9 or 5.9%, and finally, other graduates have a frequency of 3 or 2%. It can be concluded that the dominant respondents have an educational background with senior high school graduates.

5. Characteristics of respondents based on Income

Table 5. Characteristics of respondents based on Income

Income	Frequency	Percentage
< Rp. 1.000.000	47	30,7%
Rp. 1.000.000 – Rp. 2.000.000	23	15%
Rp. 2.000.000 – Rp. 3.000.000	21	13,7%
Rp. 3.000.000 – Rp. 4.000.000	24	15,7%
>Rp. 4.000.000	38	24,8%
Total	153	100%

The results of Table 4.4 explain that the characteristics of income each month indicate that income <Rp. 1,000,000 has a frequency of 47 with a presentation of 30.7%, earning Rp. 1,000,000 – Rp. 2,000,000 has a frequency of 23 with a percentage of 15%, income Rp. 2,000,000 – Rp. 3,000,000 has a frequency of 21 with a presentation of 13.7%, earning Rp. 3,000,000 – Rp. 4,000,000 has a frequency of 21 with a percentage of 15.7%, income >Rp. 4,000,000 has a frequency of 38, with a percentage of 24.8%. It can be concluded that the monthly income owned by respondents is more dominant who earn < Rp. 1,000,000.

Analysis Data

The data analysis method used in this study is moderation analysis using SmartPLS, which aims to determine whether the moderating variable will weaken or strengthen the relationship between the independent and dependent variables. This test goes through several stages to see good results after going through the process of outer analysis and inner analysis.

1. Outer Model Analysis

Outer data analysis was carried out through several stages: entering all data from the questionnaire report and testing the validity (convergent validity,

discriminant validity), reliability test (composite reliability, Cronbach's alpha), and multicollinearity test. Evaluation of the measurement model is an evaluation of the relationship between the construct and its indicators. This PLS measurement evaluation model is based on predictive measurements, which have non-parametric properties. The following is a display of SmartPLS output results:

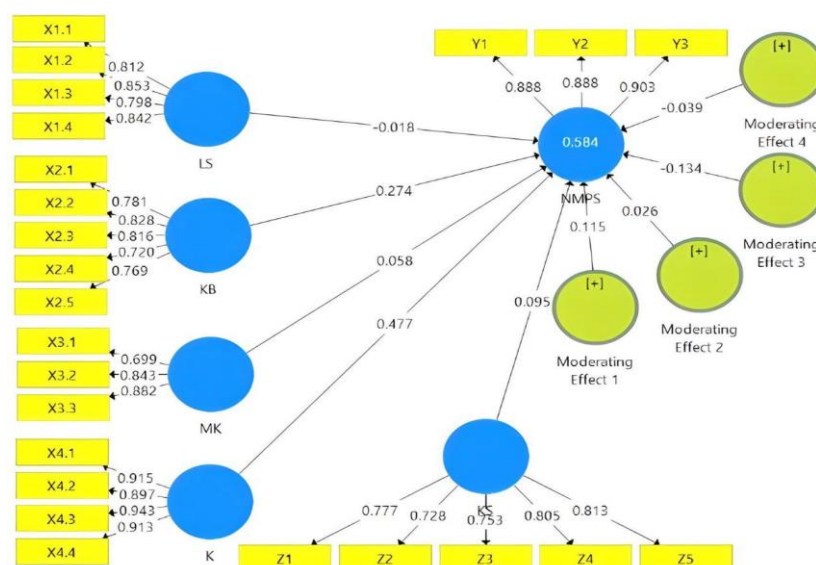


Figure 3. Outer Moderating SmartPLS.

The outer model can be assessed by looking at convergent validity, namely the magnitude of the loading factor for each construct. The concurrent validity of the indicator reflexive measurement model is evaluated based on the correlation between the item score/component score and the construct score calculated by PLS. It can be declared valid if the individual reflexive measurement scale correlates more than > 0.70 . If the measurement scale of the loading factor value is 0.50 to 0.60, then it will be considered sufficient.

2. Convergent Validity

Convergent validity is the correlation value between reflexive indicator scores and latent variable scores. The concurrent validity value will be considered valid if it has a correlation value above > 0.7 , and the outer loading value will be considered sufficient if it has a value between 0.5-0.6 in meeting the convergent validity requirements. The following is the external loading value from the SmartPLS output, which we can see in Table 6 as follows:

Table 6. Outer Loading Value.

Variable	Indicator	Outer Loading	Conclusion
Social Environment (X1)	X1.1	0,812	Valid
	X1.2	0,853	Valid
	X1.3	0,798	Valid
	X1.4	0,842	Valid
Religious Awareness (X2)	X2.1	0,781	Valid
	X2.2	0,828	Valid
	X2.3	0,816	Valid
	X2.4	0,720	Valid
	X2.5	0,769	Valid
Profit Margin (X3)	X3.1	0,699	Valid
	X3.2	0,843	Valid
	X3.3	0,882	Valid
Convenience (X4)	X4.1	0,915	Valid
	X4.2	0,897	Valid
	X4.3	0,943	Valid
	X4.4	0,913	Valid
Intention to Use Sharia Financing (Y)	Y1	0,888	Valid
	Y2	0,888	Valid
	Y3	0,903	Valid
Piety (Z)	Y1	0,777	Valid
	Y2	0,728	Valid
	Y3	0,753	Valid
	Y4	0,805	Valid
	Y5	0,813	Valid

Table 6 above shows that measurement testing with reflection indicators shows a change in a hand in a construct if other indicators in another construct change or are removed from the model. The number of research variable indicators above shows the results of the outer loading value, which is > 0.7 . So it can be concluded that all variables are valid. There are no indicator variables with an external loading value of less than 0.5. The validity of each construct value can be tested by the average variance extracted (AVE). The AVE value must be above > 0.5 for a construct with good truth. If the AVE value is less than < 0.50 , it is said that the convergent is not valid.

Table 7. Average Variance Extracted

VARIABLE	AVE	CONCLUSION
Social Environment (X1)	0.683	Valid
Religious Awareness (X2)	0.614	Valid
Profit Margin (X3)	0.659	Valid
Convenience (X4)	0.841	Valid
Intention to Use Sharia Financing (Y)	0.798	Valid

Piety (Z)	0.602	Valid
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From Table 7 above, it can be seen that six variables in the average variance extracted (AVE) have a value > 0.50 . The Social Environment has an AVE value of 0.683, and Religious Awareness has an AVE value of 0.614, Profit Margin has an AVE value of 0.659, Convenience has an AVE value of 0.841, Intention to Use Sharia Financing has an AVE value of 0.798, Piety has an AVE value of 0.602. The results of the average variance extracted above show that each variable has a valid value. This is because it has a percentage above > 0.5 .

3. Discriminant Validity

Discriminant validity is the value of the cross-loading factor, which aims to determine whether the construct has sufficient discriminant. Discriminant validity is carried out by comparing the construct's loading value, which must be greater than the other values. To be declared valid, the standard value for each construct must be greater than >0.7 with a minimum of <0.6 to be declared sufficient. Based on Table 8, the cross-loading value in each construct is more than 0.7. This shows that the variables in this study correctly explain the latent variables and prove that all of these items are valid. The following is the variable cross-loading value:

4. Reliability Test

The reliability test measures a questionnaire that indicates a variable or construct. This is done for surveys considered reliable when responses to statements are consistent or stable over time. A variable is said to be reliable if the Composite Reliability value is > 0.70 , and it is still acceptable if the Composite Reliability value is explanatory, namely 0.60 – 0.70. Meanwhile, Cronbach Alpha is declared reliable if it has a value > 0.60 . The following is the result of the output value of the Composite Reliability Value:

Table 9. Composite Reliability Value.

Variable	Composite Reliability Value	Conclusion
Social Environment (X1)	0,896	Reliable
Religious Awareness (X2)	0,888	Reliable
Profit Margin (X3)	0,852	Reliable
Convenience (X4)	0,955	Reliable
Intention to Use Sharia Financing (Y)	0,922	Reliable
Piety (Z)	0,883	Reliable

The calculation results of the calculate PLS algorithm for the outer model show that the composite reliability value in Table 9 is > 0.70 . This is evidenced in Social Environment (X1) has a composite reliability value of 0.896. Religious Awareness (X2) has a combined reliability value of 0.888. Profit Margin (X3) has a composite reliability value of 0.852. Convenience (X4) has a composite reliability value of 0.955, Intention to Use Islamic Financing (Y) has a composite reliability value of 0.922, and Piety (Z) has a composite reliability value of 0.883. It can be concluded that each variable has a reliable combined reliability value.

Table 10. Cronbach Alpha Value.

Variable	Cronbach Alpha Value	Conclusion
Social Environment (X1)	0,846	Reliable
Religious Awareness (X2)	0,844	Reliable
Profit Margin (X3)	0,749	Reliable
Convenience (X4)	0,937	Reliable
Intention to Use Sharia Financing (Y)	0,873	Reliable
Piety (Z)	0,837	Reliable

The calculation results of the calculate PLS algorithm for the outer model show that the Cronbach alpha value in Table 4.10 is > 0.60 . This is evidenced in Social Environment (X1) has a Cronbach alpha value of 0.846. Religious Awareness (X2) has a Cronbach alpha value of 0.844, Profit Margins (X3) has a Cronbach alpha value of 0.749, Convenience (X4) has a Cronbach alpha value of 0.937, Intention to Use Islamic Finance (Y) has a Cronbach alpha value of 0.873, Piety (Z) has a Cronbach alpha value of 0.837. It can be concluded that each variable has a reliable Cronbach alpha value.

5. Multicollinearity Test

The multicollinearity test determines whether there is intercorrelation or collinearity between independent variables in a construct model. A good regression model should not show a correlation between independent variables. Determining multicollinearity in the regression model can be detected by looking at the variance inflation factor (VIF) value. The multicollinearity tolerance value is > 0.1 or $VIF < 5$. The following is a table of Collinearity Statistical Value (VIF)

Table 11. Collinearity Statistic Value (VIF).

Indicator	VIF Value
X1.1	2,255
X1.2	2,503
X1.3	1,639

X1.4	1,876
X2.1	1,748
X2.2	2,110
X2.3	1,874
X2.4	1,855
X2.5	2,196
X3.1	1,378
X3.2	1,662
X3.3	1,562
X4.1	3,758
X4.2	3,220
X4.3	5,031
X4.4	3,695
Y1	2,413
Y2	2,231
Y3	2,400
Z1	1,798
Z2	1,392
Z3	2,014
Z4	2,565
Z5	2,235

Based on table 11 above explains that the results of the collinearity statistic value (VIF) for each variable as a whole do not occur multicollinearity because it has a cut-off value > 0.1 and a VIF value < 5 . Only one variable in X4.3 experiences multicollinearity because it has a VIF value > 5 .

6. Inner Model Analysis

The assessment of this structural model uses SmartPLS by looking at the R Square value for each latent variable. The evaluation of the structural model aims to predict the relationship between latent variables based on the substantive theory of the structural model, which is evaluated using R-Square (coefficient of determination) for the independent variables.

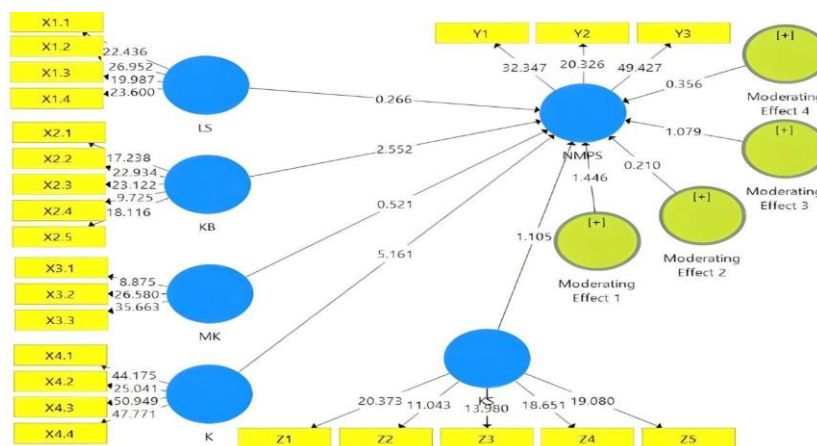


Figure 4. Inner Moderating SmartPLS.

7. Goodness of Fit Test

R^2 was obtained by calculating the PLS algorithm in the SmartPLS software. R-square is only found in latent variables that other latent variables influence. In this study, one endogenous latent variable has a count of R^2 , namely the variable Intention to Use Islamic Financing. There are three criteria for measuring R^2 , namely 0.75 or high, 0.50 or moderate, and 0.25 or low. The results of R^2 in this study are in Table 12:

Table 12. R-square Value.

Variable	R-Square
Intention to Use Sharia Financing	0,584

The R-square value of the Intention to Use Islamic Financing variable is 0.584, or in other words, and other variables influence the Intention to Use Islamic Finance variable in the model 58.4%. Variables that affect the Intention to Use Sharia Financing include the social environment, religious Awareness, profit margins, Convenience, and Piety. Other factors outside the model influence the remaining 41.6%.

$$\begin{aligned}
 Q\text{-Square} &= 1 - (1 - R^2) \\
 &= 1 - (1 - 0,584) \\
 &= 1 - (0,416) \\
 &= 0,584
 \end{aligned}$$

8. Hypothesis Test

The basis used to test the hypothesis is the value contained in the output path coefficient (Original Sample, MEAN, STDEV, T). This test examines the significant influence of a variable on other variables by testing the value of the parameter coefficient and the significance value of the t-statistic. This test uses a bootstrap algorithm. To see whether the proposed hypothesis is accepted or rejected this can be seen from the resulting t-statistics. This model can be seen in Table 4.13 below, which shows the path coefficient.

Table 13. Path Coefficient Value.

Variable	Original Sample	Standard Deviation (STDEV)	T-Statistics	P-Values	Conclusion
	Mean				

Ls => NMPS	-0,018	-0,012	0,068	0,266	0,791	Z	not Significant
Kb => NMPS	0,274	0,287	0,108	2,552	0,011	P	positive Significant
Mk => NMPS	0,058	0,040	0,111	0,521	0,602	Z	not Significant
K => NMPS	0,477	0,466	0,092	5,161	0,000	P	positive Significant
Ks => NMPS	0,095	0,105	0,086	1,105	0,270	Z	not Significant
Moderating Effect 1 => NMPS	0,115	0,113	0,079	1,446	0,149	Z	not Significant
Moderating Effect 2 => NMPS	0,026	0,015	0,122	0,210	0,834	Z	not Significant
Moderating Effect 3 => NMPS	-0,134	-0,108	0,124	1,079	0,281	Z	not Significant
Moderating Effect 4 => NMPS	-0,039	-0,052	0,109	0,356	0,722	Z	not Significant

Based on the test results in Table 9 above yield:

- a. The path coefficient obtained from the relationship between social environment variables and the intention to use sharia financing has non-significant results. The path coefficient T-statistic value table, namely $0.266 < 1.96$ and P-Value $0.791 > 0.05$, indicates no significant effect on the relationship between social environment variables and the intention to use Islamic financing. This means that the first hypothesis is rejected.
- b. The path coefficient obtained from the relationship between the variables of religious Awareness and the intention to use Sharia financing has significant results. The path coefficient T-statistic value table, $2.552 > 1.96$ and P-Value $0.011 < 0.05$ indicates a considerable influence on the relationship between the variable Awareness of religion and the intention to use sharia financing. This means that the second hypothesis is accepted.
- c. The path coefficient obtained from the relationship between the profit margin variable and the intention to use Islamic financing has insignificant results. The path coefficient T-statistic value table, namely $0.521 < 1.96$ and P-Value $0.602 > 0.05$, indicates no significant effect on the relationship between the profit margin variable and the intention to use Islamic financing. This means that the third hypothesis is rejected.
- d. The path coefficient obtained from the relationship between the convenience variable and the intention to use Islamic financing has significant results. The path coefficient T-statistic value table, namely $5.161 > 1.96$ and P-Value $0.000 < 0.05$, indicates a considerable influence on the relationship between the convenience variable and the intention to use Islamic financing. This means that the fourth hypothesis is accepted.
- e. The path coefficient obtained from the relationship between the piety variable and the intention to use Sharia financing has insignificant results. The path coefficient T-statistic value table, namely $1.105 < 1.96$ and P-Value $0.270 > 0.05$, indicates no significant effect on the relationship between the variable Piety and the intention to use Islamic financing. This means that the fifth hypothesis is rejected.
- f. The path coefficient obtained from the relationship between the Moderating Effect 1 variable and the intention to use Islamic financing has insignificant

results. The path coefficient T-statistic value table, namely $1.446 > 1.96$ and P-Value $0.149 > 0.05$, indicates no significant effect on the relationship between the Moderating Effect 1 variable and the intention to use Islamic financing. This means that hypothesis six is rejected.

- g. The path coefficient obtained from the relationship between the Moderating Effect 2 variable and the intention to use Islamic financing has insignificant results. The path coefficient T-statistic value table, namely $0.210 < 1.96$ and P-Value $0.834 > 0.05$, indicates no significant effect on the relationship between the Moderating Effect 2 variable and the intention to use Islamic financing. This means that hypothesis seven is rejected.
- h. The path coefficient obtained from the relationship between the Moderating Effect 3 variable and the intention to use Islamic financing has insignificant results. The path coefficient T-statistic value table, namely $1.079 > 1.96$ and P-Value $0.281 > 0.05$, indicates no significant effect on the relationship between the Moderating Effect 3 variable and the intention to use Islamic financing. This means that hypothesis eight is rejected.
- i. The path coefficient obtained from the relationship between the Moderating Effect 4 variable and the intention to use Islamic financing has insignificant results. The path coefficient T-statistic value table, namely $0.356 > 1.96$ and P-Value $0.722 > 0.05$, indicates no significant effect on the relationship between the Moderating Effect 4 variable and the intention to use Islamic financing. This means that hypothesis nine is rejected.

Discussion

Based on the results of the research described above, researchers can answer the problem formulation that has been determined in the background of the problem based on the indicators that will be described below.

1. The Influence of the Social Environment on the Intention to Use Sharia Financing

Based on the study's results, it is known that the path coefficient obtained from the relationship between social environment variables and the intention to use Islamic financing has insignificant effects. In the table of T-statistical values, the path coefficient, which is $0.266 < 1.96$, and P-Value $0.791 > 0.05$, shows no significant impact on the relationship between social environment variables and the intention to

use Islamic financing. This means that the first hypothesis is rejected. These results show that the social environment does not significantly affect the choice to use Islamic funding. The results of this research are from a previous study conducted by Ekawati, which showed that the influence of the social environment did not significantly affect the intention of MAN students in Yogyakarta to save at Sharia Banks (Ekawati, 2019). In addition, this research follows Yanti's analysis: the social environment does not significantly affect the interest of students of the Islamic banking study program IAIN Tulungagung to save at Islamic banks (Yanti, 2021). Furthermore, research conducted by Astari supports the results of this study, namely, the social environment does not have a significant effect on interest in transacting in shari'ah banking because students who socialize with each other do not necessarily affect interest in transacting at shari'ah banks (Astari, 2019).

2. The Effect of Profit Margin on Intention to Use Sharia Financing

Based on the research results described above, it can be concluded that profit margins do not have a positive and insignificant effect on the intention to use financing. The results of this study are the results of research conducted by Ghozali. Namely, profit margin does not positively and significantly influence customer interest in using financing at Islamic Banks (Ghozali, 2021). However, most other research results contradict the results of this study, such as research conducted by Maisaroh showing that the influence of margin level on customer interest in sharia financing is 77.3% (Maisaroh, 2017). The research undertaken by Asri also contradicts this study, namely, the margin level affects customer interest in murabah financing by 69.5% (Asri, 2018). Differences in the results of this study can occur because of different research objects and other influences that affect it.

3. The Effect of Convenience on the Intention to Use Sharia Financing

Based on the research results described above, it is known that the convenience factor has a positive and significant influence on the intention to use Islamic financing. The results of this study are from previous research conducted by Suryanti. Namely, ease positively and significantly affects Sharia Bank customer satisfaction (Suryanti, 2022). Furthermore, research shows that ease of transaction has a positive and significant impact on the decisions of Sharia Bank customers (Mahsun, 2018).

4. The Effect of Religious Awareness on the Intention to Use Sharia Financing

Based on the results of the research described above, it can be seen that religious Awareness has a positive and significant influence on the intention to use Sharia financing. The study results are the results of previous research conducted by Awaludin, showing that education and religious behavior significantly influence Sharia Bank customers (Awaludin, 2017). Furthermore, a study on religiosity positively and substantially affects the people of Makassar City in choosing Sharia financing (R., 2021).

CONCLUSION

The results of the research and discussion that have been carried out using the Partial Least Square (PLS) analysis method, this study can conclude: 1) The social environment has no positive and insignificant influence on the intention to use sharia financing. This means that the first hypothesis is rejected; 2) Religious Awareness positively and significantly impacts the intention to use sharia financing. This means that the second hypothesis is accepted; 3) Profit margins do not have a positive and insignificant effect on the choice to use the funding. This means that the third hypothesis is rejected; 4) Convenience positively and significantly influences the intent to use sharia financing, which has substantial results. This means that the fourth hypothesis is accepted; 5) Piety does not have a positive effect and is ineffective in using sharia financing, which has insignificant results. This means that the fifth hypothesis is rejected; 6) Moderating Effect 1 does not have a positive and negligible effect on the intention to use Islamic financing. This means that hypothesis six is rejected; 7) Moderating Effect 2 has no positive and insignificant influence on the choice to use Islamic funding. This means that hypothesis seven is rejected; 8) Moderating Effect 3 has no positive and negligible impact on the intention to use Islamic financing. This means that hypothesis eight is rejected; 9) Moderating Effect 4 has no positive and insignificant influence on the choice to use Islamic funding. This means that hypothesis nine is rejected.

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