

The Influence of Sharia Financial Literacy on Customers' Saving Interest in BUMDes Sharia Kembang Setanjung

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ABSTRAK: Literasi keuangan syariah adalah sebuah kesadaran masyarakat dalam mengelola dana yang dimiliki berdasarkan pengetahuan yang didapatkannya sesuai dengan syariat Islam. Permasalahan yang terjadi adalah para nasabah memilih menabung dan tidak menabung karena alasan kenyamanan dan keamanan, beberapa diantaranya menganggap lebih aman dan beberapa merasa kurang aman dan lebih memilih perbankan konvensional dalam menabung. Para nasabah tidak mengetahui perbedaan akad dalam menabung pada Bank konvensional dan BUMDes syariah kembang Setanjung, menurut nasabah perbedaan antara keduanya hanya besar instansi saja. Tujuan dari penelitian yang dilakukan adalah untuk mengetahui Pengaruh literasi keuangan syariah terhadap minat nasabah dalam menabung di BUMDes Syariah Kembang Setanjung. Hasil dari penelitian yang dilakukan adalah terdapat pengaruh secara positif dan signifikan terbukti dengan pengujian yang dilakukan yaitu nilai T hitung lebih besar dari T Tabel ($7,620 > t \text{ tabel } 1,987$). Semakin tinggi tingkat literasi keuangan syariah maka semakin tinggi pula tingkat minat nasabah menabung. Sebaliknya, semakin rendah tingkat literasi keuangan syariah maka semakin rendah pula minat nasabah dalam menabung. Dan uji koefisien korelasi mendapatkan nilai sebesar 0,633 yang berarti variabel literasi keuangan syariah terhadap minat nasabah dalam menabung di BUMDes syariah kuat. Yang mana diperoleh dari nilai interpretasi korelasi.

Kata Kunci: BUMDesa, Literasi Keuangan Syariah, Minat Nasabah

ABSTRACT : *Sharia financial literacy refers to individuals' awareness and understanding in managing financial resources in accordance with Sharia principles. One of the prevailing issues is that customers' decisions to save or not are influenced by perceptions of convenience and security. Some believe Sharia-based institutions to be less secure than conventional banks, mainly due to limited understanding of the differences in contract mechanisms. Most customers perceive the primary difference between conventional banks and BUMDes Sharia merely as institutional size. This study aims to examine the influence of Sharia financial literacy on customers' interest in saving at BUMDes Sharia Kembang Setanjung. The results indicate a positive and significant relationship, evidenced by the t-test result ($t = 7.620 > t\text{-table} = 1.987$). The higher the level of Sharia financial literacy, the greater the customers' saving interest. Conversely, lower literacy levels result in reduced saving interest. The correlation coefficient of 0.633 suggests a strong relationship between Sharia financial literacy and customers' saving interest based on standard interpretation guidelines.*

Keywords: *BUMDes Sharia, Sharia Financial Literacy, Customer Saving Behavior*

1. INTRODUCTION

Issues related to literacy continue to pose significant challenges in Indonesia. According to the Programme for International Student Assessment (PISA), released by the Organisation for Economic Co-operation and Development (OECD) in 2019, Indonesia ranked 62nd out of 70 countries, placing it among the bottom ten nations with the lowest literacy levels. Deputy Didik emphasized that literacy encompasses not only reading and writing skills but also the ability to comprehend information and communicate effectively. A lack of financial knowledge often leads to instability in household finances and limits the economic well-being of families (Putri Jamilah, 2023).

Despite Indonesia's Muslim-majority population, Sharia banking continues to hold only a modest market share. Customers of Sharia banks are often motivated not only by financial needs but also by their desire to align with Islamic values and beliefs (Wahyi Busyro, 2024). The establishment of the Sharia Village-Owned Enterprise (BUMDes Sharia) in Kembang Setanjung provides a platform for fulfilling the financial needs of the Tanjung Medan village community. As a Sharia-based microfinance institution, BUMDes Sharia plays an essential role in promoting financial inclusion and poverty alleviation in Indonesia (Rika Septianingsih, 2024).

Many community members still opt to borrow from conventional financial institutions or loan sharks, which may jeopardize their financial security in the long run (Rika Septianingsih, 2023). Ferdinand (2006) classifies saving interest into several dimensions: transactional interest (customers' intent to purchase or engage with a product), referential interest (willingness to recommend the product), preferential interest (personal preference toward a product), and exploratory interest (a tendency to seek further information to enhance understanding and decision-making) (Ayif Fathurrahman, 2023).

Retaining customers is crucial, as loyal clients are more likely to make repeated transactions and recommend the service to others, ultimately benefiting the institution (Wahyi Busyro, 2023). This study aims to explore whether Sharia financial literacy significantly influences customers' interest in saving with BUMDes Sharia Kembang Setanjung. Motivated by these observations, the authors chose to investigate the relationship between Sharia financial understanding and saving interest, resulting in the present study titled: **The Influence of Sharia Financial Literacy on Customers' Saving Interest in BUMDes Sharia Kembang Setanjung.**

2. METHOD

This research adopts a quantitative method, allowing for the collection of data that can be statistically analyzed to generate empirical findings (Sujarweni, 2014). The study was conducted at BUMDes Sharia Kembang Setanjung, located in Tanjung Medan Village, Tambusai Utara District, Rokan Hulu Regency. The research period spanned from April to August 2023. The target population comprised all active customers in the year 2022, totaling 818 individuals.

The sampling technique employed was Proportional Stratified Sampling, which involves dividing the population into homogenous subgroups (strata), with proportional samples drawn from each stratum based on its size (Adhi Kurniawan, 2017). The criteria for respondents included individuals aged between 20 and 50 years, as this age range is considered capable of engaging actively in financial transactions and possessing

investment or savings accounts in financial institutions. Based on Slovin's formula, a sample size of 90 respondents was determined.

The independent variable in this study is Sharia financial literacy, operationalized through three key indicators: knowledge, skill, and belief (Antara, 2016), as outlined in Table 1 below:

Table 1. Independent Variable – Sharia Financial Literacy (X)

Indicator	Example Questionnaire Statements
Knowledge	I understand the concept of Sharia finance.
	I am aware that Sharia economic objectives aim to ensure well-being.
	I recognize that Sharia banks are part of the Sharia financial system.
Skill	I am capable of planning for retirement independently.
	I manage my expenditures based on necessity.
Belief	I regularly allocate part of my income for savings.
	I understand the profit-and-loss sharing principle used by Sharia financial institutions.
	I recognize that conventional financial institutions use interest (riba). I am aware of the principles determining whether my money is halal or not.

The dependent variable is customers' interest in saving, which is defined as a natural inclination or willingness to engage in saving activities without external pressure (Komarudin, 1994). It is further divided into four sub-indicators as shown in Table 2:

Table 2. Dependent Variable – Saving Interest (Y)

Indicator	Example Questionnaire Statements
Transactional Interest	I intend to save with BUMDes Sharia Kembang Setanjung due to its profit-sharing model.
	I choose to save because of the ease of transactions offered.
Referential Interest	I prefer saving with BUMDes Sharia Kembang Setanjung.
	I am more inclined to use products offered by BUMDes Sharia.
Preferential Interest	I save based on my personal motivation to secure my financial future.
	I plan to save based on recommendations from others.
Exploratory Interest	I save money to fulfill requirements for accessing Sharia-based financing.

The collected data were analyzed using simple linear regression analysis, with the help of SPSS version 24. A Likert scale questionnaire was used as the primary data collection instrument, and the resulting data underwent validity and reliability testing prior to analysis.

3. RESULT AND DISCUSSION

3.1 Respondent Demographics

A total of 90 respondents participated in this study, with demographic details summarized as follows:

Table 3. Respondents by Gender

Gender	Frequency
Female	63
Male	27
Total	90

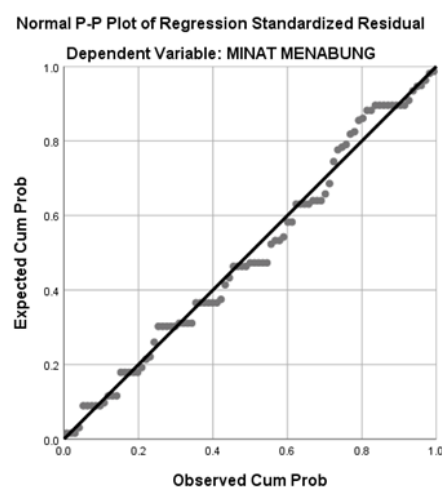
Table 4. Respondents by Age

Age Group	Frequency
17–20 years	17
21–40 years	48
41–60 years	35
Total	100

3.2 Classical Assumption Tests

a. Normality Test

A normal probability plot (P-P plot) was used to assess data distribution.



The visual inspection revealed that the data points were clustered around the diagonal line, indicating a normal distribution.

This finding is supported by the Kolmogorov–Smirnov test, which produced the following results:

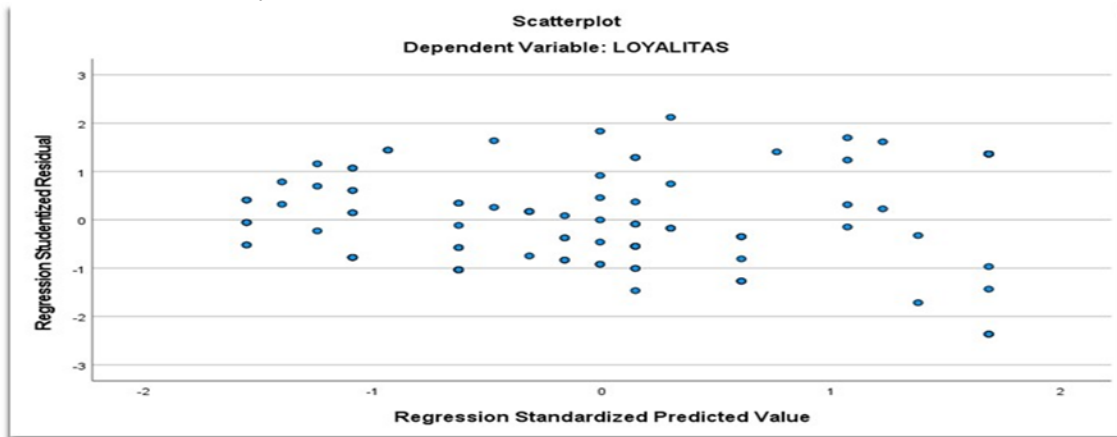
Table 5. Kolmogorov–Smirnov Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		89
Normal Parameters ^{a,b}	Mean	.000000
	Std. Deviation	2.33642179
Most Extreme Differences	Absolute	.078
	Positive	.078
	Negative	-.074
Test Statistic		.078
Asymp. Sig. (2-tailed)		.200^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Given that the significance value (0.200) exceeds the alpha level (0.05), it can be concluded that the residuals are normally distributed.

b. Heteroscedasticity Test



The scatterplot analysis showed that residuals were randomly dispersed above and below the zero line on the Y-axis and did not form any discernible pattern. This indicates the absence of heteroscedasticity, and that the assumption of homoscedasticity is met (Ghozali, 2013).

3.3 Simple Linear Regression Analysis

The regression model was used to predict the influence of Sharia financial literacy (X) on saving interest (Y). The results are presented below:

Table 6. Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.901	3.384		5.290	.000
	Literasi Keuangan Syariah	.648	.085	.633	7.620	.000

a. Dependent Variable: Minat Menabung

The regression equation derived from the analysis is:

$$Y = 17.901 + 0.648X$$

This result suggests that an increase of one unit in Sharia financial literacy is associated with an increase of 0.648 units in saving interest, indicating a positive and significant influence.

3.4 Hypothesis Testing (t-test)

The t-test value for the variable Sharia financial literacy was 7.620, exceeding the critical value of 1.987, with a significance value of 0.000 (< 0.05). This confirms the rejection of the null hypothesis (H_0) and the acceptance of the alternative hypothesis (H_1), which asserts that Sharia financial literacy significantly influences saving interest.

3.5 Correlation Coefficient

To assess the strength of the relationship between the variables, the Pearson correlation coefficient was calculated and yielded a value of 0.633.

Table 7. Interpretation of Correlation Coefficient

Range	Strength of Relationship
0.60–0.79	Strong

According to the interpretation scale, this indicates a strong positive correlation between Sharia financial literacy and saving interest at BUMDes Sharia Kembang Setanjung.

Discussion

The findings of this study provide insight into the influence of Sharia financial literacy on customers' interest in saving with BUMDes Sharia Kembang Setanjung. The key dimensions of the Sharia financial literacy variable—knowledge, skills, and beliefs—were shown to positively affect customers' saving behavior. Descriptive statistical analysis demonstrated that Sharia financial literacy falls into a high category, as the mean value exceeded the standard deviation.

Statistical testing confirmed a positive and significant relationship between Sharia financial literacy and saving interest. The calculated t-value exceeded the critical value, and the significance level was below the probability threshold, confirming that the null hypothesis (H_0) should be rejected in favor of the alternative hypothesis (H_1). In other words, Sharia financial literacy has a substantial impact on customers' interest in saving.

These results are consistent with prior research by Rahmawati Deylla Handida (2019) and Wulan Dari Puspita (2025), which found that enhanced Sharia financial literacy contributes positively to the development of the Sharia financial sector. The mutual relationship between the community and financial institutions implies that increased financial literacy will lead to more widespread and effective use of Sharia-compliant financial products and services.

During the data collection process, researchers observed that among the available Sharia financial institutions, Sharia banks were the most commonly used, whereas non-bank Sharia institutions, such as BMTs or cooperatives, were less preferred. This may be attributed to a lack of public understanding regarding the diversity of Sharia financial services beyond banks. Hence, Sharia financial literacy is not only about theoretical knowledge but also involves the practical skills to manage finances and a belief system aligned with Sharia principles.

A well-informed society, equipped with adequate knowledge of Sharia financial concepts, will be more capable of distinguishing between conventional and Sharia products in terms of their features, benefits, and associated risks. This understanding empowers individuals to make more informed financial decisions, which not only contributes to improved personal financial management but also promotes more responsible and ethical financial behavior. In turn, this can enhance their overall economic well-being and foster stronger loyalty toward Sharia-based financial institutions such as BUMDes Sharia.

4. CONCLUSION

Based on the analysis and discussion presented in this study titled *“The Influence of Sharia Financial Literacy on Customers’ Saving Interest in BUMDes Sharia Kembang Setanjung,”* it can be concluded that Sharia financial literacy has a positive and significant effect on customers’ motivation to save. The statistical analysis confirmed that the calculated t-value was significantly higher than the critical t-table value, and the significance level was lower than the alpha threshold. Thus, the null hypothesis (H_0) is rejected, and the alternative hypothesis (H_1) is accepted, affirming that Sharia financial literacy plays a substantial role in shaping saving interest.

The results also reveal that the level of customer loyalty is closely tied to their level of Sharia financial literacy. The higher the literacy, the stronger the customers’ intention to save. Conversely, limited understanding of Sharia financial principles correlates with weaker saving behavior. The correlation coefficient of 0.633 indicates a strong relationship between the two variables, as interpreted from standard correlation guidelines. In light of these findings, it is recommended that BUMDes Sharia Kembang Setanjung continue to enhance and maintain efforts to improve Sharia financial literacy among its customers. By doing so, the institution can foster deeper trust, encourage long-term saving habits, and strengthen financial engagement. Additionally, further development of educational programs and the implementation of customer protection systems are advised to ensure greater security and convenience in all financial transactions conducted through the BUMDes Sharia platform.

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