

Understanding Consumer Behavior In *Murabahah* Financing Choices: The Role Of Knowledge

**Rini Ariyanti¹, Roikhan Mochamad Aziz², Isma Nurrokhim³,
Fachrial Lailatul Maghfiroh⁴, Agus Subandono⁵**

¹Universiti Sains Islam Malaysia (USIM), Malaysia

²UIN Syarif Hidayatullah Jakarta, Indonesia

^{3,4}IAI Badrus Sholeh, Kediri, Indonesia

⁵Universitas Pawayatan Daha, Kediri, Indonesia

tehrini.ariyanti@gmail.com¹, h.roikhan@gmail.com²,

iismanurrokhim@gmail.com³, fachrialailatul@gmail.com⁴,

virgokuragil17@gmail.com⁵

ABSTRACT

This study aims to understand consumer behavior in choosing murabahah financing at BMT Beringharjo Nganjuk Branch, focusing on the role of consumer knowledge as the main factor influencing decision-making. This study uses a quantitative method with a simple linear regression analysis technique. Data were collected through questionnaires for 100 respondents who are BMT customers. The results of the study indicate that consumer knowledge has a significant influence on murabahah financing decision-making, with a correlation coefficient of 0.796 (strong relationship) and an R^2 value of 63.4%. This indicates that 63.4% of the variability in consumer decisions can be explained by their level of knowledge, while 36.6% is influenced by other factors. Education through family and friends is the main source of information (60.6%), while electronic media and brochures are less effective. In conclusion, increasing consumer knowledge, especially through product education, can encourage more informed decisions and strengthen trust in sharia financing. This study is relevant in formulating marketing and education strategies to improve consumer understanding and BMT competitiveness in the sharia financial sector.

Kata Kunci: *Consumer Knowledge, Consumer Behavior, Murabahah Financing, Consumer Decisions, BMT Beringharjo*

ABSTRAK

Penelitian ini bertujuan untuk mengetahui perilaku konsumen dalam memilih pembiayaan murabahah di BMT Beringharjo Cabang Nganjuk, dengan fokus pada peran pengetahuan konsumen sebagai faktor utama yang mempengaruhi pengambilan keputusan. Penelitian ini menggunakan metode kuantitatif dengan teknik analisis regresi linier sederhana. Pengumpulan data dilakukan melalui kuesioner kepada 100 responden yang merupakan nasabah BMT. Hasil penelitian menunjukkan bahwa pengetahuan konsumen memiliki pengaruh yang signifikan terhadap pengambilan keputusan pembiayaan murabahah, dengan koefisien korelasi sebesar 0,796 (hubungan kuat) dan nilai R^2 sebesar 63,4%. Hal ini menunjukkan bahwa 63,4% variabilitas keputusan konsumen dapat dijelaskan oleh tingkat pengetahuannya, sedangkan 36,6% dipengaruhi oleh faktor lain. Edukasi melalui keluarga dan teman merupakan sumber informasi utama (60,6%), sedangkan media elektronik dan brosur kurang efektif. Simpulannya, peningkatan pengetahuan konsumen khususnya melalui edukasi produk dapat mendorong keputusan yang lebih tepat dan memperkuat kepercayaan terhadap pembiayaan syariah. Penelitian ini relevan dalam merumuskan strategi pemasaran dan edukasi untuk meningkatkan pemahaman konsumen dan daya saing BMT di sektor keuangan syariah.

Kata Kunci: *Pengetahuan Konsumen, Perilaku Konsumen, Pembiayaan Murabahah, Keputusan Konsumen, BMT Beringharjo*

A. INTRODUCTION

In recent decades, the Islamic financial industry in Indonesia has expanded quickly, as has public awareness of the significance of conducting financial transactions in line with Islamic principles.¹ *Murabahah* financing, which operates on the buying and selling premise with a profit margin, is one of the most popular Islamic financial products in Indonesia.² This financing is typically provided by

¹ Arif Zunaidi, *Ekonomi Islam (Pengantar Dalam Memahami Konsep Dan Prinsip-Prinsip Ekonomi Islam)* (Kediri: IAIN Kediri Press, 2023).

² Bismi Khalidin, Armiadi Musa, and Andri Kiawan, "Murabaha Financing of the Indonesian Islamic Banks Under an Islamic Economic Law and the Fatwa Dsn Mui," *Petita: Jurnal Kajian Ilmu Hukum Dan Syariah* 8, no. 2 (2023): 203–18, <https://doi.org/10.22373/petita.v8i2.238>.

Islamic financial organizations, such as *Baitul Maal wa Tamwil (BMT)*, which functions as a microfinance institution to support the community's economy.³ BMT Beringharjo Nganjuk Branch is one of the institutions that actively provides murabahah financing to consumers to help them meet their financial obligations.

However, there are variances in consumer behavior when selecting murabahah finance options.⁴ These variations are caused by a variety of circumstances, one of which being the consumer's knowledge of the goods and the underlying Sharia principles. Consumer understanding influences their view of the risks, rewards, and acceptability of financing products for their specific needs.⁵ A thorough grasp of this consumer knowledge element is essential for financial institutions like BMT to design more successful marketing tactics and improve the quality of services.⁶

Table 1. Number of Customer Members in the Financing Sector at BMT Beringharjo

	Number of customers		
	2021	2022	2023
<i>Musyarakah</i>	70	85	100
<i>Mudharabah</i>	930	1.120	1.340
<i>Murabahah</i>	22.800	27.200	32.400

The focus of this study is on how consumer knowledge influences their decisions on how consumer knowledge influences their decision to choose murabahah financing at BMT Beringharjo's

³ Destiana Ekawati and Rohmawati Kusumaningtiyas, "The Role of Baitul Maal Wat Tamwil (BMT) in Economic Empowerment Efforts in Indonesia," *Proceeding of International Conference on Accounting And Finance 2* (2024): 573–82.

⁴ Permata Wulandari and Muhammad Nadhif Ubaidillah, "Islamic Home Financing Products: A Study of Customer Intentions in Indonesia," *International Journal of Housing Markets and Analysis* ahead-of-p, no. ahead-of-print (January 1, 2024), <https://doi.org/10.1108/IJHMA-10-2023-0138>.

⁵ Xiaoxue Zhang and Xiaofeng Yu, "The Impact of Perceived Risk on Consumers' Cross-Platform Buying Behavior," *Frontiers in Psychology* 11, no. October (2020): 1–13, <https://doi.org/10.3389/fpsyg.2020.592246>.

⁶ Ian Zulfikar, "Building a Strong Brand: Marketing Strategy to Increase Brand Awareness and Consumer Loyalty," *Neo Journal of Economy and Social Humanities* 1, no. 4 (2023): 280–84, <https://doi.org/10.56403/nejesh.v1i4.79>.

Nganjuk branch. In general, sharia-based financial products continue to confront obstacles, including a lack of public knowledge of their mechanics and advantages over traditional products.⁷ This has an impact on the use of sharia funding,⁸ which is often low in numerous places, including Nganjuk.

The primary issue addressed in this study is if consumer knowledge of murabahah financing has a substantial impact on their decision to purchase the product from BMT Beringharjo. Furthermore, it is critical to understand how well consumers comprehend the sharia principles underlying murabahah items in order for them to fully appreciate the benefits and added value of this product. Understanding these elements is critical for BMT's drive to enhance market penetration and consumer trust.

Several prior studies have examined the influence of knowledge on consumer behavior, both in terms of sharia and mainstream items. For example, Muhlis et al. (2023) discovered that customer understanding had a substantial impact on their desire for sharia financial products.⁹ Putri et al (2023) found that customer comprehension of sharia principles can boost trust in financial products provided by sharia organizations.¹⁰ However, research into the impact of knowledge on murabahah financing decisions, particularly BMT, is currently sparse.

This study's theoretical framework includes both consumer behavior theory and knowledge theory. Consumer behavior theory is used to examine the consumer decision-making process when

⁷ F Y Soumena et al., "Institutional Framework and Regulatory Challenges in the Development of the Sharia Financial Sector in Indonesia: A Political Economy Perspective," *Jurnal Ar-Ribh* 6, no. 2 (2023): 61–72.

⁸ Irma Juniartkik, Nurlaila Nurlaila, and Nur Ahmadi Bi Rahmani, "Factors Affecting The Level Of Public Understanding Of Sharia Banking Products," *JESI (Jurnal Ekonomi Syariah Indonesia)* 13, no. 2 (2023): 342, [https://doi.org/10.21927/jesi.2023.13\(2\).342-357](https://doi.org/10.21927/jesi.2023.13(2).342-357).

⁹ Muhlis et al., "Reputasi Bank Terhadap Preferensi Menabung Di Bank Syariah Indonesia (Bsi)," *Bisnis, Manajemen, Dan Informatika (JBMI)* 20, no. 2 (2023): 185–208, <https://doi.org/10.26487/jbmi.v20i2.25178>.

¹⁰ Fiska Handayani Putri et al., "Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Menggunakan Produk Keuangan Syariah," *Borjuis: Journal of Economy* 1, no. 1 (2023): 25–32.

selecting sharia finance goods,¹¹ whereas knowledge theory is utilized to determine the extent to which consumer knowledge of sharia financing products influences the decision.¹² This technique is supposed to provide a more complete picture of the role of knowledge in consumer behavior.

Knowledge has a vital role in determining customer attitudes and behavior. According to the notion of knowledge, people who have a thorough understanding of a product are more confident in making product-related decisions.¹³ In other words, the greater the consumer's understanding of sharia financing goods, the more likely they are to prefer the product over conventional products.¹⁴

Consumer behavior theory, on the other hand, emphasizes that purchase decisions are impacted not just by external factors like promotions or prices¹⁵ but also by internal ones such as product knowledge and attitude.¹⁶ This hypothesis suggests that buyers perform thorough reviews before acquiring products tied to moral or religious beliefs, such as sharia financing.¹⁷

Understanding consumer behavior is critical in the context of the BMT Beringharjo Nganjuk branch since BMT wants not only to be

¹¹ Mochamad Reza Adiyanto, Ujang Sumarwan, and Imam Teguh Saptono, "Consumer Behavior Analysis in Choosing Conventional or Sharia Mortgage Product in Indonesia," *Asian Social Science* 13, no. 8 (2017): 74, <https://doi.org/10.5539/ass.v13n8p74>.

¹² Farid Ardyansyah and Nely Agustin, "Pengaruh Pengetahuan, Promosi, Religiusitas, Dan Pendapatan Konsumen Terhadap Pengambilan Keputusan Menjadi Nasabah Pembiayaan Di KSPSS BMT Nurul Jannah Gresik," *Journal of Aswaja and Islamic Economics* 2, no. 2 (2023): 40–56.

¹³ Abubakar Mohammed Abubakar et al., "Knowledge Management, Decision-Making Style and Organizational Performance," *Journal of Innovation & Knowledge* 4, no. 2 (2019): 104–14, <https://doi.org/https://doi.org/10.1016/j.jik.2017.07.003>.

¹⁴ Adiyanto, Sumarwan, and Saptono, "Consumer Behavior Analysis in Choosing Conventional or Sharia Mortgage Product in Indonesia."

¹⁵ Yola Nopita Sari, "Faktor-Faktor Yang Mempengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Di Ecommerce Shopee (Studi Kasus Mahasiswa Ekonomi Syariah)," *AL-ITTIFAQ: Jurnal Ekonomi Syariah* 2, no. 2 (2022): 64–78.

¹⁶ Novel Christian Waani, Maryam Mangantar, and Yantje Uhing, "Perbedaan Sikap Konsumen Dalam Keputusan Pembelian Niu Green Tea Dan Teh Botol Sosro (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis UNSRAT)," *Emba* 10, no. 1 (2022): 1004–13.

¹⁷ Nurul Wahida Aprilya, Idris Parakkasi, and Sudirman, "Perilaku Konsumen Dalam Ekonomi Islam," *ADILLA: Jurnal Ekonomi Syariah* 7, no. 2 (2024): 2020–25.

a financial institution but also to be an agent that educates the community about Sharia Finance. Understanding the role of customer knowledge enables BMT to identify more precise educational needs and create more tailored marketing tactics.

The goal of this research is to identify and assess the effect of customer knowledge on the decision to use murabahah financing at BMT Beringharjo, Nganjuk branch. Specifically, the study aims to identify the factors that influence consumer preferences for sharia finance products, with a focus on murabahah financing and provide recommendations for BMT Beringharjo to increase the penetration of its financing products. This study seeks to deepen the understanding of how customer knowledge impacts the decision-making process in choosing sharia financing products, particularly in the context of murabahah financing.

This analysis will indicate whether consumer knowledge is truly the most important component in purchase decisions or if other aspects play a role as well. Thus, the findings of this study can help BMT Beringharjo and other Islamic financial institutions establish more successful business and education methods to encourage consumer interest in Islamic products.

B. RESEARCH METHODS

This study employs a quantitative approach, presenting results in the form of numerical and statistical descriptions, with the goal of testing the established hypothesis.¹⁸ The study uses probability sampling with the Slovin formula, selecting approximately 100 financing customers from a total population of 32,400 at the BMT Beringharjo Nganjuk Branch. This method enables researchers to measure and analyze variables in a systematic and precise manner utilizing quantitative data.

The primary data collection tool used in this study is a questionnaire designed to assess consumer knowledge (X) and its

¹⁸ Anahita Ghanad, "An Overview of Quantitative Research Methods," *International Journal of Multidisciplinary Research and Analysis* 06, no. 08 (2023): 3794–3803, <https://doi.org/10.47191/ijmra/v6-i8-52>.

influence on customer decisions (Y) to choose murabahah financing products. The questionnaire was developed based on the study objectives, ensuring alignment with the research variables. It was structured using a combination of Likert scale questions (e.g., strongly agree to strongly disagree) to quantify perceptions and behaviors, and open-ended questions to capture qualitative insights.

This study employs a quantitative approach, presenting results in the form of numerical and statistical descriptions, with the goal of testing the established hypothesis. This study's sampling technique is probability sampling with the Slovin formula. Based on this formula, about 100 financing customers at the BMT Beringharjo Nganjuk Branch were picked from a pool of 32,400 samples. This method enables researchers to measure and analyze variables in a systematic and precise manner utilizing quantitative data.

To assess the validity and reliability of the research instrument, product moment correlation analysis and the Cronbach Alpha coefficient were employed using SPSS 21 software. Validity was determined by the instrument's ability to measure its intended purpose, while reliability was assessed using Cronbach Alpha, where values <0.20 indicate low reliability and values >0.81 indicate very high reliability. Normality of data distribution was tested using the One Sample Kolmogorov-Smirnov test, with significance levels >0.05 indicating normal distribution. Additionally, a homoscedasticity test was conducted to ensure equality of variance in residuals, and the Durbin-Watson test examined residual correlations.

Statistical analysis included Pearson Product Moment correlation to measure the relationship strength and direction between consumer knowledge (X) and decision-making (Y), as well as simple linear regression to quantify the influence of X on Y using the equation $Y = a + bX$. The T-test evaluated the partial effect of X on Y, while the coefficient of determination (R^2) indicated that a percentage of the dependent variable's variance is explained by the independent variable. All tests were conducted using SPSS 21 to ensure precision and reliability in the analysis.

C. FINDINGS AND DISCUSSION

The features in this study are separated into three respondent characteristics: gender, age, and occupation. The table below shows the characteristics of the respondents.

Table 2. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	44	44.4	44.4	44.4
	Female	55	55.6	55.6	100.0
	Total	99	100.0	100.0	

Source: SPSS 21, data processed by researchers

Table 3. Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 - 30 Years	8	8.1	8.1	8.1
	31 - 40 Years	32	32.3	32.3	40.4
	41 - 50 Years	43	43.4	43.4	83.8
	> 50 Years	16	16.2	16.2	100.0
	Total	99	100.0	100.0	

Source: SPSS 21, data processed by researchers

Table 3 above shows BMT Beringharjo Nganjuk Branch. Consumers aged 21-30 years old numbered 8 people (8.1%), aged 31-40 years old numbered 32 people (32.3%), aged 41-50 years old numbered 43 people (43.4%), and aged over 50 years numbered 16 people (16.2%). Thus, it can be concluded that most of the respondents in this study were consumers aged 41–50 years old.

Table 4. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Farmers	12	12.1	12.1	12.1
	Fishermen	24	24.2	24.2	36.4
	Entrepreneurs/SMEs	50	50.5	50.5	86.9
	Civil Servants	6	6.1	6.1	92.9
	Private Employees	7	7.1	7.1	100.0

Total	99	100.0	100.0
-------	----	-------	-------

Source: SPSS 21, data processed by researchers

Table 5. Consumer Knowledge

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Family/Friends	60	60.6	60.6	60.6
	Electronic Media	15	15.2	15.2	75.8
	Brosur/Pamphlet	24	24.2	24.2	100.0
	Total	99	100.0	100.0	

Source: SPSS 21, data processed by researchers

Table 5 above shows that BMT Beringharjo Nganjuk Branch consumers know the product from family and friends as many as 60 people (60.6%), from electronic media as many as 15 people (15.2%), and from brochures and pamphlets as many as 24 people (24.2%). Thus, it can be concluded that most respondents know the BMT Beringharjo Nganjuk Branch products from family/friends.

1. Hypothesis Testing

a. Validity test

Validity test is used to determine whether the instrument items are valid or not. In this study, the validity of the indicator is analyzed using df (degree of freedom) with the formula $df = n - 2$, where n = number of samples. So the df used is $99 - 2 = 97$ with an alpha of 5%, then the r_{table} value is 0.1663. Criteria: If $r_{count} > r_{table}$ then it is valid and If $r_{count} < r_{table}$ then it is invalid.

Table 6. Results of the Validity Test of the Consumer Knowledge Variable (X)

No item	r_{count}	r_{table}	Information
X.1	0,570	0,1663	Valid
X.2	0,713	0,1663	Valid
X.3	0,606	0,1663	Valid
X.4	0,488	0,1663	Valid
X.5	0,504	0,1663	Valid
X.6	0,527	0,1663	Valid
X.7	0,461	0,1663	Valid
X.8	0,615	0,1663	Valid

X.9	0,431	0,1663	Valid
X.10	0,592	0,1663	Valid
X.11	0,543	0,1663	Valid
X.12	0,697	0,1663	Valid
X.13	0,635	0,1663	Valid
X.14	0,475	0,1663	Valid
X.15	0,493	0,1663	Valid
X.16	0,523	0,1663	Valid
X.17	0,461	0,1663	Valid
X.18	0,615	0,1663	Valid
X.19	0,437	0,1663	Valid
X.20	0,587	0,1663	Valid

Source: SPSS 21, data processed by researchers

The test on the validity table 4.6 above shows that r_{count} is bigger than r_{table} . As a result, we may infer that all of the consumer knowledge indicators employed in this study are valid.

Table 7. Results of Validity Test of Decision Making Variables (Y)

No item	r_{coun}	r_{table}	Information
Y.1	0,430	0,1663	Valid
Y.2	0,579	0,1663	Valid
Y.3	0,549	0,1663	Valid
Y.4	0,702	0,1663	Valid
Y.5	0,501	0,1663	Valid
Y.6	0,568	0,1663	Valid
Y.7	0,624	0,1663	Valid
Y.8	0,588	0,1663	Valid
Y.9	0,623	0,1663	Valid
Y10	0,594	0,1663	Valid
Y.11	0,430	0,1663	Valid
Y.12	0,600	0,1663	Valid
Y.13	0,537	0,1663	Valid
Y.14	0,702	0,1663	Valid
Y.15	0,501	0,1663	Valid
Y.16	0,539	0,1663	Valid
Y.17	0,624	0,1663	Valid
Y.18	0,626	0,1663	Valid

Y19	0,623	0,1663	Valid
Y20	0,639	0,1663	Valid

Source: SPSS 21, data processed by researchers

The test on the validity table 4.8 above shows that r_{count} is bigger than r_{table} . As a result, we may infer that all of the decision-making indicators employed in this study are valid.

b. Reliability test

Reliability is a measure that shows the extent to which a measuring instrument can provide consistent results in measuring the same phenomenon at different times. An instrument is said to be reliable if it produces stable and consistent measurement results in various conditions or times.¹⁹

Reliability testing is usually carried out using Alpha Cronbach's as the main indicator. Alpha Cronbach's measures the internal consistency of a series of items in an instrument, with a value range between 0 and 1. The following is the interpretation of the Alpha Cronbach's value based on the level of reliability: **0.00–0.2: Less reliable.** The instrument has very low consistency, so it is not good enough to use. **0.21–0.4 : Somewhat reliable.** The instrument has low consistency but is still acceptable in certain situations with improvement. **0.41–0.6 : Quite reliable.** The instrument has a moderate level of consistency, although not yet optimal. **0.61–0.8: Reliable.** The instrument is considered good enough and can be used for research. **0.81–1.0 : Very reliable.** The instrument has a very high level of consistency, ideal for research that requires very accurate data.

Thus, the Cronbach's alpha value provides a guide for researchers to assess the extent to which their instrument is suitable for use and, if necessary, identify areas that need improvement.

¹⁹ Carl D. McDaniel and Roger H. Gates, *Marketing Research* (New Jersey: Wiley, 2020).

**Table 9. Results of Reliability Test of Consumer Knowledge Variable (X)
Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
x1	75.06	43.221	.497	.872
x2	74.95	41.844	.658	.866
x3	75.09	43.655	.549	.870
x4	74.92	44.687	.421	.874
x5	75.21	44.414	.436	.874
x6	75.06	43.466	.445	.874
x7	74.94	44.711	.388	.875
x8	74.96	42.733	.546	.870
x9	74.93	44.924	.355	.876
x10	74.99	44.051	.538	.871
x11	75.07	43.536	.468	.873
x12	74.96	42.060	.641	.866
x13	75.08	43.340	.579	.869
x14	74.92	44.789	.407	.874
x15	75.20	44.530	.424	.874
x16	75.05	43.538	.442	.874
x17	74.94	44.711	.388	.875
x18	74.96	42.733	.546	.870
x19	74.94	44.915	.362	.876
x20	75.00	44.163	.533	.871

Reliability Statistics

Cronbach's Alpha	N of Items
.878	20

Source: SPSS 21, data processed by researchers

According to the test in table 4.9 of the reliability test above, the Croanbach's alpha value for variable X is larger than 0.6, namely $0.878 > 0.6$, indicating that variable X is extremely trustworthy.

Table 10. Results of the Reliability Test of Decision-Making Variables (Y)
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
y1	75.12	48.067	.348	.893
y2	75.11	46.345	.506	.888
y3	75.15	47.375	.486	.889
y4	75.08	46.381	.658	.884
y5	75.32	47.915	.436	.890
y6	75.14	47.143	.506	.888
y7	75.07	46.087	.560	.886
y8	75.07	46.556	.521	.888
y9	75.08	47.320	.574	.887
y10	75.12	47.414	.541	.887
y11	75.12	48.067	.348	.893
y12	75.13	46.238	.531	.887
y13	75.14	47.531	.473	.889
y14	75.08	46.381	.658	.884
y15	75.32	47.915	.436	.890
y16	75.16	47.423	.474	.889
y17	75.07	46.087	.560	.886
y18	75.05	46.191	.563	.886
y19	75.08	47.320	.574	.887
y20	75.10	47.051	.590	.886

Reliability Statistics

Cronbach's Alpha	N of Items
.893	20

Source: SPSS 21, data processed by researchers

According to the reliability test in table 4.10, the Croanbach's alpha value of the decision-making variable is

larger than 0.6, specifically $0.893 > 0.6$, indicating that the decision-making variable is extremely dependable.

After conducting the test, data was obtained for each variable, namely the consumer knowledge variable (X) and the decision-making variable (Y), along with the results of the descriptive data.

Table 11. Results of the Description of Consumer Knowledge Variables (X) and Purchase Decision Variables (Y) Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
X	99	66	100	78.96	6.944
Y	99	66	96	79.08	7.199
Valid N (listwise)	99				

Source: SPSS 21, data processed by researchers

According to the SPSS 21 computation, the variable X (consumer knowledge) indicates that there were 99 respondents analyzed. The lowest score is 66, while the greatest score is 100. So, the average is 78.96, while the standard deviation is 6.944. The variable Y (decision-making) has the lowest score (66) and the highest score (96). So, the average is 79.08, while the standard deviation is 7.199.

Table 12. Categorization for Consumer Knowledge Variable (X)

Guidelines	Calculation	Score	Category
$M + (1,5.SD) \leq X$	$78,96+(1,5. 6,944) \leq X$	89,376 To the top	Very Good
$M + (0,5.SD) \leq X < M+(1,5.SD)$	$78,96 +(0,5. 6,944) \leq X < 78,96 +(1,5. 6,944)$	82,432 $\leq X < 89,376$	Good

$M-(0,5.SD) \leq X < M+(0,5.SD)$	$78,96 -(0,5. 6,944) \leq X < 78,96 +(0,5. 6.944)$	$75,488 \leq X < 82,432$	Enough
$M-(1,5.SD) \leq X < M-(0,5.SD)$	$78,96-(1,5. 6,944) \leq X < 78,96 -(0,5. 6.944)$	$68,544 \leq X < 75,488$	Less
$M-(1,5.SD) \geq X$	$78,96 -(1,5. 6,944) \geq X$	$68,544$ down	Very Less

According to table 12 above, the variable (X) Consumer Knowledge of BMT Beringharjo Nganjuk Branch is in the sufficient category, with an average value (mean) of 78.96, falling between the scores of 75.488 and 82.432.

Table 13. Categorization of Decision-Making Variables (Y)

Guidelines	Calculation	Score	Category
$M + (1,5.SD) \leq X$	$79,08+(1,5. 7,199) \leq X$	$89,878$ up	Very Good
$M + (0,5.SD) \leq X < M+(1,5.SD)$	$79,08+(0,5. 7,199) \leq X < 79,08+(1,5. 7,199)$	$82,432 \leq X < 89,376$	Good
$M-(0,5.SD) \leq X < M+(0,5.SD)$	$79,08-(0,5. 7,199) \leq X < 79,08+(0,5. 7,199)$	$75,488 \leq X < 82,432$	Enough
$M-(1,5.SD) \leq X < M-(0,5.SD)$	$79,08-(1,5. 7,199) \leq X < 79,08-(0,5. 7,199)$	$68,544 \leq X < 75,488$	Less
$M-(1,5.SD) \geq X$	$79,08-(1,5. 7,199) \geq X$	$68,544$ Down	Very Less

Meanwhile, table 4.13 above shows that the variable (Y) Consumer Decision Making at BMT Beringharjo Nganjuk Branch is in the good category, with an average

value (Mean) of 79.08, falling between the scores of 75.488 and 82.432.

c. Classical Assumption Test

1) Normality Test

The normality test determines if our data is regularly distributed or not. To determine whether or not this data is regularly distributed, the Kolmogorov-Smirnov test is used.

**Table 14. Normality Test
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		99
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	4.35309103
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.063
Kolmogorov-Smirnov Z		.707
Asymp. Sig. (2-tailed)		.699

a. Test distribution is Normal.

b. Calculated from data.

According to table 14, the significance results of the normality test employing the Kolmogorov-Smirnov method were 0.699. Where the results exceed the significance level of 0.05. As a result, we can conclude that the normalcy test in this study is normally distributed.

2) Multicollinearity Test

The multicollinearity test occurs when the relationship between two or more independent variables or the reality between two or more explanatory variables is altered by a third variable that is not included in the model. To detect multicollinearity, the variance inflation

factor (VIF) value must not exceed 10. The multicollinearity test yielded the following results:

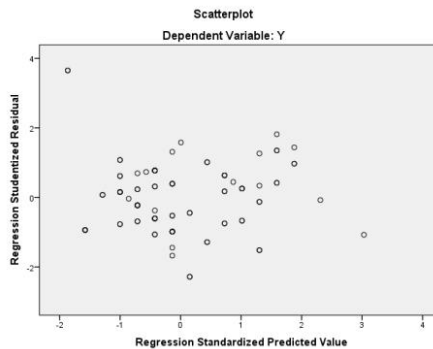
Table 15. Multicollinearity Test Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	13.881	5.045		2.751	.007		
X	.826	.064	.796	12.974	.000	1.000	1.000

a. Dependent Variable: Y

Based on the calculation results in table 4.15, the multicollinearity test shows that the VIF value for the independent variable is 1, which means that the value is far below the limit of 10. Thus, it can be concluded that there is no multicollinearity problem among the independent variables in this study.

Table 16. Heteroscedasticity test



The results of the study demonstrate that the data points are evenly distributed above and below the zero line, with no discernible grouping pattern, either above or below it. Waves and narrowing patterns, which could imply heteroscedasticity, are also not discernible.

Because the distribution of data points is random and does not follow a predefined pattern, we can conclude that this model is free of heteroscedasticity.

3) Autocorrelation Test

The autocorrelation test aims to detect deviations from the classical assumption of autocorrelation, namely the relationship or correlation between residuals in one observation with other observations in the regression model. One of the prerequisites that must be met in the regression model is the absence of autocorrelation. To test this, the method often used is the Durbin-Watson Test (DW test), with the following interpretation rules:

To determine whether or not there is autocorrelation, several conditions need to be considered. First, if the value of d is smaller than dL or greater than $(4 - dL)$, the null hypothesis is rejected, which means there is autocorrelation in the data. Second, if the value of d is between dU and $(4 - dU)$, the null hypothesis is accepted, which indicates the absence of autocorrelation. However, if the value of d is between dL and dU or between $(4-dU)$ and $(4-dL)$, then the results cannot provide a definite conclusion regarding the existence of autocorrelation. The values of dU and dL are obtained from the Durbin-Watson statistical table, which depends on the number of observations and the number of variables in the model.

**Table 17. Autocorrelation Test
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.796 ^a	.634	.631	4.375	2.263

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the output obtained, the Durbin-Watson (DW) value is 2.263. This value is compared with the 5% significance table for the number of samples (N) = 99 and the number of independent variables (k) = 1. From the table, the dL value is 1.6447 and dU is 1.6872. Because the DW value (2.263) is greater than the upper limit of dU (1.6872) and less than $(4 - dU)$, which is 2.3128, then the DW is in the range of $1.6872 < 2.263 < 2.3128$. Thus, it can be concluded that there is no autocorrelation in the model.

d. Correlation Test

Correlation analysis is conducted to determine how strong the relationship is between consumer knowledge variables (X) and decision-making (Y). The results of the analysis using SPSS 21 show the level of correlation between the two variables, providing a clear picture of the extent to which consumer knowledge variables influence decision-making.

Table 18. Correlation Test Results

		Correlations	
		X	Y
X	Pearson Correlation	1	.796**
	Sig. (2-tailed)		.000
	N	99	99
Y	Pearson Correlation	.796**	1
	Sig. (2-tailed)	.000	
	N	99	99

** . Correlation is significant at the 0.01 level (2-tailed).

If $r_{\text{count}} > r_{\text{table}}$, then there is a strong influence between the two variables, whereas if $r_{\text{count}} < r_{\text{table}}$, the influence is not significant. Based on the data obtained, $r_{\text{count}} = 0.796$ is greater than $r_{\text{table}} = 0.1646$, so it can be concluded that there is a significant influence between the

consumer knowledge variable and decision making. This correlation is in the high category because the value of $r_{count} = 0.796$ is in the coefficient interval range of 0.70–0.90, which indicates a strong or high influence.

e. Simple Linear Regression Test

Regression analysis is used to understand the extent to which the dependent variable, namely decision-making, can be predicted or influenced by the independent variable, namely consumer knowledge. This approach allows researchers to evaluate the relationship between the two variables, either partially or simultaneously. In this study, the method used is simple linear regression analysis, which focuses on measuring and predicting the direct influence of consumer knowledge on decision-making.

Table 19. Results of Simple Data Regression Testing with SPSS Version 21 Program

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	X ^b	.	Enter

a. Dependent Variable: Y

b. All requested variables entered.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	13.881	5.045		2.751	.007
	X	.826	.064	.796	12.974	.000

a. Dependent Variable: Y

The results of data processing show that there is an influence between consumer knowledge and decision-

making. The magnitude of this influence can be seen from the regression coefficient value (B) of 0.826. Thus, the regression equation obtained is $Y = 7.327 + 0.826X$. This means that if the consumer knowledge variable increases by one unit, then decision-making will increase by 0.826 units, assuming other variables remain constant.

Based on the results of data processing, a correlation test is conducted by comparing the significance value (sig) with probability. If the sig value is greater than 0.05, then the null hypothesis (H_0) is accepted and the alternative hypothesis (H_a) is rejected. Conversely, if the sig value is less than 0.05, then H_a is accepted and H_0 is rejected. In the data obtained, the sig value is 0.000, which is less than 0.05, so H_a is accepted and H_0 is rejected. This shows that there is a significant influence between consumer knowledge and decision-making.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.631	4.375

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the table above, the results of the regression analysis show a significant influence after the data is processed. The *R Square* value obtained is 0.634, which is known as the coefficient of determination. This shows that 63.4% of the decision-making variable can be explained by the consumer knowledge variable. In other words, the ability of the independent variable (consumer knowledge) to explain the dependent variable (decision-making) is 63.4%, while the remaining 36.6% is influenced by other factors outside the variables analyzed.

f. Hypothesis Testing

**Table 20. T-Test Results
Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	13.881	5.045		2.751	.007
X	.826	.064	.796	12.974	.000

a. Dependent Variable: Y

The determination coefficient analysis aims to measure the extent to which the independent variable, in this case consumer knowledge, can explain the dependent variable, namely decision making. This test provides an overview of the overall contribution of the independent variable to the variation that occurs in the dependent variable. Based on the results of the determination test, the *R square* value shows that a percentage of the change or variation in decision-making can be explained by consumer knowledge. The rest is influenced by other factors outside this research model. These results emphasize the importance of consumer knowledge in influencing the decisions they make.

**Table 21. Coefficient Test Results
Model Summary^b**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.796 ^a	.634	.631	4.375

a. Predictors: (Constant), X

b. Dependent Variable: Y

Based on the results of the analysis using SPSS 21, it is known that the correlation coefficient R is 0.796, which

indicates a strong relationship between the independent variable consumer knowledge and the dependent variable decision making. In addition, the R^2 Coefficient of Determination value is 0.634 or 63.4%, which means that the consumer knowledge variable is able to explain 63.4% of the variation in the decision-making variable. Meanwhile, the remaining 36.6% is influenced by other factors outside the variables used in this study

2. Discussion

a. BMT Customer Knowledge

The Consumer Knowledge variable at BMT Beringharjo Nganjuk Branch has a mean value of 78.96 with a standard deviation of 6.944, falling within the "sufficient" category based on table 4.12. This assessment is based on three main indicators: product knowledge, purchase process knowledge, and product usage knowledge. Product knowledge encompasses understanding categories, brands, prices, and product types, including the various savings and financing options offered, such as *mudarabah*, *musyarakah*, *murabahah*, and *al-qord/qordul hasan*, which provide flexibility while adhering to sharia principles.

In addition to product knowledge, knowledge about the purchase process and usage is crucial in shaping consumer understanding. Most customers learn about BMT products through family or friends (60.6%), while others rely on brochures/pamphlets (24.2%) and electronic media (15.2%). Proper knowledge of product usage, particularly financing products, enables customers to optimize their benefits. Testimonials from existing customers serve as an important resource for potential clients, fostering informed decision-making and effective utilization of BMT services.

b. Consumer Decision Making at BMT Beringharjo Nganjuk Branch

Consumer knowledge is one of the factors that influence decision-making at BMT Beringharjo Nganjuk Branch. To understand the impact of this knowledge, data analysis was conducted on the Decision Making (Y) variable. Based on the data obtained, the average value of the decision-making variable is 79.08, which is in the score range of 75.488 to 82.432. This range of values, according to the classification specified in table 4.13, indicates that decision-making of consumers at BMT Beringharjo Nganjuk Branch is in the "sufficient" category. This shows that although there is an influence of consumer knowledge on decision-making, the level of consumer decision-making is still in the sufficient category, which means that there is still room for further improvement in understanding and awareness.

This "sufficient" category indicates that most consumers have a sufficient level of trust and understanding in making decisions regarding products and services offered by BMT. Although not all of them reach the optimal level, sufficient consumer knowledge can encourage them to consider sharia products at BMT, such as mudarabah savings, profit-sharing financing, and capital participation. This sufficient understanding allows consumers to make wise decisions, although in some cases, further improvement in understanding of the available sharia financial services may still be needed, so that the decisions taken are more optimal and in accordance with their financial needs.

c. The Influence of Consumer Knowledge on the Decision to Choose Murabahah Financing Products

Consumer or customer knowledge plays an important role in decision-making, especially in choosing sharia-based financing products such as murabahah at BMT Beringharjo Nganjuk Branch. The level of consumer knowledge of sharia financial principles and the products

offered can influence their decisions in determining financing options. Based on research data, the Consumer Knowledge variable (X) shows an average value (mean) of 78.96 with a standard deviation of 6.944, in the score range of 75.488 to 82.432. Meanwhile, the decision-making variable (Y) has a mean of 79.08, also in the same range. These figures indicate that BMT KSPPS consumers have a fairly good level of knowledge in understanding the available products.

In this study, the correlation between consumer knowledge and murabahah financing decision-making was measured using SPSS 21. The results of the correlation calculation showed a Pearson correlation value of 0.796, which is in the coefficient range between 0.70 and 0.90. This indicates that there is a fairly strong influence between consumer knowledge and their decisions in choosing murabahah financing. In other words, the higher the consumer's knowledge of the product, the higher their tendency to choose the product. In addition, a significance value of $0.000 < 0.05$ supports the acceptance of the alternative hypothesis (H_a), which means that the influence is statistically significant.

Next, a regression analysis was conducted to determine the linear relationship between consumer knowledge variables and decision-making. From the results of the regression calculation, the equation $Y = 7.327 + 0.826X$ was obtained. This equation shows that every one unit increase in the consumer knowledge variable will increase the decision-making value by 0.826. Thus, these results indicate that consumer knowledge has a positive influence on murabahah financing decisions, where consumers who have a better understanding tend to be more confident in choosing the product.

The results of the regression analysis show that there is a significant influence between consumer

knowledge and decision making in choosing murabahah financing at BMT Beringharjo, Nganjuk Branch. This can be seen from the Pearson correlation value of 0.796, which shows a strong relationship between the two variables. In addition, the significance value of 0.000 (<0.05) supports the hypothesis that the higher the consumer knowledge, the better their decision in choosing sharia financing.

This data support can also be seen from the regression equation: $Y = 7.327 + 0.826X$. This means that every one unit increase in consumer knowledge will increase their decision in choosing murabahah financing by 0.826 units. In addition, the determination test shows that 63.4% of consumer decisions are explained by their knowledge, while 36.6% are influenced by other factors such as personal experience, family influence, or promotion.

Supporting factors that influence consumer decisions include effective product education and socialization. Consumers who obtain information from family or friends (60.6%) tend to feel more confident in making decisions. This highlights the critical role of social communication in enhancing customer understanding. Additionally, having a basic understanding of sharia-compliant products, such as murabahah financing, which is valued for its transparency in contracts, helps consumers feel more assured when choosing these products.

On the other hand, some rejecting factors can hinder optimal decision-making. For instance, customers who rely on brochures (24.2%) or electronic media (15.2%) often have limited understanding of product details, which can lead to less informed decisions. Furthermore, external factors also play a role, with 36.6% of consumer decisions being influenced by economic conditions, urgent financial needs, or personal trust in sharia financial institutions—factors that are not directly tied to their product knowledge.

This study proves that consumer knowledge plays an important role in murabahah financing decision making. To increase customer interest, BMT Beringharjo can expand educational and socialization programs about the advantages of sharia products. With clearer and more accessible information, consumers will be better able to make the right decisions according to their needs.

Furthermore, the coefficient of determination (R_{square}) test shows a value of 0.641, indicating that 63.4% of the variability in decision-making can be explained by the consumer knowledge variable. Meanwhile, the remaining 36.6% is influenced by other variables outside those studied, such as social, economic, or risk perception factors towards sharia financing products. These results provide insight that although consumer knowledge plays a significant role, other external factors also influence consumer decisions.

This study shows that increasing consumer knowledge is an effective strategy to encourage public interest in choosing murabahah financing products at BMT Beringharjo, Nganjuk Branch. By providing clear information about product features, advantages, and sharia-based financing mechanisms, BMT can increase consumer trust and interest. Better knowledge not only helps consumers choose products that suit their needs but also contributes to the development of BMT in local communities.

These results are in line with the research of Kotler & Keller, which states that consumer understanding of products is a major factor in the decision-making process.²⁰ This finding also supports the study of Lutfia, which shows that consumer education about sharia products increases

²⁰ P. Kotler and Kevin L. Keller, *Marketing Management* (New Jersey: Pearson Prentice Hall, Inc, 2016).

customer trust and loyalty towards sharia financial institutions.²¹

However, this study contradicts the study of Yunita, which found that although consumer knowledge influences decisions, factors such as institutional image and recommendations from other parties are more dominant in influencing consumer decisions in the sharia financial sector.²² This shows that although consumer knowledge is important, there are other factors that also need to be considered in BMT marketing strategies.

Enhancing customer knowledge is essential for fostering informed decision-making, particularly in sharia finance products like murabahah financing. Customer knowledge can be enriched through targeted education, transparent communication, and practical engagement strategies, supported by insights from relevant literature.²³

One of the most effective ways to enhance customer knowledge is through educational campaigns. According to Kotler and Keller, educating customers about the features, benefits, and compliance of financial products builds trust and increases adoption rates.²⁴ BMT institutions can organize workshops, webinars, and seminars focused on explaining the principles of murabahah financing, its compliance with sharia law, and its economic benefits compared to conventional alternatives. These initiatives

²¹ Lutfia Fatma Ningrum, Nur Diana, and Harun Alrasyid, "The Intention to Use Islamic Banking Products Among Gen Z Mediated by Islamic Financial Literacy," *Warta Ekonomi* 7, no. 2 (2024): 410–23.

²² Yuanita Rohali et al., "Factors Affecting the Decision-Making of Indonesian Sharia Banking Companies," *ADI Journal on Recent Innovation (AJRI)* 4, no. 1 (2022): 13–25, <https://doi.org/10.34306/ajri.v4i1.725>.

²³ Arif Zunaidi, Fachrial Lailatul Maghfiroh, and Nurul Athirah Mohd Azmi, "The Role of Gusdurian Peduli's Philanthropic Actions in Overcoming the Economic Turbulence of Communities Affected by COVID-19," *Tsaqafah Jurnal Peradaban Islam* 20, no. 1 (2024), <https://doi.org/doi.org/10.21111/tsaqafah.v20i1.9943>.

²⁴ Iqbal Imari and Imam Haryadi, "Factors Affecting Purchase Interest of Muslim Consumer on Online Platform," *Iqtishodia : Jurnal Ekonomi Syariah* 9, no. 2 (2024): 1–11.

should also highlight how murabahah financing aligns with the values and objectives of the target audience, fostering a deeper understanding of its value proposition.

Transparency is a cornerstone of customer knowledge enhancement. Research by Lamberton and Stephen underscores the importance of clear and accessible information in influencing consumer behavior.²⁵ Financial institutions must ensure that all product terms, such as profit rates, repayment structures, and associated risks, are communicated in simple, non-technical language. This practice not only clarifies customer doubts but also mitigates misconceptions, which can otherwise deter participation in sharia-compliant financial products.

The use of digital platforms is another critical strategy for spreading awareness. Studies by Kim demonstrate that digital media significantly increases customer engagement and knowledge retention.²⁶ BMT can leverage social media, mobile applications, and interactive content to disseminate information about murabahah financing. For instance, infographics, videos, and customer testimonials can help illustrate real-life scenarios, making the product more relatable and understandable.

Experiential learning, such as interactive simulations and community engagement programs, can also boost customer knowledge. Dewan Syariah Nasional highlights that engaging with communities directly fosters trust and facilitates a better grasp of sharia finance principles.²⁷ BMT can establish customer advisory programs or financial

²⁵ Sirly Amri and Dorajatun Prihandono, "Influence Lifestyle, Consumer Ethnocentrism, Product Quality On Purchase Decision Through Purchase Intention," *Management Analysis Journal* 8, no. 1 (2019): 28, <http://maj.unnes.ac.id>.

²⁶ Lelasari Sijabat, Danny I. Rantung, and Deske W. Mandagi, "The Role of Social Media Influencers in Shaping Customer Brand Engagement and Brand Perception," *Jurnal Manajemen Bisnis* 9, no. 2 (2023): 280–88, <https://doi.org/10.33096/jmb.v9i2.459>.

²⁷ Khalidin, Musa, and Kiawan, "Murabaha Financing of the Indonesian Islamic Banks Under an Islamic Economic Law and the Fatwa Dsn Mui."

literacy clubs where potential customers can discuss, learn, and clarify doubts with experts and peers.

Relevant literature suggests that customer knowledge is a multidimensional construct that includes familiarity, understanding, and the ability to evaluate product information.²⁸ For financial products, enhancing this knowledge requires tailored approaches that address the specific needs and preferences of the target demographic. By employing such methods, BMT institutions can ensure a more educated customer base, leading to greater satisfaction and loyalty.

D. CONCLUSION

The results of the correlation analysis using SPSS 21 show that consumer knowledge has a significant influence on decision-making, with a Pearson correlation value of 0.796. This value falls within the coefficient range of 0.70–0.90, indicating a strong relationship between the two variables. With a significance value of 0.000 (<0.05), the alternative hypothesis (H_a) is accepted, meaning that consumer knowledge plays an important role in decision-making, particularly in choosing murabahah financing. The results of the simple linear regression analysis produce a regression equation: $Y = 7.327 + 0.826X$. This equation shows that for every one-unit increase in consumer knowledge, the likelihood of choosing murabahah financing increases by 0.826 units. Additionally, the coefficient of determination (R^2) test reveals a value of 0.634, meaning that 63.4% of the variation in decision-making is explained by consumer knowledge. The remaining 36.6% is influenced by other factors not examined in this study, such as personal experience, individual preferences, or social influences. These findings emphasize the importance of education and socialization regarding sharia-compliant products, particularly in strengthening consumer decision-making. For BMT Beringharjo

²⁸ Elisa Garrido-Castro et al., “Consumer Knowledge in Marketing: A Critical Review and Research Agenda,” *Spanish Journal of Marketing - ESIC* ahead-of-print, no. ahead-of-print (January 1, 2024), <https://doi.org/10.1108/SJME-07-2023-0187>.

Nganjuk Branch, these results present an opportunity to enhance knowledge-based services and improve marketing strategies to increase product penetration.

This study has several implications for future research. First, further studies could explore additional factors that influence consumer decisions beyond consumer knowledge, such as emotional factors, trust in financial institutions, or cultural influences, which could be integrated into a more comprehensive model of decision-making in sharia finance. Second, research could focus on examining how different demographics, such as age, education level, or income, affect the relationship between consumer knowledge and financing decisions. Third, longitudinal studies could track changes in consumer knowledge over time to assess how sustained educational efforts impact decision-making and financing product adoption. Finally, future research could investigate the role of digital tools and platforms in enhancing consumer knowledge and their impact on decision-making in the context of sharia finance.

BIBLIOGRAPHY

- Abubakar, Abubakar Mohammed, Hamzah Elrehail, Maher Ahmad Alatailat, and Alev Elçi. "Knowledge Management, Decision-Making Style and Organizational Performance." *Journal of Innovation & Knowledge* 4, no. 2 (2019): 104–14. <https://doi.org/https://doi.org/10.1016/j.jik.2017.07.003>.
- Adiyanto, Mochamad Reza, Ujang Sumarwan, and Imam Teguh Saptono. "Consumer Behavior Analysis in Choosing Conventional or Sharia Mortgage Product in Indonesia." *Asian Social Science* 13, no. 8 (2017): 74. <https://doi.org/10.5539/ass.v13n8p74>.
- Amri, Sirly, and Dorajatun Prihandono. "Influence Lifestyle, Consumer Ethnocentrism, Product Quality On Purchase Decision Through Purchase Intention." *Management Analysis Journal* 8, no. 1 (2019): 28. <http://maj.unnes.ac.id>.
- Aprilya, Nurul Wahida, Idris Parakkasi, and Sudirman. "Perilaku Konsumen Dalam Ekonomi Islam." *ADILLA: Jurnal Ekonomi Syariah* 7, no. 2 (2024): 2020–25.
- Ardyansyah, Farid, and Nely Agustin. "Pengaruh Pengetahuan, Promosi, Religiusitas, Dan Pendapatan Konsumen Terhadap Pengambilan Keputusan Menjadi Nasabah Pembiayaan Di KSPSS BMT Nurul Jannah Gresik." *Journal of Aswaja and Islamic Economics* 2, no. 2 (2023): 40–56.
- Ekawati, Destiana, and Rohmawati Kusumaningtias. "The Role of Baitul Maal Wat Tamwil (BMT) in Economic Empowerment Efforts in Indonesia." *Proceeding of International Conference on Accounting And Finance* 2 (2024): 573–82.
- Garrido-Castro, Elisa, Francisco-José Torres-Peña, Eva-María Murgado-Armenteros, and Francisco Jose Torres-Ruiz. "Consumer Knowledge in Marketing: A Critical Review and Research Agenda." *Spanish Journal of Marketing - ESIC* ahead-of-print, no. ahead-of-print (January 1, 2024). <https://doi.org/10.1108/SJME-07-2023-0187>.
- Ghanad, Anahita. "An Overview of Quantitative Research Methods."

International Journal of Multidisciplinary Research and Analysis 06, no. 08 (2023): 3794–3803. <https://doi.org/10.47191/ijmra/v6-i8-52>.

Imari, Iqbal, and Imam Haryadi. “Factors Affecting Purchase Interest of Muslim Consumer on Online Platform.” *Iqtishodia: Jurnal Ekonomi Syariah* 9, no. 2 (2024): 1–11.

Juniartkik, Irma, Nurlaila Nurlaila, and Nur Ahmadi Bi Rahmani. “Factors Affecting The Level Of Public Understanding Of Sharia Banking Products.” *JESI (Jurnal Ekonomi Syariah Indonesia)* 13, no. 2 (2023): 342. [https://doi.org/10.21927/jesi.2023.13\(2\).342-357](https://doi.org/10.21927/jesi.2023.13(2).342-357).

Khalidin, Bismi, Armiadi Musa, and Andri Kiawan. “Murabaha Financing of the Indonesian Islamic Banks Under an Islamic Economic Law and the Fatwa Dsn Mui.” *Petita: Jurnal Kajian Ilmu Hukum Dan Syariah* 8, no. 2 (2023): 203–18. <https://doi.org/10.22373/petita.v8i2.238>.

Kotler, P., and Kevin L. Keller. *Marketing Management*. New Jersey: Pearson Prentice Hall, Inc, 2016.

McDaniel, Carl D., and Roger H. Gates. *Marketing Research*. New Jersey: Wiley, 2020.

Muhlis, Samsul Arifai, Sudriman, Ismawati, St.Hafsah Umar, and Supriadi. “Reputasi Bank Terhadap Preferensi Menabung Di Bank Syariah Indonesia (Bsi).” *Bisnis, Manajemen, Dan Informatika (JBMI)* 20, no. 2 (2023): 185–208. <https://doi.org/10.26487/jbmi.v20i2.25178>.

Ningrum, Lutfia Fatma, Nur Diana, and Harun Alrasyid. “The Intention to Use Islamic Banking Products Among Gen Z Mediated by Islamic Financial Literacy.” *Warta Ekonomi* 7, no. 2 (2024): 410–23.

Putri, Fiska Handayani, Randa Kurnia, Nur Jannah Hasibuan, Dwi Imanda, Rudi Ardiansyah, Anggia Lorenza, and Syifa Mahira. “Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Konsumen Dalam Menggunakan Produk Keuangan Syariah.” *Borjuis: Journal of Economy* 1, no. 1 (2023): 25–32.

Rohali, Yuanita, Yuswar Z. Basri, Rifki Ismail, and Rafly Ananda Dwi

- Septian. "Factors Affecting the Decision-Making of Indonesian Sharia Banking Companies." *ADI Journal on Recent Innovation (AJRI)* 4, no. 1 (2022): 13–25. <https://doi.org/10.34306/ajri.v4i1.725>.
- Sari, Yola Nopita. "Faktor-Faktor Yang Mempengaruhi Konsumen Dalam Pengambilan Keputusan Pembelian Di Ecommerce Shopee (Studi Kasus Mahasiswa Ekonomi Syariah)." *AL-ITTIFAQ: Jurnal Ekonomi Syariah* 2, no. 2 (2022): 64–78.
- Sijabat, Lelasari, Danny I. Rantung, and Deske W. Mandagi. "The Role of Social Media Influencers in Shaping Customer Brand Engagement and Brand Perception." *Jurnal Manajemen Bisnis* 9, no. 2 (2023): 280–88. <https://doi.org/10.33096/jmb.v9i2.459>.
- Soumena, F Y, A I Anwar, R Arsyad, R F Laming, and ... "Institutional Framework and Regulatory Challenges in the Development of the Sharia Financial Sector in Indonesia: A Political Economy Perspective." *Jurnal Ar-Ribh* 6, no. 2 (2023): 61–72.
- Waani, Novel Christian, Maryam Mangantar, and Yantje Uhing. "Perbedaan Sikap Konsumen Dalam Keputusan Pembelian Niu Green Tea Dan Teh Botol Sosro (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis UNSRAT)." *Emba* 10, no. 1 (2022): 1004–13.
- Wulandari, Permata, and Muhammad Nadhif Ubaidillah. "Islamic Home Financing Products: A Study of Customer Intentions in Indonesia." *International Journal of Housing Markets and Analysis* ahead-of-p, no. ahead-of-print (January 1, 2024). <https://doi.org/10.1108/IJHMA-10-2023-0138>.
- Zhang, Xiaoxue, and Xiaofeng Yu. "The Impact of Perceived Risk on Consumers' Cross-Platform Buying Behavior." *Frontiers in Psychology* 11, no. October (2020): 1–13. <https://doi.org/10.3389/fpsyg.2020.592246>.
- Zulfikar, Ian. "Building a Strong Brand: Marketing Strategy to Increase Brand Awareness and Consumer Loyalty." *Neo Journal of Economy and Social Humanities* 1, no. 4 (2023): 280–84. <https://doi.org/10.56403/nejesh.v1i4.79>.
- Zunaidi, Arif. *Ekonomi Islam (Pengantar Dalam Memahami Konsep*

Dan Prinsip-Prinsip Ekonomi Islam). Kediri: IAIN Kediri Press, 2023.

Zunaidi, Arif, Fachrial Lailatul Maghfiroh, and Nurul Athirah Mohd Azmi. "The Role of Gusdurian Peduli's Philanthropic Actions in Overcoming the Economic Turbulence of Communities Affected by COVID-19." *Tsaqafah Jurnal Peradaban Islam* 20, no. 1 (2024). <https://doi.org/doi.org/10.21111/tsaqafah.v20i1.9943>.