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THE EFFECT OF SHARIA FINANCIAL LITERACY, EASE OF ACCESS, AND LOYALTY ON THE DECISION TO USE A SHARIA BANK ACCOUNT (A STUDY ON GENERATION Z IN BOGOR CITY)

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Abstract:
This study aims to analyze the effect of sharia financial literacy, ease of access, and loyalty on the decision to use sharia bank accounts among Generation Z in Bogor City. Using a quantitative approach with a purposive sampling method, the study involved 122 respondents aged 20–25 years, consisting of 100 active users of sharia bank accounts and 22 non-users. Data were collected through a Likert-scale questionnaire and analyzed using binary logistic regression. The results show that sharia financial literacy does not significantly influence the decision to use a sharia bank account, while ease of access and loyalty have a significant positive effect. Simultaneously, the three variables significantly affect account usage decisions. These findings suggest that strengthening digital and physical access and customer loyalty programs plays a key role in encouraging Generation Z to adopt sharia banking, while literacy programs need to be designed in a more practical and applicable manner.

Keywords:
Sharia financial literacy, ease of access, loyalty, decision, Generation Z

BACKGROUND

Indonesia has the largest Muslim population in the world, providing significant potential for sharia banking development. However, the 2024 National Survey on Financial Literacy and Inclusion (OJK) reported that sharia financial literacy was only 39.11% and inclusion just 12.88%, compared to national financial inclusion of 75.02%. Generation Z, despite being digitally literate, shows limited participation in sharia *banking. This research focuses on the factors influencing their decision to use sharia bank accounts, particularly among students in Islamic universities in Bogor who are not institutionally required to open such accounts.*

THEORETICAL FRAMEWORK

1. Consumer Behavior Theory (Schiffman & Kanuk, 2008) – explains consumer decision-making based on perception, motivation, and attitude.
2. Theory of Planned Behavior (Ajzen, 1991) – consumer intentions are influenced by attitudes, subjective norms, and perceived behavioral control.
3. Oliver's Loyalty Theory (1999) – loyalty reflects commitment to continue using a product despite alternatives.
4. Sharia Financial Literacy (Laily, 2016; OJK, 2024) – emphasizes knowledge and practice of financial management according to Islamic values.

From these perspectives, literacy, access, and loyalty are assumed to influence the decision to use sharia bank accounts.

METHOD

This study applied a quantitative survey method. The sample consisted of 122 respondents (100 users and 22 non-users of sharia bank accounts) aged 20–25 in Bogor City, selected using purposive sampling. Data collection employed a structured Likert-scale questionnaire. The dependent variable (decision to use an account) was measured dichotomously (yes/no). Data were analyzed with binary logistic regression using SPSS 25, preceded by validity, reliability, and classical assumption tests.

RESULT

The logistic regression results show:

- Sharia Financial Literacy → Decision: Not significant ($p > 0.05$)
- Ease of Access → Decision: Significant positive effect ($p < 0.05$)
- Loyalty → Decision: Significant positive effect ($p < 0.05$)
- Simultaneous Test: The three variables jointly have a significant effect ($p < 0.05$).

Classification test showed accuracy above 75%, confirming the model's reliability.

DISCUSSION

The findings indicate that literacy alone does not guarantee actual account usage, aligning with previous studies (Mahira et al., 2024) showing that knowledge without practical application does not drive behavior. Ease of access strongly determines Generation Z's choice, confirming Davis' Technology Acceptance Model (1989) which emphasizes perceived ease of use. Loyalty also significantly influences decisions, in line with Oliver (1999) and Alnaser et al. (2018), suggesting that trust, satisfaction, and alignment with religious values foster consistent usage.

These results imply that banking institutions should prioritize digital innovations, branch/ATM availability, and customer experience programs to build loyalty. Literacy initiatives need to be redesigned with more practical applications rather than theoretical campaigns.

CONCLUSION

This study investigates the effect of sharia financial literacy, ease of access, and loyalty on the decision to use sharia bank accounts among Generation Z in Bogor City. Based on the results of binary logistic regression, several important conclusions can be drawn:

1. Sharia Financial Literacy – does not significantly influence the decision to use sharia bank accounts. This indicates that knowledge and understanding of sharia finance among Generation Z do not automatically translate into actual usage of sharia banking products. Literacy programs that are only theoretical in nature are insufficient to encourage real adoption.
2. Ease of Access – has a positive and significant effect on the decision to use sharia bank accounts. Availability of facilities such as mobile banking, ATMs, and easily accessible branches plays a decisive role in Generation Z's decision-making process. This aligns with the Technology Acceptance Model (Davis, 1989), which emphasizes perceived ease of use as a determinant of user behavior.
3. Loyalty – also shows a positive and significant effect. Customer loyalty, built through satisfaction, trust, and alignment with Islamic values, strongly encourages the continued use of sharia banking products. This finding supports Oliver's

Loyalty Theory (1999) and prior studies highlighting the importance of spiritual and emotional bonds in consumer retention.

4. Simultaneous Effect – the three independent variables together significantly influence the decision to use sharia bank accounts. This suggests that efforts to increase adoption should not be carried out partially, but through a comprehensive strategy involving education, accessibility, and loyalty-building.
5. Implications for Stakeholders:
   - For Sharia Banks: Focus on improving both physical and digital accessibility, while strengthening customer experience and loyalty programs.
   - For Universities: Introduce practical literacy programs that encourage not only knowledge but also the direct application of sharia banking.
   - For Policymakers: Design policies that integrate literacy with financial inclusion initiatives targeted at the younger generation.

Overall, the findings highlight that Generation Z's decision to use sharia bank accounts is less about cognitive understanding and more about practical convenience and emotional trust. Therefore, strengthening accessibility and loyalty should be prioritized to expand sharia financial inclusion, while literacy efforts must be transformed into more applied and engaging initiatives.

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