CONTRIBUTION OF FINANCIAL LITERACY TO THE USE OF SHARIA MOBILE BANKING SERVICES IN INDONESIA

Indra Utama

Universitas Gunung Leuser Aceh

Corresponding author: indrautama_17942yahoo.com

ABSTRACT

Financial literacy is a process for the management of people's knowledge and beliefs to manage their personal finances in a planned way. Understanding the financial condition will result in proper behavior. This research aims to determine the influence of financial literacy, security level, service features, and subjective norms on the use of Sharia mobile banking services. This research is a quantitative study using primary data from the dissemination of a questionnaire online through the Google Form platform to sharia banking students and sharia economics users of sharia banking mobile banking services in DIY. The number of samples in this study was 100 respondents. The methods of analysis used are multiple linear regression analyses with data analysis techniques using data quality tests (validity testing and reliability tests), descriptive statistical tests, classical assumption tests (normality, multicholestearity, and heteroskedastisity), hypothesis tests (t test, F test and R^2 coefficient of determination test). Testing using the help of SPSS 16.0 software. Based on the results of testing using SPSS 16.0 software shows that financial literacy variables, service features, and subjective norms have a positive and significant impact on the use of Sharia banking mobile banking services, while security level variables are positively and insignificant to the use of Sharia banking mobile banking services. The value of the regression coefficient in this study was 0.692 and it can be concluded that the variables of financial literacy, security levels, service features, and subjective norms contributed to the decision to use the Sharia banking mobile banking service.

Keywords: **Sharia Mobile Banking, Financial Literacy, Security Level**

INTRODUCTION

The unequal access to banking between urban and rural areas causes low levels of financial inclusion and literacy. Well-managed money shows that people understand literacy or are aware of how to manage finance (Margaretha & Pambudhi, 2015). Based on

data published by the Financial Services Authority (OJK), in 2019th Financial Literacy and Inclusion experienced a clear increase. In the last 3rd year, there has been an increase in public financial literacy by 8.33% and an increase in financial inclusion or access to services and products of formal financial institutions by 8.39%. can be seen in the 2019 OJK survey press release report as follows: (Otoritas Jasa Keuangan, 2019). These data show that the Indonesian people use financial products without being based on a good financial understanding. So that the level of public consumption is high, the ratio of saving is low, and the level of investment is low

The data shows that the level of financial literacy and inclusion, both conventional and sharia in the Special Region of Yogyakarta (DIY) higher than the national average, one of the factors is the number of universities in DIY, wherein PT there are professionals and students. (Otoritas Jasa Keuangan, 2016). Furthermore, the level of Islamic financial literacy and inclusion is still low compared to the level of conventional financial literacy and inclusion. For this reason, a special approach is needed so that the public knows and uses the right Islamic financial products and services according to their needs. Digital technology is one of the tools that can increase public access to the use of Islamic financial products and service (Nurfalah & Rusydiana, 2019). One of the financial technologies that can develop rapidly to make transaction access easier, effective, efficient, and fast is financial technology issued by formal financial institutions (banks), namely mobile banking services. Mobile banking is a service that allows bank customers to be able to perform banking transactions via smartphones or mobile phone (Otoritas Jasa Keuangan, 2015).

Based on data published by the World Bank in 2017, mobile banking users in Indonesia only reached 6% of total customer (Bank, 2017). Based on data (Otoritas Jasa Keuangan, 2016) customer knowledge of mobile banking is 12.0%, the use of mobile banking by customers is only 4.6%, mobile banking transactions based on data published by the Institute for Development Economy and Finance (INDEF) until 2018 showed a clear increase in transactions (Widowati, 2019). Through product innovation with internet technology in the form of mobile, many benefits can be obtained such as customer convenience and strategic importance. This is by the policies issued by Bank Indonesia as the banking authority which has established Indonesia as one of the pillars of Islamic banking that can support the dual-banking system and encourage the market share of Islamic banks to expand their wings in the world of the digital banking industry. (Ansori, 2017).

Based on (Briantika, 2020) in January 2020th there was still a case of breaking into the mobile banking account of one public figure through the mechanism of burglary SIM (Subscriber Identity Module) and PIN (Personal Identity Number) mobile banking. With a reality like this, the safety factor is an important factor to consider. This security factor can be one of the bank's superior features in mobile banking service (Fadlan, 2018). In addition to security, service features are one of the good factors in growing consumer confidence to make transactions online or no (Rithmaya, 2016). This opinion is following the data published by (Otoritas Jasa Keuangan, 2016). Customers who choose to access the Financial

Services Office are 86.6%, those who use Automated Teller Machines (ATM) are 73.5%, while those who choose to access mobile banking services are 4.6%. The data proves that customers prefer to make transactions directly through LJK offices and ATMs rather than mobile banking services.

A generation is a group of people who have different characteristics from one another, characteristics are the difference in the year of birth between one group and another. Based on research conducted by Solidiance Research and Analysis, it is stated that in the last 5th years, there has been a demographic change in which Generation Y & Generation Z, which are classified as millennials, are growing rapidly in number. This generation has unique needs and favorable treatment in the era of digitalization (Solidiance, 2017). The results of (Siregar, 2018) show that financial literacy affects an interest in using internet banking services. The results of (Liang, 2016) show that subjective norms have a very strong effect on attitudes towards use and intention to use mobile banking in Vietnam and compare best to those in Taiwan. Based on research by (Hadi & Novi, 2015) Perception of security, access ability has a positive effect on the use of mobile banking services, while perceptions of risk, ease of use, and benefits do not significantly affect the use of mobile banking. As for this research and previous research, there are differences: this study uses 3rd indicators of financial literacy (knowledge, skills, and behavior), this type of research is quantitative research, using primary data from a questionnaire with a sample of 100 respondents.

RESEARCH METHODS

Obtained from distributing online questionnaires through the Google Form platform to students of Islamic banking and Islamic economics who are users of Islamic banking mobile banking services in Yogyakarta. A population is a group of people, communities, or other subjects that are studied and have certain characteristics. Or a complete collection of an element or elements that are similar, but can be distinguished from each other because of the different characteristic values. The sample is part of the subject under study taken from the population. Or part of the population which is also called an example that can represent the object to be investigated (Wahyudi & Djamaris, 2018).

The sample size in this study is unknown, the formula is (Lemeshow et al., 1990):

$$n = \frac{Z^2 - P(1 - P)}{d^2}$$

Whare:

n = sample

Z = Z score at 95% confidence = 1,96

P = maximum estimate = 0,5

d = alpha (0,10) or sampling error = 10%

$$n = \frac{1,96^2 - 0,5(1 - 0,5)}{0,1^2}$$

$$n = \frac{3,8416 - 0,25}{0,01}$$

$$n = 96,04 = 100$$

Based on the calculations obtained above, the number of samples required is 96.04 respondents. To make it easier to conduct research, the number of samples is 100 respondents. Before performing regression testing, the results of this research questionnaire must be tested first the level of validity of the questions in the questionnaire and the level of reliability of the answers to the questionnaire. The data processing stage uses the help of SPSS 16.0 software.

RESEARCH RESULTS

Multiple Linear Regression Analysis

The test results using multiple linear regression analysis show a causal relationship between the relationship variables X1, X2, X3, and X4 with variable Y, while the results are in the table below:

Table 1. Multiple Linear Regression Analysis

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.096	2.234		-1.833	.070
X1	.160	.066	.197	2.416	.018
X2	.143	.106	.127	1.349	.181
X3	.275	.080	.316	3.435	.001
X4	.331	.066	.361	5.002	.000

a. Dependent Variable: Y

The regression coefficient is positive, which means that a positive and direct relationship between financial literacy, security level, service features, and subjective norms on the use of Islamic banking mobile banking services among students of Islamic banking and Islamic economics in DIY. The constant value is -4.096 that means that without the variables of financial literacy, security level, service features, and subjective norms, the variable value of using Islamic banking mobile banking services is -4.096.

Hypothesis testing

The results of the research hypothesis test, in the table below:

Table 2. Simultaneous Significance Test Results (Uji F)

ANOVAb

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1339.908	4	334.977	53.346	.000a
Residual	596.532	95	6.279		
Total	1936.440	99			

a. Predictors: (Constant), X4, X3, X1, X2

b. Dependent Variable: Y

Table 3. Parameter Significance Test Results (Uji T)

Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-4.096	2.234		-1.833	.070
X1	.160	.066	.197	2.416	.018
X2	.143	.106	.127	1.349	.181
X3	.275	.080	.316	3.435	.001
X4	.331	.066	.361	5.002	.000

a. Dependent Variable: Y

Table 4. Coefficient of Determination Test Results (Uji R2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.832a	.692	.679	2.506

a. Predictors: (Constant), X4, X3, X1, X2

Contribution Of Financial Literacy to The Use of Sharia Mobile Banking Services in Indonesia

The test results from table 4.22 above, obtained a positive effect and a significant value of 0.018. The result of the comparison of the significant value with the significance level is 0.018 < 0.05. Because of Sig. <, it can be concluded that Ha is accepted and H0 is rejected, meaning that the regression coefficient on the financial literacy variable partially (individually) has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. The test results above show that the financial literacy variable has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic

Economics Students in DIY. The more financial literacy provided by the institution or institution, the more students will be more interested in using financial institution products and financial services, such as opening accounts at formal financial institutions, using mobile banking services. etc. Through high financial literacy, student financial inclusion will also increase, students can choose and use financial institution products and services wisely, according to their needs. The results of this study are following research conducted by (Siregar, 2018) The Effect of Financial Literacy and Student Risk Perception on Interest in Using Internet Banking Services shows that an increase in financial literacy in a person's attitude has the opportunity to increase a person's interest in adopting internet banking services.

According to the formula used by (Siregar, 2018) in determining the level of financial literacy groups are as follows:

$$\text{Financial Literacy Index} = \frac{\text{score obtained}}{\text{maximum score}} \text{ x } 100$$

$$\text{Financial Literacy Index} = \frac{4035}{5000} \text{ x } 100$$

$$\text{Financial Literacy Index} = 80{,}7$$

Based on the results of the above calculations with a result of 80.7, it can be concluded that the financial literacy of Islamic banking and economics students in DIY towards the use of Islamic banking mobile banking services can be classified as well literate. This shows that on average students have very good knowledge, skills, and behavior towards the use of mobile banking services (well literate). Through a good level of student financial literacy, students' ability to manage finances is good and needs to be maintained, so that students can provide literacy to people who have not been able to access formal financial institutions so that they can choose the right financial products according to their needs. The test results from table 4.22 above, obtained a positive effect and a significant value of 0.181. The result of the comparison of the significant value with the significance level is 0.181 > 0.05. Because of Sig. > α, it can be concluded that Ha is rejected and H0 is accepted, meaning that the regression coefficient on the security level variable partially (individually) has a positive and insignificant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. The test results above show that the variable level of security has a positive and insignificant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. These results are also by previous research conducted by (Husnayetti & Sestri, 2019) with the title Analysis of the Effect of Perceived Usefulness, Security, Trust and Ease of Interest in Using Online Banking Generation X. Y. and Z which state that security partially has no effect on interest in using online banking in generations X, Y, and Z.

This indicates that in using mobile banking services the level of security is a factor that is not considered by students of Islamic banking and Islamic economics in DIY. The

security contained in mobile banking services is not considered by students of Islamic banking and Islamic economics in DIY because they already believe in the protection of customer data and transaction security provided by the bank. So that this level of security becomes an influential factor in the use of mobile banking services among students but is not a major concern in the use of Islamic banking mobile banking services among students of Islamic banking and Islamic economics in DIY. The test results from table 4.21 above, obtained a positive effect and a significant value of 0.001. The result of the comparison of the significant value with the significance level is 0.001 < 0.05. Because of Sig. < α,, it can be concluded that Ha is accepted and H0 is rejected, meaning that the regression coefficient on the service feature variable partially (individually) has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY.

The test results above show that the service feature variable has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. These results are in line with research conducted by (Loki Kristianti & Pambudi, 2017) with the title Analysis of the Effect of Perceived Ease, Perception of Benefit, Perception of Security Level, and Service Features on the Use of Mobile Banking in Students in DKI Jakarta. Stating that service features affect the use of mobile banking among students in DKI Jakarta. Through various mobile banking features and according to customer needs, many students will be interested in using mobile banking services, because the feature is considered a technical specification of the product or service offered to consumers. So the more features that are varied and can be used as needed in the mobile banking service, the more customers will be interested in the service. (Rizky, 2010) Good service features can foster trust for consumers in deciding whether to make transactions online or not.

The test results from table 4.21 above, obtained a positive effect and a significant value of 0.000. The result of the comparison of the significant value with the significance level is 0.000 <0.05. Because of Sig. < α, it can be concluded that Ha is accepted and H0 is rejected, meaning that the regression coefficient on the subjective norm variable partially (individually) has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. The test results above show that the subjective norm variable has a positive and significant effect on the use of Islamic banking mobile banking services among Islamic Banking and Islamic Economics Students in DIY. These results are in line with research conducted by (Liang, 2016) entitled Subjective Norms and Customer Adoption of Mobile Banking: Taiwan and Vietnam. Stating that subjective norms have a very significant effect on the use and intention to use mobile banking services.

Through the subjective norms of good students towards the use of Islamic banking mobile banking services, the desire to use Islamic banking mobile banking services is increasing. A person's normative beliefs are formed from the arguments of the people

around him, so that if the arguments are good, there will be motivation to carry out activities that are by the people around him. Because by doing activities that are following the preferences of those around him, he will get support for what he is doing. Likewise, vice versa, if the arguments of the people around them are negative, the motivation to do an activity is getting less and less. This is important because a good argument about Islamic banking mobile banking will affect a person's desire to use Islamic banking mobile banking services. Based on the results shown in table 4.18, it is known that the F value is 54.215 with a significance level of 0.000 <0.005. It can be concluded that the variables of financial literacy, security level, service features, and subjective norms have a simultaneous (simultaneous) effect on the use of Islamic banking mobile banking services among students of Islamic banking and Islamic economics in DIY.

CONCLUSION

Based on the results of the study, it can be concluded that all variables (financial literacy, security level, service features, and subjective norms) have a simultaneous (simultaneous) effect on the use of Islamic banking mobile banking services among students of Islamic banking and Islamic economics in DIY. Partially, the most influential variables on the use of Islamic banking mobile banking among students of Islamic banking and Islamic economics in DIY are the Subjective Norm variable, then service features, and financial literacy.

REFERENCES

Ansori, A. (2017). Penerapan E-banking Syariah Pada Sistem Informasi Manajemen Perbankan Syariah. Jurnal BanqueSyar'i, 3(N0.1), 113–142. https://doi.org/http://dx.doi.org/10.32678/bs.v3i1.1915

Bank, W. (2017). The Global Findex Database 2017. https://www.globalfindex.worldbank.org

Briantika, A. (2020). Rekening Ilham Bintang Dibajak & Dikuras Dampak Kecerobohan Indosat. https://tirto.id/et3N

Fadlan, A. (2018). Pengaruh Persepsi Kemudahan dan Persepsi Kegunaan Terhadap Penggunaan Mobile Banking (Studi Pada Mahasiswa Pengguna Mobile Banking Universitas Brawijaya). Jurnal Administrasi Bisnis (JAB), 62(1), 82–89.

Hadi, S., & Novi, N. (2015). Faktor-Faktor Yang Mempengaruhi Penggunaan Layanan Mobile Banking. Optimum: Jurnal Ekonomi dan Pembangunan, 5(1), 55. https://doi.org/10.12928/optimum.v5i1.7840

Husnayetti, & Sestri, E. (2019). Analisis Pengaruh Persepsi Kebermanfaatan, Keamanan, Kepercayaan dan Kemudahan Terhadap Minat Menggunakan Online Banking Generasi X. Y. dan Z. 8(2), 175–182.

Inayah, N., Agriyanto, R., & Warno, W. (2018). The Role of Spirituality in the Behavior of Sharia

Bank Mobile Banking: Evidence from Indonesia. Walisongo: Jurnal Penelitian Sosial Keagamaan, 26(1), 197. https://doi.org/10.21580/ws.26.1.2611

Lemeshow, S., Jr, D. W. H., Klar, J., & Lwanga, S. K. (1990). Adequacy of Sample Size in Health Studies. John Wiley & Sons.

Liang, C. C. (2016). Subjective Norms and Customer Adoption of Mobile Banking: Taiwan and Vietnam. Proceedings of the Annual Hawaii International Conference on System Sciences, 2016-March, 1577–1585. https://doi.org/10.1109/HICSS.2016.199

Loki Kristianti, M., & Pambudi, R. (2017). Analisis Pengaruh Persepsi Kemudahan, Persepsi Kemanfaatan, Persepsi Tingkat Keamanan, dan Fitur Layanan Terhadap Penggunaan Mobile Banking Pada Mahasiswa di DKI Jakarta. Jurnal Akuntansi, 11(1), 50–67. https://doi.org/https://doi.org/10.25170/jara.v11i1.52

Margaretha, F., & Pambudhi, R. A. (2015). Tingkat Literasi Keuangan Pada Mahasiswa S-1 Fakultas Ekonomi. Jurnal Manajemen dan Kewirausahaan, 17(1), 76–85. https://doi.org/10.9744/jmk.17.1.76

Nurfalah, I., & Rusydiana, A. S. (2019). Digitalisasi Keuangan Syariah Menuju Keuangan Inklusif: Kerangka Maqashid Syariah. Ekspansi: Jurnal Ekonomi, Keuangan, Perbankan dan Akuntansi, 11(1), 55. https://doi.org/10.35313/ekspansi.v11i1.1205

Otoritas Jasa Keuangan. (2015). Bijak Ber E-Banking. In Bijak Ber E-Banking. OJK. https://sikapiuangmu.ojk.go.id/FrontEnd/CMS/Download/2