FACTORS AFFECTING THE INTEREST IN THE PLACEMENT OF FUNDS IN ISLAMIC BANKING SAVINGS IN INDONESIA

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Abstract: The background of the research is the low of CASA (Current Account Saving Account) in Indonesian Islamic Banking, whereas CASA is a cheap fund that is needed by Islamic banks in order to maintain the flexibility of financing as a business target and the sustainability of Islamic banks. Savings is one of the products that become a source of CASA funds.

The purpose of the study is to analyze the factors that affect Islamic bank customers in the placement of funds in Islamic bank savings in Indonesia.

The methods used in this study are research approaches with quantitative research paradigms, using closed questionnaires as research instruments, causality analysis with multiple linear regressions, t tests as a means of hypothesis testing, and the use of SPSS as a statistical analysis tool. The population is customers of various Islamic banks in Indonesia with a sample of 100 people.

The results show that partially the interest in placing funds on savings products in Indonesian Islamic banking is positively affected significantly by knowledge, positively affected but not significantly by revenue sharing and service, and not affected by cost, easiness and security. The strongest relationship is between knowledge variables and customer interest in placing funds on Islamic bank savings products in Indonesia, which implies the need for Islamic banking to pay attention and manage aspects of knowledge of its customers.

Keywords: CASA, savings, interests, Islamic Bank

1. Introduction

Nowadays, Indonesian people are increasingly familiar with Islamic banks. More and more people are using Islamic banks. The growth of Islamic bank customers continues to increase. The number of Islamic banking customers in 2016 was 22.32 million and at the end of October 2020 was 35.27 million as figure 1.

Third-party funds (DPK) Islamic banks have increased. In the last five years the growth of DPK BUS has always been above the growth of the banking industry DPK (Maulana, 2020). According to OJK (2020) the growth of Islamic bank DPK over the past five years averaged 13% per year. Although the growth increased above conventional banking, the total DPK of Islamic banking (BUS, UUS and BPRS) only reached 6.62% compared to conventional banking DPK (OJK, 2020).

DPK becomes the locomotive of the development of Islamic banks, because with DPK, Islamic banks will be able to carry out other functions as financing institutions. The growth of DPK in Islamic banks has an increased impact on the distribution of funds to parties in need in the financing program in accordance with sharia provisions. The larger the DPK, the easier it will be to carry out financing activities. But the flexibility of financing is also influenced by the existing DPK structure, especially the availability of cheap funds (CASA). The larger the portion of cheap funds, the more flexibility in distributing financing.
The research results of Info bank magazine as of September 2019 showed that the ratio of cheap funds or CASA (Current Account Saving Account) of Islamic banks reached 46.74% of the total DPK. When compared to CASA in the same period in 2018 there was indeed an increase. But when compared to CASA conventional commercial banks are much lower in the same period and year which is 54.71%. The funds vaults of Islamic banks are still filled with expensive funds (Maulana, 2020).

CASA (Current Account Saving Account) is a ratio of cheap funds. The greater the composition of cheap funds (CASA) in banking, the greater the potential profit that can be obtained from credit distribution. The CASA bank ratio is the ratio of deposits on current accounts and savings to total deposits. A higher CASA ratio indicates lower fund costs.

The proportion of CASA as of September 2019 of 46.74% shows that expensive funds in Islamic Banks still dominate by 53.26%. Expensive funds are sourced from deposits, while cheap funds are sourced on savings and current accounts. The dominance of expensive funds shows that the customers of Islamic banks still prefer to put funds in the form of deposits. The low of CASA will impact limitations in the flexibility of Islamic Banks when distributing funds.

Some previous relevant research states that factors that affect the interest in saving in Islamic banks include revenue sharing (Munthe, 2014; Khotimah, 2018), products, prices (Andespa, 2017), knowledge (Darmawan et al., 2019; Yani, 2020), transaction convenience (Hajj, 2015; Prihanto, 2017), security (Magfiroh, 2018), service quality (Khairunnisa et al., 2018; Darmawan et al., 2019; Astuti et al., 2020).

Identification of problems or research gap is the low cheap funds in Islamic banks which sourced in savings products from customers. Based on the problem identification, the purpose of the study is to find out and analyze the factors that affect customer’s interest in placing their funds in Islamic bank savings products. Based on the literature review, the special purpose of the study is to find out and analyze the effect of revenue sharing, costs, knowledge, easiness, security and service to public interest in placing funds on savings products in Islamic banking in Indonesia.

2. Literature Review

Islamic banks are institutions that have a role in bridging interests between parties who have surplus funds and those who need funds. Islamic banks in carrying out their functions have services in the scope of raising funds, disbursing funds, and other banking services such as transfers, money exchange.
In general, Islamic banks have products in the form of savings, current accounts and deposits related to the collection of funds. The product is similar in name to the product of collecting funds from conventional banks, but what distinguish them is the principles, processes and agreements. Islamic banks are banks with the principle of not applying interest. The Principle used by Islamic banks in the collection of funds is *wadi’ah* and *mudharabah*. *Wadi’ah* is defined as the account of the custody of goods or money between the party who owns the goods or money and the party given the trust with the aim of maintaining the safety, security, and integrity of goods or money (Iffham, 2015).

CASA (Current Account Saving Account) is a of cheap funds. The greater the ratio of cheap funds (CASA) owned by a bank, the greater the availability of cheap funds that can increase the potential profit that can be obtained from the distribution of bank credit. Cheap funds in Islamic banks can be obtained from two sources, namely savings and current accounts.

Indonesian Law on Islamic Banking No. 21 of 2008 states that savings are deposits based on *wadi’ah* or investment funds based on *mudharabah* or other accounts that do not conflict with sharia principles whose withdrawal can only be made under certain agreed terms and conditions, but cannot be withdrawn by check, bilyetgir, and/or other means that are equated with it.

Poerwadarminta (2006) in Azis (2019) defines interest as liking (tendency of the heart) to something, attention, desire. Meanwhile Shaleh and Muhbib (2004) in Damayanti (2016) state that interest is a tendency to pay attention and act towards people, activities or situations that are the object of such interests accompanied by feelings of pleasure. The interest in placing funds in Islamic bank savings products is the desire of a customer to use Islamic bank savings products as a place to store funds owned.

The theory used in establishing the research framework is the Kotler theory which stated the behavior of customers purchasing is influenced by cultural, social, personal and psychological factors (Kotler and Keller, 2012). A person’s psychological factors are influenced by perception. The customers saving in Islamic banks are part of consumer behavior to buy Islamic bank products.

In this study focused more on the perception of a customer that resulted in the selection of placing funds on Islamic bank savings products. Product buying behavior is influenced by the consumer’s perception of a particular situation. The customer placing funds into Islamic bank savings products will be influenced by its perception of what Islamic banks show. Sumarwan et al., (2011) state that perception is a process used by an individual to choose, organize, and interpret information inputs to create a picture of the world that has meaning.

Based on a review of references to previous relevant research that states that factors that affect the interest in saving in Islamic banks include revenue sharing, products, prices, knowledge, ease of transaction, security, quality of service then built a theoretical frame of research as figure 2. This research has specificities related to the scope studied is specific to Islamic bank savings products as one of the sources of cheap funds (CASA).

Based on the theoretical framework as figure 2, the hypothesis developed is:

H1: Revenue sharing affects the interest in placing funds in Islamic banks savings products
H2: Costs affects the interest in placing funds in Islamic banks savings products
H3: Knowledge affects the interest in placing funds in Islamic banks savings products
H4: Easiness affects the interest in placing funds in Islamic banks savings products
H5: Security affects the interest in placing funds in Islamic banks savings products
H6: Services affects the interest in placing funds in Islamic banks savings products
3. Research Method

Research used quantitative research paradigm. The objects were respondents who became customers of Islamic banks with a sample number of 100 people. The data used is primary data, which is taken using a closed questionnaire. Sampling technique was carried out by convenience sampling method, which is a sampling method in the no probability sampling category. Data collection was carried out by distributing questionnaires through Google forms to various communities from February to March 2021.

The main method of analysis used in research is multiple linear regression analysis, with the consideration that this method can be used to form relationships between more than 2 variables. Based on the theoretical framework of the study there are 6 independent variables and 1 dependent variable. In addition, validity tests and reliability tests are also conducted to see the reliability and consistency of research instruments, as well as classical assumption tests including normality tests, multicollinearity tests and heteroscedasticity tests.

Hypothesis testing is conducted by the t-test to prove whether or not a hypothesis is accepted on the effect of independent variables on dependent variables partially. The t-test is performed by comparing the value of t count with the t table at a significance level of 5% with the provision that the hypothesis is accepted if the value t count < t table. The software used in data processing and analysis is SPSS (Statistical Package for Social Sciences).

4. Result And Discussion

Respondents are customers of various Islamic banks operating in Indonesia such as Bank Syariah Mandiri, BNI Syariah, Bank Muamalat, BRI Syariah, BCA Syariah, BTN Syariah, CIMB Syariah, Danamon Syariah, Permata Syariah from several big cities in Indonesia such as Jakarta, Surabaya, Makassar, Medan, Bandung, Depok, Bekasi. Demographics of respondents by gender are shown in Table 1. Based on Table 1 it appears that the number of male respondents is more dominant than female respondents.

<table>
<thead>
<tr>
<th>INFORMATION</th>
<th>FREQUENCY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>59</td>
<td>59%</td>
</tr>
<tr>
<td>Women</td>
<td>41</td>
<td>41%</td>
</tr>
</tbody>
</table>

Source: processed data 2021
Demographics of respondents based on age showed a variety of ages from respondents ranging from under 25 years to those over 55 years of age. This shows an even distribution regarding the age of respondent of Islamic bank customers starting from school age, working age and retirement age. Based on Table 2 it is seen that the dominant respondent are age between 41 - 55, which is 36%.

### Table 2 Demographics of Respondents by Age

<table>
<thead>
<tr>
<th>AGE (YEARS)</th>
<th>FREQUENCY</th>
<th>PERCENT</th>
<th>VALID PERCENT</th>
<th>CUMULATIVE PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt; 25</td>
<td>17</td>
<td>17,0</td>
<td>17,0</td>
<td>17,0</td>
</tr>
<tr>
<td>25-40</td>
<td>24</td>
<td>24,0</td>
<td>24,0</td>
<td>41,0</td>
</tr>
<tr>
<td>41-55</td>
<td>36</td>
<td>36,0</td>
<td>36,0</td>
<td>77,0</td>
</tr>
<tr>
<td>&gt; 55</td>
<td>23</td>
<td>23,0</td>
<td>23,0</td>
<td>100,0</td>
</tr>
<tr>
<td>Total</td>
<td>100</td>
<td>100,0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: processed data 2021

The validity test of the research instrument in the form of a question is done by comparing the r count against the r table. The instrument will be said to be valid if the r count is greater than the table r. The value of r table for a sample of 100 with a significance of 5% is 0.195. Based on table 3, the value of r count all statement items greater than the value of r table, so it can be concluded that all instruments used on all variables are valid.

### Table 3 Validity Test Results

<table>
<thead>
<tr>
<th>NO.</th>
<th>VARIABLE</th>
<th>r COUNT</th>
<th>r TABLE</th>
<th>DESCRIPTION OF TEST RESULTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Profit Sharing</td>
<td>0.721 – 0.749</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>2</td>
<td>Cost</td>
<td>0.747 – 0.926</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>3</td>
<td>Knowledge</td>
<td>0.391 – 0.874</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>4</td>
<td>Easiness</td>
<td>0.445 – 0.715</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>5</td>
<td>Security</td>
<td>0.571 – 0.880</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>6</td>
<td>Service</td>
<td>0.713 – 0.908</td>
<td>0.195</td>
<td>Valid</td>
</tr>
<tr>
<td>7</td>
<td>Interest in placing funds on savings products</td>
<td>0.517 – 0.796</td>
<td>0.6</td>
<td>Valid</td>
</tr>
</tbody>
</table>

Source: processed data 2021

The reliability test of the questionnaire research instrument was conducted using the Alpha Cronbach technique. The variable is said to be reliable when the alpha cronbach value is greater than or equal to 0.6. Based on table 4 it is seen that all variable instruments have a very high reliability which is above 0.8, so they are declared reliable.

### Table 4 Reliability Test Results

<table>
<thead>
<tr>
<th>NO.</th>
<th>VARIABLE</th>
<th>ALPHA CRONCBACH</th>
<th>CRITERION</th>
<th>TEST RESULT</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Profit Sharing</td>
<td>0.860</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
<tr>
<td>2</td>
<td>Cost Expenses</td>
<td>0.813</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
<tr>
<td>3</td>
<td>Knowledge</td>
<td>0.851</td>
<td>0.6</td>
<td>Reliable</td>
</tr>
</tbody>
</table>
The normality test used the Kolmogorov-Smirnov One-Sample test. The normal distribution will be achieved if the significance value is greater than 0.05. Based on table 4, the test result are 0.765, so it can be concluded that the data is normally distributed.

**Table 4 One-Sample Kolmogorov-Smirnov Test**

<table>
<thead>
<tr>
<th>UNSTANDARDIZED RESIDUAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>N 100</td>
</tr>
<tr>
<td>Normal Parameters</td>
</tr>
<tr>
<td>Mean</td>
</tr>
<tr>
<td>Std. Deviation</td>
</tr>
<tr>
<td>Most Extreme Differences</td>
</tr>
<tr>
<td>Absolute</td>
</tr>
<tr>
<td>Positive</td>
</tr>
<tr>
<td>Negative</td>
</tr>
<tr>
<td>Kolmogorov-Smirnov Z</td>
</tr>
<tr>
<td>Asymp. Sig. (2-tailed)</td>
</tr>
</tbody>
</table>

Source: processed data 2021

Based on table 5 it is seen that all independent variables have a tolerance value greater than 0.1 and a VIF value of less than 10, so it can be said that there is no multicollinearity, meaning there is no high relationship between the independent variables.

**Table 5 Multi Collinearity Test Results**

<table>
<thead>
<tr>
<th>MODEL</th>
<th>UNSTANDARDIZED COEFFICIENTS</th>
<th>STANDARDIZED COEFFICIENTS</th>
<th>COLLINEARITY STATISTICS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
</tr>
<tr>
<td>(Constant)</td>
<td>6,631</td>
<td>3,822</td>
<td></td>
</tr>
<tr>
<td>Profit Sharing</td>
<td>,281</td>
<td>,150</td>
<td>,178</td>
</tr>
<tr>
<td>Costs</td>
<td>,130</td>
<td>,225</td>
<td>,052</td>
</tr>
<tr>
<td>Knowledge</td>
<td>,428</td>
<td>,115</td>
<td>,351</td>
</tr>
<tr>
<td>Easiness</td>
<td>,117</td>
<td>,090</td>
<td>,149</td>
</tr>
<tr>
<td>Security</td>
<td>,064</td>
<td>,233</td>
<td>,029</td>
</tr>
<tr>
<td>Services</td>
<td>,280</td>
<td>,145</td>
<td>,203</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Interest In Placing Funds on Islamic Bank Savings Products

(Source: processed data,2021)
Heteroscedasticity test results are presented on Figure 3 which is clearly shows that the plot of the residual data distribution appears just below the normal PP plot and gets points that are evenly distributed above and below zero on the X-axis, as well as the left and right of zero on the Y-axis, thus it can be said that the research data are in homoscedasticity category or the data are evenly distributed and not far scattered or deviated (not in heteroscedasticity category).

Figure 3. Heteroscedasticity Test Results
(Source: processed data, 2021)

Multiple regression analysis and partial hypothesis tests can be seen in table 6. The mathematical models that can be constructed as regression equations based on multiple linear regression tests are

\[ Y = 6.631 + 0.281 X_1 + 0.13 X_2 + 0.428 X_3 + 0.117 X_4 - 0.064X_5 + 0.28 X_6 \]

Partial hypothesis test using the t test. With a sample size of 100, the use of 7 variables and a confidence level of 95%, the t table is 1.66105. The provisions of the t-test are that if the value t count is greater than the t table, the hypothesis is accepted.

Table 6 Regression and t-Test

<table>
<thead>
<tr>
<th>MODEL</th>
<th>UNSTANDARDIZED COEFFICIENTS</th>
<th>STANDARDIZED COEFFICIENTS</th>
<th>t</th>
<th>Sig.</th>
<th>TOLLINEARITY STATISTI</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>6.631</td>
<td>3,822</td>
<td>1,735</td>
<td>.086</td>
<td>1,822</td>
</tr>
<tr>
<td>PROFIT</td>
<td>.281</td>
<td>.150</td>
<td>.178</td>
<td>1,877</td>
<td>.064</td>
</tr>
<tr>
<td>SHARING</td>
<td>.130</td>
<td>.225</td>
<td>.052</td>
<td>.576</td>
<td>.066</td>
</tr>
<tr>
<td>COSTS</td>
<td>.428</td>
<td>.115</td>
<td>.351</td>
<td>3.710</td>
<td>.000</td>
</tr>
<tr>
<td>KNOWLEDGE</td>
<td>.117</td>
<td>.090</td>
<td>.149</td>
<td>1.305</td>
<td>.195</td>
</tr>
<tr>
<td>EASINESS</td>
<td>.064</td>
<td>.233</td>
<td>.029</td>
<td>.274</td>
<td>.785</td>
</tr>
<tr>
<td>SECURITY</td>
<td>.280</td>
<td>.145</td>
<td>.203</td>
<td>1.934</td>
<td>.056</td>
</tr>
</tbody>
</table>

a Dependent Variable: INTEREST IN PLACING FUNDS ON ISLAMIC BANK SAVINGS PRODUCTS

Source: processed data 2021
Based on the t test conducted as in table 6, the interpretation of the relationship between the independent variable and the dependent variable will be presented sequentially.

4.1. The Effect of Profit Sharing on Interest in Placing Funds on Islamic Bank Savings Products (Hypothesis 1)

Based on the t test, it can be stated that hypothesis 1 which states profit sharing affect the interest in placing funds in savings products in Islamic banking is accepted because t calculation of 1.877 greater than t table of 1.66105. However, since the sig value is 0.064 which is greater than 0.05, the effect is insignificant.

Based on the mathematical model obtained the value of the profit-sharing regression coefficient (X1) is 0.281, it can be explained that an increase in the profit sharing variable (X1) 1 unit will affect the increase in the variables of interest placing funds in Islamic bank savings products of 0.281 units with the assumption that the other independent variables are fixed.

4.2. The Effect of Costs on Interest in Placing Funds on Islamic Bank Savings Products (Hypothesis 2)

Based on the t test as in table 6, it is seen that the t count result is 0.576 smaller than t table 1.66105; therefore hypothesis 2 which states that the costs affect the interest in placing funds on savings products in Islamic banking is not accepted. These results show that in this study, the customer interest in placing funds on savings products in Islamic banks was not affected by the costs.

The results of this study can be interpreted that customers do not mind the burden of cost borne related to savings accounts at Islamic. In addition, The amount of administration fee discount varies based on the type of ATM card to be selected, this is due to the principle of more benefits that will be received by customers such as the amount of withdrawals, the number of transfers and the amount of spending limits that can be transacted.

4.3. The Effect of Knowledge on Interest in Placing Funds on Islamic Bank Savings Products (Hypothesis 3)

Based on the t test, it can be stated that hypothesis 3 which states that the knowledge affects the interest in placing funds in savings products in Islamic banking is accepted because t count of 3.710 greater than t table of 1.66105. In terms of the significance level of influence, it can be stated that knowledge affects the interest in placing funds on savings products in Islamic banking significantly.

Based on the mathematical model obtained the value of the knowledge regression coefficient (X3) is 0.428 then it can be explained that the increase in the knowledge variable (X3) 1 unit will affect the increase in interest variables placing funds on Islamic bank savings products of 0.428 units with the assumption that the other independent variables are fixed.

The results of this study are in line with the research of Darmawan et al. (2019) and Yani (2020) which stated that knowledge has a significant positive effect on saving interest.

Knowledge is a very important thing and needs to be owned by every individual and organization as a basis in action. The accuracy of a decision can be influenced by the knowledge possessed by a person. Therefore, every organization must pay attention to the knowledge possessed by all stakeholders. In the Islamic concept knowledge is known as the science derived from the Arabic language that is 'ilm (‘alma-ya’lamu-‘ilm). Even because of the importance of knowledge in the Qur’an many verses are related to science. Kosim (2008) states that the word science is mentioned 105 times in the Qur’an.

Refer to Indonesian dictionary, knowledge is interpreted to understand after seeing, witnessing, experiencing it. Meanwhile, Wikipedia Indonesia (2021) stated that knowledge is information that has been combined with understanding and potential to act; which then sticks in a person's mind. In general, knowledge has predictive ability to something as a result of the introduction of a pattern. If information and data are simply capable of
informing or even causing confusion, then knowledge is capable of directing action. Factors that affect a person's knowledge are education, information, and media.

The results of this study have implications for Islamic banking that knowledge is the thing that must get the main attention in order to maintain customers' loyalty which can ultimately affect the increase in funds placed in Islamic banking savings products. Increasing funds in savings products will be able to increase the cheap funds (CASA), and this will be important for Islamic banking because it can have an impact on flexibility in the financing function.

4.4. The Effect of Easiness on Interest in Placing Funds on Islamic Bank Savings Products (Hypothesis 4)

Based on the t-test as shown in table 6, it can be seen that t count result is 1.305 smaller than t table of 1.66105, therefore hypothesis 4 which states that easiness affect the interest in placing funds on savings products in Islamic banking is not accepted.

The results of this study can be interpreted that customers do not take issue with the easiness factor related to the placement of funds in savings products in Islamic bank. This is in line with the condition of the respondent’s profile of in this study, which based on questionnaires distributed, the majority stated that they agreed on the easiness of access and transactions in Islamic banking (about 75% agreed and strongly agreed). In addition, based on the profile of respondents in this study dominated by respondents aged over 41 (see table 2) called baby boomers generation. This generation was born when the development of technology has not developed rapidly, therefore it may be that some aspects of ease of access and ease of transaction through technological advances are not the main basis in placing funds in savings products in Islamic banks.

4.5. The Effect of Security on Interests placing Funds on Islamic Bank Savings Products (Hypothesis 5)

Based on the t-test as shown in table 6, t count result is 0.274 smaller than t table 1.66105, therefore hypothesis 5 which states that the security effect the interest in placing funds on savings products in Islamic banking is not accepted.

The results of this study can be interpreted that customers do not take issue with the security factor related to the placement of funds in savings products at Islamic banks owned. It is likely that the customer considers there is no issue related to the security of funds or data related to the use of savings products as facilities that can be utilized by Islamic bank customers.

Another factor that is suspected to be the cause that there is no influence of security variables on the interest in placing funds in savings products is due to the existence of a security guarantee system applied with the LPS (Deposit Guarantee Agency) formed by the state based on Law (UU) No. 24 of 2004 concerning Deposit Guarantee Institutions. In Law No. 24 article 1 point 1 stated that deposits are deposits as referred to the banking law. Meanwhile, Islamic bank savings products are a form of deposits as regulated by Law (UU) No. 24 in 2018, concerning Islamic banking. In point 8 of article No. 24 of 2004 states that Guarantee of Bank Customer Deposit, hereinafter referred to as Guarantee, is a guarantee carried out by the Deposit Guarantee Agency for bank customer deposits.

Based on article 3 of LPS Regulation No. 1 year of 2020 that Islamic bank savings products both using wadiah contract and mudharabah contract are a form of guaranteed savings in Islamic banks. Other provisions related to the guarantee of customer funds also exist in Indonesian Law (UU) No. 9 of 2016 on Prevention and Handling of Financial System Crises, where LPS will carry out its functions more intensively if there is a systemic bank whose solvency condition worsens and is designated as a bank under special supervision. Systemic banks are banks that due to the size of assets, capital, and liabilities; the extent of the network or complexity of transactions on banking services; and the association with other financial sectors can result in the failure of some or all other banks or the financial services sector, both operationally and financially, if the bank is disrupted or failed.
Another factor in general is the mindset of the community when they want to place their funds in Islamic banks which is the main basis are to get various benefits of facilities services or features developed by Islamic banks through digitalization facilities of banking services, such as mobile applications, QRIS, smart agents, API platforms, etc. Various kinds of facilities provide convenience for customers in making transactions to fulfill their every desired need.

4.6. The Effect of Service on Interest in Placing Funds on Islamic Bank Savings Products (Hypothesis 6)

Based on the t test, it can be stated that hypothesis 6 which states that service has an effect on the interest of placing funds on savings products in Islamic banking is accepted because t count of 1.934 is greater than t table of 1.66105. But the sig value is 0.056 greater than 0.05. Therefore, although there is an effect of service on the interest in placing funds in savings products in Islamic banking, it is not significant.

Based on the mathematical model obtained the value of the profit-sharing regression coefficient (X6) is 0.28 then it can be explained that the increase in service variable (X6) 1 unit will affect the increase in interest variables placing funds on Islamic bank products by 0.28 units with the assumption that the other free variables are fixed. Based on the results of the correlation test, the level of strength of the variable relationship between service variables and customer interests in placing funds on savings products in Islamic banking is moderate.

These results show that the service has a positive but not significant influence on the interest of saving customers. The results of this study are in line with research conducted by Syafrina and Sudarmin (2018), Akhmad (2014) and Sunarsihand Dewi (2014) which stated that the service had a positive and insignificant effect on the interest of saving customers.

According to Kotler (2002) service is any action or performance that one party can offer to the other party that is essentially intangible and does not result in any ownership. Its production may or may not be related to physical products. When the product cannot be differentiated easily, the key to competitive success must be added value to service and development to quality. Service is the behavior of producers in order to meet the needs and desires of consumers in order to achieve satisfaction in the consumer itself. The importance of services for a producer, including Islamic banking as a business institution.

Although the effect of revenue sharing on the interest in placing funds in Islamic bank savings products is not significant, but there is still a positive relationship between the variables studied, so the increase in services will be able to have an impact on the interest in placing funds on savings products in Islamic banks. What needs to be further developed by Islamic banking is related to continued improvement to things that are still considered deficiencies in terms of respondents’ perception in aspects of service such as in the statement related to ‘I feel complaints related to rapid transaction are handled appropriately and completely’ with the lowest average value of 3.93. Although the value of 3.93 is a tendency to agree to the statement that the handling of complaints related to transactions are fast and complete, but maintaining and doing better development will be a something that needs to be a concern of Islamic banks.

4.7. The Strength of the relationship between variables

Analysis of correlations between variables is conducted using the Pearson Correlation test as presented in table 7. Based on the Pearson Correlation test, it was found that the strongest relationship was between the knowledge variables to interest in placing funds in Islamic bank savings products with a correlation value of 0.641.

Table 7 Results of Correlation Analysis between Variables

<table>
<thead>
<tr>
<th>VARIABLE</th>
<th>INTEREST</th>
<th>Pearson Correlation</th>
<th>Sig. (2-tailed)</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>PROFIT SHARING</td>
<td></td>
<td>.538**</td>
<td>.000</td>
<td>100</td>
</tr>
</tbody>
</table>
5. Conclusions & Suggestions

Based on the analysis results and discussion, some conclusions are as follows:

1. The profit sharing variable has a positive but not significant effect on the variable of public interest in placing funds on savings products in Indonesian Islamic banking.
2. The cost variable has no effect on the variable of public interest in placing funds on savings products in Indonesian Islamic banking.
3. Knowledge variable has a positive and significant effect on the variable of public interest in placing funds on savings products in Indonesian Islamic banking. Based on the analysis of correlations between variables, the relationship of knowledge variables is the relationship that has the strongest correlation. This has implications for Islamic banking to pay attention and manage aspects of knowledge in its customers.
4. The easiness variable has no effect on the variable of public interest in placing funds on savings products in Indonesian Islamic banking.
5. The security variable has no effect on the variable interest of the community placing funds on savings products in Indonesian Islamic banking.
6. The service variable has a positive but not significant effect on the variables of public interest in placing funds on savings products in Indonesian Islamic banking.

Some of the suggestions that can be submitted are

1. Indonesian Islamic banking needs to pay attention and manage aspects of knowledge aspect of customers, considering that the knowledge factor is the factor that has the strongest influence on customer interest in placing funds on Islamic bank savings products. Management of knowledge aspects of customers can be done through customer gathering programs that can carried out periodically at least once a year.
2. Further research is needed for example with a special sample of respondents who are customers of Islamic banks who have low CASA, or the development of the scopes of the dependent variable on the current account products (giro) of Islamic banking.
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