

DOES RELIGIOSITY MODERATE EFFECT OF PROMOTION AND FINANCIAL LITERACY ON MILENIAL INTEREST USING KPR BSI

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ABSTRACT:

The millennial generation represents the second-largest demographic group in Indonesia, accounting for 25.87% of the population. This study seeks to explore the factors influencing the millennial generation's interest in utilizing home financing services provided by Bank Syariah Indonesia (BSI), focusing specifically on the roles of promotion and financial literacy. Furthermore, the study investigates how religiosity moderates the relationship between these factors and millennials' interest in BSI's home financing products. The research targets millennial customers of BSI residing in South Jakarta, using a sample size of 100 respondents. The sampling method employed is non-probability purposive sampling, and data were collected through a structured questionnaire utilizing a Likert scale. For data analysis, the study adopts the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, conducted using SmartPLS 3.0 software, with a significance level set at 5%. The results demonstrate that both promotion and financial literacy have a positive and statistically significant effect on millennials' interest in using BSI's home financing services. In addition, religiosity significantly moderates the influence of these factors, further enhancing their impact on millennials' preferences and decisions regarding BSI's home financing products. These findings highlight the importance of targeted promotional strategies and improving financial literacy, as well as addressing the role of religiosity, in fostering greater interest among millennials in Islamic banking products like home financing.



Keywords: Promotion, Financial Literacy, Religiosity, Interest, Millennial Generation's, KPR

A. Introduction

Human daily activities are not spared from economic activities. Economic activities arise from the existence of a person's motive to be able to meet their living needs. Generally, people tend to think that needs have the same meaning as wants, but in economics they have different meanings. Needs are urgent conditions and must be met immediately because they will affect survival, while desire can be said to be a person's ambition to have something whose fulfillment is not urgent. Abraham Maslow revealed that every individual must meet their needs, Abraham Maslow divides these needs into 5 levels, namely physiological needs, the need for security, the need for affection, the need for appreciation, and the need for self-actualization. Before meeting high needs, the most basic needs must be met first. Physiological needs as the most basic needs consist of clothing, food, and board.¹ The board or residence is one of the things that must be considered. Residences in big cities are in the spotlight of the community. DKI Jakarta, as the center of the national economy, is one of the cities that attracts attention in terms of housing. Based on data from the Central Statistics Agency, the status of own home ownership in DKI Jakarta in 2022 is 50.67%. The percentage of self-owned house ownership in DKI Jakarta increased by 2.19% in 2022, while other home ownership, namely contracts/leases, decreased by 3.69%, rent-free increased by 1.22%, and official houses increased by 0.29%. So it can be said that the percentage of home ownership in DKI Jakarta is dominated by self-owned houses, however, even though it has increased from the previous year, the rate of own home ownership in DKI Jakarta occupies the lowest position nationally in 2022.² Specifically, South Jakarta occupies the lowest position in the increase in privately owned houses, which is 1.55% in 2022, while the highest increase is in the West Jakarta area of 5.47%.³ Efforts to own a private house can be done in various ways, one of which is through banks on mortgage products. It should be noted that Home Ownership Loan (KPR) financing is not only provided by conventional banks, Islamic banks also have mortgage products, one of which is Bank Syariah Indonesia (BSI).

Bank Syariah Indonesia (BSI) occupies the 6th position out of 41 banks as the bank with the highest realization in distributing housing subsidies with a total of 3,607 units, of which the first position is occupied by BTN with a total of 65,771 units.⁴ In 2024, BSI will experience an increase in the number of FLPP mortgage distributions, namely by distributing 5,000 units of mortgages worth Rp. 630,000,000,000 (Bisnis, 2024). Bank Syariah Indonesia (BSI) has 1,200 branch

¹ (Rahmadania & Aly, 2023).

² (Databoks, 2022).

³ (BPS, 2022).

⁴ Kompas, 'Simak Daftar Bank Penyalur Subsidi Rumah Terbaik Dan Terbanyak', 2021.

offices, specifically in DKI Jakarta, the largest distribution of BSI branch offices is in South Jakarta with a total of 49 branch offices, while East Jakarta has 32 offices, Central Jakarta 28 offices, West Jakarta 15 offices, North Jakarta 13 offices, and Kep. Seribu 0 offices. According to ⁵ currently the public has a fairly high level of awareness of one of the Islamic banking products, especially Home Ownership Loans (KPR), which is 64.6%. Sharia banks can take advantage of this situation by segmenting their products according to generation characteristics. Based on the 2020 population census data, the millennial generation occupies the second position as the generation that dominates the population in Indonesia with a percentage of 25.87% of the total. ⁶ Data from the Central Statistics Agency shows that the highest number of millennial generations in DKI Jakarta is in South Jakarta which occupies the third position with a total of 583 253 ⁷ Research conducted by ⁸ states that the millennial generation is considered a property target market. This is an opportunity for Islamic banks to continue to market their products more intensively, especially to the millennial generation. This is the basis for researchers interested in researching the millennial generation's interest in mortgage products in the South Jakarta area. Owning a private residential house, especially in the city center, is indeed inseparable from the support of *income* or individual income itself. Productive age is not a guarantee that someone has a residence in Jakarta because in reality half of the *backlog* or housing shortage occurs among millennials and generation Z ⁹. However, the need for a board or residence must still be met by all circles of society for its survival, therefore, mortgage procurement is the right option in dealing with these conditions. As a company, of course, it wants its products to be more in demand compared to other companies, therefore, the company must continue to strive to make consumers interested in creating buying interest, one of which is by doing promotions like Bank Syariah Indonesia does by offering quite attractive promotions for one of its mortgage products, namely BSI Griya SiMuda which segments the market in the millennial generation by offering installments Flexible financing with 0% DP ¹⁰.

In general, there are several requirements when you will finance a house, one of which is having a job, therefore it is very important to be good at managing finances in every person, therefore financial literacy is the main factor that determines it. According to the OJK, in 2022 the financial literacy index of 49.68% increased by 11.65% compared to 2019 while financial inclusion increased by 8.91% in 2022, which is 85.10%, but this figure is still low when compared to

⁵ Ismail (2021),

⁶ (Databoks, 2021).

⁷ BPS, 'Jumlah Penduduk Hasil Sensus Penduduk 2020 Menurut Generasi Dan Kabupaten/Kota Di Provinsi DKI Jakarta (Jiwa)', 2020.

⁸ Wijayanti & Hidayat (2020)

⁹ Kompas, 'Peliknya Memiliki Hunian Di Kawasan Megapolitan Jakarta', 2023.

¹⁰ (Detiknews, 2022)

neighboring Singapore , which reached 97.55% ¹¹ Based on data from the Financial Services Authority (OJK), As many as 22.04% of the total investors come from the millennial generation. According to a survey conducted by the Financial Fitness Index, the rise of investment among young people is not followed by adequate skills and skills in investing. This indicates that there are still many young generations, including millennials, who can access financial services or invest but do not really understand how financial works and risks ¹². DKI Jakarta as the center of the national economy occupies the third position with the highest literacy level on the island of Java ¹³ With a fairly high level of financial literacy, residents in the region should also have a high investment awareness. Investments can be made on various platforms, including Islamic banks that make investments in accordance with sharia principles. In Islam, the behavior of a consumer must reflect his relationship with Allah SWT. As a Muslim consumer, we should avoid the path that has been restricted by Allah by not choosing haram goods, not being miserly, not greedy, and other heinous things in order to have a safe life both in this world and in the hereafter. Supposedly, the religiosity of a Muslim consumer can be a determining factor in their behavior. Safrilsyah, et al. (2010) in ¹⁴ define religiosity as religious values that enter human beings, and play a role in efforts to develop human character.

Various studies show that the lack of perception and interest of citizens in using Islamic financial institutions, including Islamic banks, is caused by a negative stigma regarding Islamic banks which are considered not to be 100% sharia because in practice they are the same as conventional banks ¹⁵. It should be noted that religious activities do not only occur when a person does things related to worship, but also when doing other activities that are driven by beliefs that cause interest in something. Decroly (2012) in ¹⁶ expresses interest as a statement of an unmet need. This need arises because of the urge to give satisfaction to an instinct. A person can accept an object well and be positive when having an interest in the object, including in choosing a financial institution that is in accordance with sharia. Research conducted by ¹⁷ said that interest in using Islamic banking products is influenced by financial literacy. This research is also supported by ¹⁸ who said that religiosity can strengthen Islamic banking knowledge towards a person's interest, in addition to ¹⁹ in his research said that religiosity can moderate the relationship between promotion and the interest of the millennial generation.

¹¹ (CNBC, 2023).

¹² (Kompas, 2022)

¹³ (OJK, 2022).

¹⁴ Falikah (2021)

¹⁵ (Detiknews, 2022)

¹⁶ Suprihati (2021)

¹⁷ Muslichah & Sanusi (2019)

¹⁸ Sugesti & Hakim (2021)

¹⁹ Usada (2023)

B. Literature Review

Consumer Behavior

Kotler & Keller (2012) in ²⁰ said that consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and utilize goods, services/services, ideas, and experiences to meet their needs and desires. Understanding consumer behavior is the main key to the success of marketers. Mowen (2009) in ²¹ said that consumer behavior is a study and decision-making process involved in the receipt, use and determination of goods, services, and ideas. According to Kotler (2001) in ²² consumer behavior is influenced by several factors, including cultural factors (nationality, religion, race, and geography of a region), social factors (reference groups, family, roles and status), personal factors (age, occupation, economic conditions, hodup style, personality), and psychological factors (motivation, perception, learning process, personality and attitude). According to Monzer Kahf in ²³ there are three basic concepts in consuming as a Muslim, namely first, consumer rationalism, decisions made by humans based on calculations and considerations of reason/mind by paying attention to future preparations and successes. Second, the concept of goods, in Islam goods must provide benefits in material and spiritual forms. Third, ethics in consumption, namely paying attention to sharia rules that prohibit consuming haram goods and must consume al-Tayyibat or al-Rizq goods, namely goods according to needs and not excessively.

Interest

According to Kotler & Keller (2013) in ²⁴ interest is consumer behavior based on the desire to buy or choose a product based on experience. According to Taufani (2008) in ²⁵ interest is the attitude that an individual has to do something in order to achieve a goal, accompanied by a strong desire and determination. Decroly (2012) in ²⁶ stated that interest is a statement of unmet needs. Needs can arise because of the urge to meet the needs of an instinct. Taufani (2008) in ²⁷ said that there are three factors that underlie the emergence of a person's interest, namely internal factors, social motivation, and emotional factors. Kotler & Keller (2013) in ²⁸ said that interest is divided into several stages/measurement models known as AIDA which include *attention, interest, desire, and action*.

²⁰ Radianti & Aslami (2022)

²¹ Surapati & Mahsyar (2020)

²² Radianti & Aslami (2022),

²³ Anwar, et al. (2022)

²⁴ Nurbasari & Kamanda (2022),

²⁵ Sugiarti (2023),

²⁶ Suprihati (2021)

²⁷ Sugiarti (2023)

²⁸ Nurbasari & Kamanda (2022)

Promotion

Promotion is one part of the marketing mix tool. The marketing mix theory was first proposed by E. Jerome McCarthy in 1960. McCarthy in ²⁹ who stated that the marketing mix is a choice of tools that companies want to combine to meet the target group. Kotler (2007) in ³⁰ defines the marketing mix as a marketing tool used continuously by companies to achieve marketing goals. The marketing mix tool consists of 4P's which include product, price, location, and promotion. According to Kotler & Armstrong (2014) in ³¹ promotion is an activity of communicating the advantages of a product with the aim of persuading target consumers to buy it. According to Zimmerer (2002) in ³² promotion is any form of persuasive communication designed to inform consumers about products or services and is aimed at influencing consumers to buy the goods or services. According to Zimmerer (2002) in ³³ promotion has several measurement indicators, including advertising, personal sales, publicity, and sales promotion.

Financial Literacy

Chen & Volpe (1998) in ³⁴ define financial literacy as knowledge to manage finances. Yuniningsih & Taufiq (2019) in ³⁵ revealed that financial literacy is an ability that a person has in understanding something related to finance. Lusardi & Mitchell (2010) in ³⁶ define financial literacy as financial knowledge and the ability to implement it. Meanwhile, Potrich, et al. (2016) in ³⁷ said that financial literacy can be understood as mastery of a set of knowledge, attitudes and behaviors, which has taken a fundamental role in enabling people to make responsible decisions as they strive to achieve financial well-being. The financial literacy category according to the OJK is divided into 4 levels, namely *well literate*, *sufficient literate*, *less literate*, and *not literate*. In this study, the researcher used indicators from Chen & Volpe in ³⁸ which revealed that there are several indicators to measure financial literacy, including basic knowledge, savings and loans, insurance, and investment.

Religiosity

Glock & Stark is one of the leaders of the West who has a theory of religiosity that is still used today. Glock & Stark (1965) in ³⁹ views religiosity as a

²⁹ Lahtinen, et al. (2020)

³⁰ Widyastuti, et al. (2020)

³¹ Munawar & Mahaputra (2022),

³² Ulya (2020),

³³ Ulya (2020)

³⁴ Suwatno, et al. (2020)

³⁵ Yuniningsih & Santoso (2020)

³⁶ Suwatno (2020)

³⁷ Suwatno (2020)

³⁸ Suwatno, et al. (2020)

³⁹ Falikah (2021)

religious commitment that a person has with regard to his religion and beliefs, this can be seen through the way the individual carries out religious rituals and practices his or her beliefs. Hasanah (2019) in ⁴⁰ said that religiosity is a belief system that is believed to affect the understanding of the important values formed in the religion and affect actions and behaviors in making decisions with an existing alternative. According to Lubis (2017) in ⁴¹ religiosity is a state where a person has a sense of adhering to the religion he adheres to, with the understanding that religion can affect all aspects of his life. Glock & Stark (1994) in ⁴² reveals that there are several indicators to measure religiosity, including beliefs, worship rituals, experiences, religious understanding, and practices.

Hypothesis Development

⁴³ dalam penelitian yang dilakukannya stated that promotion has a positive and significant effect on the millennial generation's interest in using mortgage products at Islamic banks. The results of this study are in line with research conducted by ⁴⁴ which states that promotion has a positive and significant effect on the interest of MSMEs in taking Islamic banking financing. The research is inversely proportional to the research of Aisya & Riyadi (2020) in ⁴⁵ which states that promotion has no effect on interest because poor advertising and sales promotions and less aggressive publicity carried out by banks institutionally make people not care too much about promotions that encourage interest. Based on the above research, the following hypotheses can be proposed:

Ho1: It is suspected that there is no influence between promotional variables on the interest of the millennial generation in using the KPR of Bank Syariah Indonesia.

Ha1: It is suspected that there is an influence between promotional variables on the interest of the millennial generation in using Bank Syariah Indonesia mortgages.

⁴⁶ in their research stated that financial literacy has a significant influence on interest. This is supported by research conducted by ⁴⁷ which states that the interest of business people in using banking products is influenced by financial literacy. The research is inversely proportional to the research conducted by ⁴⁸ which stated that financial literacy has no effect on interest. Based on the above research, the following hypotheses can be proposed:

Ho2 It is suspected that there is no influence between financial literacy and the interest of the millennial generation in using the Bank Syariah Indonesia mortgage.

⁴⁰ Agustin & Hakim (2022)

⁴¹ Ifita & Sophisticated (2021)

⁴² Ifita & Sophisticated (2021)

⁴³ Wijayanti & Hidayat (2020)

⁴⁴ Ulya (2020)

⁴⁵ Zakiyatunnaja & Pratama (2022)

⁴⁶ Yuniningsih & Santoso (2020)

⁴⁷ Muslichah & Sanusi (2019)

⁴⁸ Dasra, et al. (2021)

Ha2: It is suspected that there is an influence between financial literacy variables on the millennial generation's interest in using Bank Syariah Indonesia mortgages.

Research conducted by ⁴⁹ states that religiosity can moderate the relationship between promotion and the interest of the millennial generation. In contrast to the study, ⁵⁰ stated that religiosity is not able to moderate the influence of promotions on interest in saving in Sharia Banks. Based on the above research, the following hypotheses can be proposed:

Ho3: It is suspected that religiosity cannot moderate the influence of promotion on the interest of the millennial generation in using Bank Syariah Indonesia mortgages.

Ha3: It is suspected that religiosity can moderate the influence of promotion on the interest of the millennial generation in using the Bank Syariah Indonesia mortgage.

⁵¹ stated that the religiosity variable can moderate the influence of financial literacy on interest very significantly. The research is supported by ⁵² who stated that religiosity can strengthen Islamic banking knowledge towards interest. However, this is inversely proportional to research conducted by ⁵³ which states that religiosity is not able to moderate knowledge of interest. Based on the above research, the following hypotheses can be proposed:

Ho4: It is suspected that religiosity cannot moderate the influence of financial literacy on the millennial generation's interest in using Bank Syariah Indonesia mortgages

Ha4: It is suspected that religiosity can moderate the influence of financial literacy on the interest of the millennial generation in using Bank Syariah Indonesia mortgages

C. Research Methods

This study uses a quantitative method with data acquisition through primary and secondary data. In this case, the first source of data obtained by the researcher was through the distribution of a questionnaire consisting of a structured list of statements. Meanwhile, secondary data is obtained by conducting research sourced from books, journals, internet news, and official websites related to the problem. According to ⁵⁴ a population is an area consisting of objects or subjects that have certain qualities and characteristics that are determined by the researcher to be studied and then drawn conclusions. In this study, the population used by the researcher is the millennial generation domiciled in South Jakarta. ⁵⁵ said that samples are part of the number of characteristics contained in a population. The sample withdrawal process in this study uses a *non-probability* sampling method

⁴⁹ Usada (2023)

⁵⁰ Zakiyatunnaja & Pratama (2022)

⁵¹ Agustin & Hakim (2022)

⁵² Sugesti & Hakim (2021)

⁵³ Araffi & Haryono (2022)

⁵⁴ Sugiyono (2018),

⁵⁵ Sugiyono (2018)

with a purposive sampling *technique* with the criteria of the millennial generation in South Jakarta, has an income, is a BSI customer, and has never used a BSI mortgage. In this study, the population is unknown. This is because the number of millennials who are customers of Bank Syariah Indonesia in South Jakarta is unknown. According to Wibisono in ⁵⁶ the calculation of samples with unknown populations can be done with the formula:

$$n = \frac{(Z\alpha.2\sigma)^2}{e} = \frac{(1,96.0,25)^2}{0,05} = 96,04$$

So that from this formula, the minimum number of samples required is 96.04 or 96 customers. So the researcher determines the number of samples to be studied as many as 100 respondents, The instrument of this research uses the following Likert scale score:

Table 1 Scale Likert

Jawaban	Skor
Strongly Agree (SS)	5
Agree(s)	4
Neutral (N)	3
Disagree (TS)	2
Strongly disagree (STS)	1

The data processing and analysis method in this study uses *the Structural Equation Model/SEM* with the *Partial Least Square/PLS* approach. PLS is a structural equation (*Structural Equation Model/SEM*) that can test measurement models (validity test and reliability test).

D. Research Results And Discussion

Outer Model

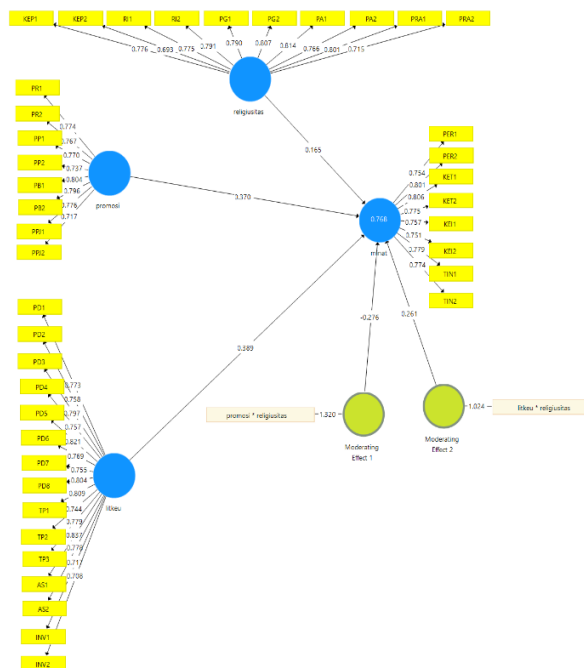
a. Convergent Validity

Chin (1995) in ⁵⁷ said that *the rule of thumb* that can be used to see the validity of convergence is where *the outer loading* >0.6 and *the Average Variance Extracted (AVE)* >0.5. The following are the results of the convergent validity test in this study:

Figure 1 Results of Running Outer Loading

⁵⁶ Riduwan & Akdon (2008)

⁵⁷ Abdillah and Hartono (2015)



Source: Data processed Smart PLS 3 (2024)

Tabel 2 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
Financial Literacy	0.600
Interest	0.601
Promotion	0.590
Religiosity	0.599

Sumber: Data diolah Smart PLS 3 (2024)

Based on Figure 1 and table 2 above, it can be seen that the outer loading value is >0.6 and the Average Variance Extracted (AVE) is >0.5 . This indicates that the data is said to be valid.

b. Discriminant Validity

The validity of discrimination can be tested by several methods, the root value of AVE must be higher than the correlation between constructs and other constructs⁵⁸ In this case, the researcher looked at the root value of AVE and its correlation through the Fornell-Larckel Criterion method.

Tabel 3 Fornell-Larckel Criterion

	Financial Literacy	Interest	Promotion	Religiosity
Financial Literacy	0.775			

⁵⁸ (Yamin & Kurniawan, 2011).

Interest	0.769	0.775		
Promotion	0.705	0.769	0.768	
Religiosity	0.768	0.774	0.685	0.774

Source: Data processed by Smart PLS 3 (2024)

It can be seen that the indicator used in this study has a root value of AVE greater than its correlation with other variables. Thus, it can be said that *the discriminant validity* for the correlation variable is fulfilled.

c. *Composite Reliability*

Hair, et al. (2008) in ⁵⁹ said that *the rule of thumb* the composite reliability value must > 0.7 even though 0.6 is still an acceptable value.

Table 4 Composite Reliability

	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>
Financial Literacy	0,952	0,957
Interest	0,905	0,923
Promotion	0,900	0,920
Religiosity	0,925	0,937

Source: Data processed by Smart PLS 3 (2024)

Based on table 4, all constructs have *Cronbach's Alpha* and *Composite Reality* values > 0.7 so that all indicators can be said to be reliable.

Inner Model

a. *R-Square*

If the *R-square* value is 0.75 then the model is considered strong. The *R-square* value shows a value of 0.50 then the model is considered moderate, while if the *R-square* value shows a value of 0.25 then the model is considered weak ⁶⁰.

Tabel 5 R-square

	<i>R-Square</i>	<i>R-Square Adjusted</i>
Interest	0,768	0,756

Source: Data processed by Smart PLS 3 (2024)

Based on table 5, the *R-Square* value of Interest is 0.768 which means that 76.8% of the distribution of variables Y (Interest) can be explained by the variables X1 (Promotion), X2 (Financial Literacy), and M (Religiosity), while the remaining 23.2% is explained by variables outside the independent variables in this study.

⁵⁹ Abdillah and Hartono (2015)

⁶⁰ (Ghozali & Latan, 2015)

b. *Q-Square*

A *Q-Square* value of > 0.02 indicates a *small predictive relevance* value, a *Q-Square* > of 0.15 indicates a *moderate predictive relevance* value, and a *Q-Square* > of 0.35 indicates a *large predictive relevance* value (*large effect*)⁶¹

Table 6 Q-Square

	SSO	SSE	Q²(1-SSE/SSO)
Interest	800,000	443,136	0,446

Source: Data processed by Smart PLS 3 (2024)

Based on tables 6, 18, it can be seen that *Q-Square* shows a value of 0.446 so that it can be said to be a *large effect* which means that the model made by the researcher is good where the independent variable is declared appropriate to be used as a variable that is able to explain the dependent variable.

c. *GoF*

GoF is interpreted with a value between 1 - 0, where 0.1 means small *GoF*, 0.25 means moderate *GoF*, and 0.36 means large *GoF*.

Table 7 COM/AVE dan R-SQUARE

	COM/AVE	R-SQUARE
Interest	0,601	0,768

Source: Data processed by Smart PLS 3 (2024)

Based on table 4.19, the *GoF* value can be calculated as follows:

$$\begin{aligned}
 \text{Goodness of Fit (GoF)} &= \sqrt{\text{Com} \times \overline{R^2}} \\
 &= \sqrt{0,601 \times 0,768} \\
 &= 0,68
 \end{aligned}$$

The results of the *GoF* calculation above show a value of 0.68 which is included in the category of large *GoF*, so it can be said that this study has a good performance.

⁶¹ S Setiaman, *Tutorial Analisa Parsial Model Persamaan Struktural Dengan Software Smartpls 3*, 2021.

Hypothesis Test (Uji t)

Table 8 Result of *Output Path Coefficients*

	Original Sample (O)	Sample Mean	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 → Y	0.370	0.405	0.103	3.586	0.000
X2 → Y	0.389	0.390	0.134	2.897	0.004
X1-M → Y	0.276	0.272	0.093	2.987	0.003
X2-M → Y	0.261	0.264	0.118	2.208	0.028

Source: Data processed by Smart PLS 3 (2024)

Based on table 8 of the *Output Path Coefficients* results, the following hypotheses can be concluded:

1) **The Effect of Promotion (X1) on the Interest of the Millennial Generation Using KPR BSI (Y)**

The results of the test with *the bootstrapping* method showed that the relationship of the Promotion variable (X1) to the Millennial Generation's Interest Using KPR BSI (Y) had a positive value of 0.370 or 37%. *The t-statistic* value of 3.586 is higher than the t-table 1.96 ($3.586 > 1.96$) and the *p-value* of 0.000 is lower than 0.05 ($0.000 < 0.05$). Thus, it can be concluded that Promotion (X1) has a positive effect on the Millennial Generation's Interest in Using KPR BSI (Y) significantly or H_0 is rejected and H_a is accepted. The results of this study are in line with the research of ⁶² which states that promotion has a positive and significant effect on the millennial generation's interest in using mortgage products in Islamic banks. This is also in line with the theory conveyed by Lupiyoadi (2014) in ⁶³ that promotion is a tool used by companies to influence consumer interest. Therefore, the results of this study confirm that the interest of the millennial generation in using BSI mortgage products is influenced by the promotions carried out by BSI itself. The better the promotion carried out by BSI, the more it will affect the interest of the millennial generation in using mortgages at Bank Syariah Indonesia (BSI).

Based on the answers from the respondents, the most popular form of promotion in this study is advertising. As many as 36% of millennial respondents chose the option of "agreeing" that they knew about BSI's mortgage products through the mass media. This is supported by research by ⁶⁴ who stated that the millennial generation is known as a technology-literate generation, so the use of mass media can be used as BSI's main medium for promotion. In addition, the results of this study also stated that 41% of the millennial

⁶² Wijayanti & Hidayat (2020)

⁶³ Munawar & Mahaputra (2022)

⁶⁴ Suardi, et al. (2022)

generation "agreed" that BSI had advertised for its mortgage products by complying with consumer protection provisions. As a medium used to promote banking products to the audience without involving direct interaction, advertising can be said to be quite effective in attracting the interest of potential consumers.

2) The Effect of Financial Literacy (X2) on the Millennial Generation's Interest in Using BSI Mortgage (Y)

The results of the test with *the bootstrapping method* showed that the relationship of the Financial Literacy variable (X2) to the interest of the millennial generation using the KPR BSI (Y) had a positive value of 0.389 or 38.9%. *The t-statistic* value of 2.897 is higher than the t-table 1.96 ($2.897 > 1.96$) and *the p-value* of 0.004 is lower than 0.05 ($0.004 < 0.05$). Thus, it can be said that Financial Literacy (X2) has a positive effect on the Millennial Generation's Interest in Using KPR BSI (Y) significantly or H_0 is rejected and H_a is accepted.

The results of this study are in line with the research⁶⁵ which shows that financial literacy has a significant influence on interest. This is supported by the theory conveyed by the Financial Services Authority (OJK) that financial literacy is a form of knowledge, skills, and beliefs that can influence a person's attitude and behavior to improve the quality of decision-making and financial management in an effort to achieve community welfare. Based on the answers of respondents in this study, the millennial generation has a fairly high awareness of insurance and investment risk management. In making investments, respondents prefer to invest in houses rather than stocks, bonds and mutual funds for long-term investment. This means that the millennial generation's interest in mortgage products is higher than other types of investment.

3) The Effect of Promotion (X1) on the Interest of the Millennial Generation Using KPR BSI (Y) Moderated by Religiosity (M)

The results of the test with *the bootstrapping method* showed that the relationship of the Promotion variable (X1) to the Millennial Generation's Interest in Using KPR BSI (Y) moderated by Religiosity (M) had a positive influence of 0.276 or 27.6%. *The t-statistic* value of 2.987 is higher than the t-table 1.96 ($2.987 > 1.96$) and *the p-value* of 0.003 is lower than 0.05 ($0.000 < 0.003$). The results show that the hypothesis of this variable is a pure moderation variable, which means that the moderation variable is able to affect the relationship between the independent variable and the bound variable without having to be an independent variable. It can be said that Religiosity (M) can

⁶⁵ of Yuniningsih & Santoso (2020)

moderate the influence of Promotion (X1) on the Millennial Generation's Interest in Using KPR BSI (Y) significantly or Ho3 is rejected and Ha3 is accepted.

The results of this study are in line with ⁶⁶ which states that religiosity can moderate the relationship between promotion and the interests of the millennial generation. Judging from its value, promotions moderated by religiosity have a positive value with a significant influence. This means that religiosity moderates by strengthening the influence of promotion on the interest of the millennial generation in using BSI mortgage products. This shows that if BSI has a high promotion, then a person with high religiosity will have a high interest in it.

Religiosity is an important aspect of religion in explaining consumer behavior where a highly religious person will judge the world through religious guidelines and as a result will integrate religion into most of his life (Husin et al., 2021 in ⁶⁷ Based on the respondents' answers, the majority of the millennial generation believes that using mortgage products in Islamic banks is a form of halal investment. In terms of promotion, advertising carried out by BSI is able to communicate its products to the millennial generation, this can be seen that the majority of the millennial generation knows BSI's KPR products by listening to product information through the mass media. The high religiosity and promotion have proven to affect the millennial generation's interest in BSI's mortgage products, because the majority of millennials state that they are interested in owning a private residential house through BSI's mortgage products.

4) The Effect of Financial Literacy (X2) on the Millennial Generation's Interest in Using KPR BSI (Y) moderated by Religiosity (M)

The results of the test using *the bootstrapping* method showed that the relationship between the variable Financial Literacy (X2) and the Millennial Generation's Interest in Using the BSI (Y) Mortgage Moderated by Religiosity (M) had a positive influence of 0.261 or 26.1%. *The t-statistic* value of 2.208 is higher than the t-table 1.96 ($2.208 > 1.96$) and *the p-value* of 0.028 is lower than 0.05 ($0.028 < 0.05$). The results show that the hypothesis of this variable is a pure moderation variable, which means that the moderation variable is able to affect the relationship between the independent variable and the bound variable without having to be an independent variable. It can be said that Religiosity (M) moderates the influence of Financial Literacy (X2) on the Interest of the Millennial Generation Using KPR BSI (Y) significantly or Ho4 is rejected and Ha4 is accepted.

⁶⁶ Usada's (2023) research

⁶⁷ August & Hakim, 2022).

The results of this study are in line with the research ⁶⁸ which states that religiosity can moderate the influence of financial literacy on interest very significantly. Based on the respondents' answers, the results of the response in terms of awareness of insurance understanding and investment risk management were quite high, with 32% choosing "strongly agree". This means that the millennial generation has a fairly high awareness of the insurance knowledge that must be possessed before using mortgage products, including in managing long-term investment risks. In addition, respondents' response to BSI's belief that it will provide protection through insurance for their mortgage customers can be said to be high, with 42% choosing "strongly agree". This means that the millennial generation is confident that BSI will provide protection to its mortgage customers when a disaster occurs in accordance with the applicable terms and conditions.

Thus, it can be concluded that financial literacy as a form of knowledge for the millennial generation is an important aspect that must be possessed before applying for mortgage financing products. In addition, BSI's protection of its mortgage customers is also something that needs to be considered. However, the knowledge of a consumer followed by a sense of faith as a form of obedience to their religion is the main thing that can strengthen the interest of the millennial generation in using mortgage products at Bank Syariah Indonesia (BSI).

E. Conclusion

Based on the results and discussions, it can be concluded that promotion and financial literacy have a positive and significant effect on the interest of the millennial generation in using the BSI KPR. In addition, religiosity is able to moderate the influence of promotions and financial literacy on the millennial generation's interest in using BSI mortgages significantly.

The suggestions in this study for this research for academics are expected to be a reference and learning in future research that raises similar topics. The researcher suggests to the next researcher to develop other variables such as public perception, product quality, brand image, and so on supported by relevant previous theories. In addition, the researcher also suggested to future researchers to expand the range of samples used in the study so that the data obtained can describe a larger scale and can be used as evaluation material in an effort to increase public interest in using Islamic bank mortgage products. Based on the results of this study, the advice that researchers can give to Bank Syariah Indonesia is so that BSI can be more aggressive in marketing its mortgage products by providing attractive promos, one of which is Ramadan discounts. Bank Syariah Indonesia can also display attractive advertisements through *headlines* and product advantages such as

⁶⁸ of Agustin & Hakim, (2022)

strategic location, comfortable environment, complete facilities, and so on to attract people's interest in choosing a mortgage at Bank Syariah Indonesia.

In addition, Bank Syariah Indonesia is expected to create a special program to increase the financial literacy of the millennial generation and socialization of Islamic banks which can be carried out in collaboration with related agencies in order to balance the increasing financial inclusion. The program is also expected to increase public confidence in choosing products and transacting at Bank Syariah Indonesia. BSI can also optimize and provide other products specifically for the millennial generation and create marketing strategies that are in accordance with the characteristics of the millennial generation to increase interest in using mortgages in Bank Syariah Indonesia.

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