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Religiosity, Trust, and Literacy Drive Islamic Finance Adoption

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Abstract

General Background: Despite Indonesia's Muslim-majority population, the market share of Islamic financial products remains low. **Specific Background:** Islamic financial literacy, trust in financial institutions, and personal religiosity have been identified as key determinants in financial decision-making, yet empirical studies show inconsistent findings. **Knowledge Gap:** Previous research has not adequately assessed these three factors simultaneously, particularly within a student population that receives Islamic education. **Aims:** This study aims to examine how religiosity, trust, and sharia financial literacy affect students' interest in using Islamic financial products. **Results:** Based on a survey of 100 purposively sampled students at UIN North Sumatra, multiple linear regression analysis revealed that all three variables — religiosity ($\beta = 0.345$), trust ($\beta = 0.445$), and sharia financial literacy ($\beta = 0.236$) — have a positive and significant relationship with interest in using Islamic financial products, explaining 74.2% of the variance. **Novelty:** This study is one of the first to simultaneously analyze these predictors among students of an Islamic university, providing insights into the behavioral intentions of a strategically important demographic. **Implications:** The findings underscore the need for collaborative efforts between Islamic financial institutions and universities to foster literacy, trust, and religious alignment with financial behavior among youth.

Highlights:

1. Trust is the strongest predictor of product interest among students.
2. Sharia financial literacy significantly correlates with usage interest.
3. The model explains 74.2% of the variation in interest behavior.

Keywords: religiosity, trust, Islamic financial literacy, student behavior, Islamic banking

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I. Introduction

The development of Islamic finance in Indonesia to date still lags behind conventional finance. Based on the 2023 Indonesian Islamic Finance Development Report, the market share of Islamic finance only reached 10.95%, up from 7.09% in the previous year. Despite the increase, this figure is still far below the market share of conventional finance which reached 89.05% in the same year. This is ironic considering that Indonesia is the country with the largest Muslim population in the world, which is around 87% of the total population (BPS, 2024). This phenomenon shows that the level of participation of the Muslim community in the use of Islamic financial products is still low.

Table 1. Growth of Islamic Finance Market Share

2022		2023	
Syariah	Conventional	Syariah	Conventional
7.09%	92.91%	10.95%	89.05%

Source: Researcher data processing (2025)

Based on the 2023 Islamic financial report, published on November 18, 2024, the market share of Islamic finance only reached 10.95%, a very small figure when compared to the national financial market share of 89.05%. This figure has not yet controlled the market share with a predominantly Muslim population, according to BPS data, the Muslim population is around 87%. Considering that Indonesia is a country with a Muslim majority population, it is very unfortunate that Islamic finance, which should be more dominant, is trapped in a minority position among the Muslim community in Indonesia [1].

In response to these challenges, OJK has launched the Roadmap for the Development and Strengthening of Indonesian Sharia Banking 2023–2027 (RP3SI), one of the focuses of which is to strengthen the characteristics of sharia financial products such as Cash Waqf Linked Deposit (CWLD) to increase public interest and participation in sharia financial products [2]. However, the low level of sharia financial literacy in the community and the level of trust and religiosity that have not fully encouraged changes in financial behavior are inhibiting factors that need to be studied further [3].

Theoretically, a person's interest in using Islamic financial products can be influenced by various factors, as explained by Crow and Crow, namely internal factors (Islamic financial literacy), social (trust), and emotional (religiosity) [4]. This theory has been widely tested by various researchers, but the results still show inconsistency (theoretical gap) [5]. For example, several studies have found that religiosity has a positive effect on interest in using Islamic products, but other studies have found that religiosity has no significant effect. The same thing was also found in the variables of trust and Islamic financial literacy, where the results of the study showed significant differences between one study and another [6].

In his research stated that trust is one of the factors influencing interest in making transactions at Islamic Banks [7]. This is in accordance with his research that when people trust Islamic banks, they will make transactions at Islamic banks and use Islamic financial products. Trust has a positive and significant effect on user decisions [8]. Where, Trust can be a measuring tool for user decisions [9]. The results of [10] states that trust does not have a significant and negative influence on customer interest. This can be seen from the significance value, which is 0.198 > 0.05, so it is said to have no effect on interest in saving.

According to [11] Students who have good Islamic financial literacy and receive a curriculum on Islamic economics can encourage increased student interest in becoming customers of Islamic banking [12]. Sharia financial literacy also has a positive and significant effect on customer decisions in using sharia financial products. The results of the study [13] Financial literacy is said to have no significant influence on students' interest in saving in Islamic banks, as evidenced by the statistical value of the t-test of 0.731 and a significance of 0.467, the significance value of t> 0.05, so it is said that there is no influence. [14] in his research found that the problem of Islamic financial literacy knowledge occupies the highest position with a percentage of 29.80%. Followed by Islamic financial beliefs 25.75%, financial attitudes 16.97%, Islamic financial behavior 17.69%, and the lowest is financial skills.

The differences in findings create a research gap, especially in the context of students as an intellectual generation who are expected to have a better understanding of Islamic finance. Students are also a strategic segment in increasing Islamic financial literacy and inclusion, because they will become agents of change in society. However, there have not been many studies that specifically examine the simultaneous influence of religiosity, trust, and Islamic financial literacy on the interest in using Islamic financial products among UIN North Sumatra students.

Therefore, the novelty of this study lies in testing the three variables simultaneously on the UIN North Sumatra student population, which is considered to have an Islamic education base and great potential in supporting the growth of Islamic finance in the future. This study is expected to provide academic and practical contributions in formulating policies to increase Islamic financial literacy and inclusion, especially among the young generation of Indonesian Muslims.

II. METHOD

In this study, the research approach used is a quantitative type with associative analysis. Where the quantitative type is a survey and experimental method [15]. The use of quantitative methods to determine the influence between independent variables on dependent variables [16]. The types of data used consist of primary and secondary data. The population in this study were male and female students at UIN North Sumatra. The number of male and female students at UIN North Sumatra is 30,743 (BPS, 2023).

The number of samples in this study used the Slovin formula which produced a total of 99.6 and was rounded up to 100 people. The sampling technique used was purposive sampling. Purposive sampling is sampling based on certain considerations such as population characteristics or previously known characteristics [17]. The sampling in this study was specifically targeted at students of the State Islamic University (UIN) of North Sumatra who are customers of Islamic banks. Additionally, the selected respondents were required to have sufficient understanding of Islamic financial products, such as savings, financing, and financial services based on Sharia principles. Data analysis methods in the study are: Data quality test (descriptive and reliability), classical assumption test (normality test, multicollinearity test, heteroscedasticity test), multiple linear regression analysis, hypothesis test (t test, f test, R Square). Data processing will use SPSS 26 software

III. RESULTS

A. Data Quality Test

1. Validity Test

Validity testing in a study aims to determine whether the questionnaire used is valid. In this study, the validity test was conducted by distributing questionnaires to 100 respondents. The validity test is considered significant if the calculated r value is greater than the r table. With a degree of freedom (df) of n-2 (100-2) and a significance level of 5%, the r table value was obtained at 0.196.

Table 2. Validity Test Results

Research Variables	Indicator	r count	r table	Information

Variable	Indicator	r calculated	r table	Information
Religiosity (X1)	X1.1	0,830	0,196	Valid
	X1.2	0,860	0,196	Valid
	X1.3	0,882	0,196	Valid
	X1.4	0,851	0,196	Valid
	X1.5	0,750	0,196	Valid
Trust (X2)	X2.1	0,839	0,196	Valid
	X2.2	0,807	0,196	Valid
	X2.3	0,845	0,196	Valid
	X2.4	0,860	0,196	Valid
	X2.5	0,845	0,196	Valid
Sharia Financial Literacy (X3)	X3.1	0,807	0,196	Valid
	X3.2	0,783	0,196	Valid
	X3.3	0,840	0,196	Valid
	X3.4	0,870	0,196	Valid
	X3.5	0,850	0,196	Valid
Interest in Using Sharia Financial Products (Y)	Y.1	0,873	0,196	Valid
	Y.2	0,879	0,196	Valid
	Y.3	0,873	0,196	Valid
	Y.4	0,834	0,196	Valid

Source: Data Processed Using SPSS (2025)

Based on table 2 above, it can be seen that all calculated r values > r table for each indicator that has a value above 0.196. So it can be said that these indicators are valid.

2. Reliability Test

Reliability testing in a study aims to measure and test the consistency of respondents' answers to the questionnaire used. Research is considered reliable if the Cronbach's alpha value is greater than 0.6.

Table 3. Reliability Test Results

Variables	Cronbach's Alpha	Measurement Value	Information
Religiosity (X1)	0,891	0,6	Reliabel
Trust (X2)	0,893	0,6	Reliabel
Sharia Financial Literacy (X3)	0,885	0,6	Reliabel
Interest in Using Sharia Financial Products (Y)	0,887	0,6	Reliabel

Source: Data Processed Using SPSS (2025)

Based on table 3 above, it is known that each independent and dependent variable in this study has a Cronbach's Alpha value > 0.6. Therefore, all variables are declared reliable.

B. Classical Assumption Test
1. Normality Test

The normality test is carried out to determine whether the data in the regression model, both in the independent and dependent variables, is normally distributed.

Table 4. Results of the Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	165.588.307

Most Extreme Differences	Absolute		.050
	Positive		.050
	Negative		-.050
Test Statistic			.050
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.776
	99% Confidence Interval	Lower Bound	.766
		Upper Bound	.787
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			
d. This is a lower bound of the true significance.			
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.			

Source: Data Processed Using SPSS (2025)

Based on the results of the normality test that can be seen in table 8, the Asymp. Sig. (2-tailed) value is 0.200. This value is greater than the significance level of 0.05 ($p > 0.05$), which indicates that the data is normally distributed.

2. Multicollinearity Test

The multicollinearity test aims to see whether there is a strong linear relationship between independent variables in the regression model. High multicollinearity can disrupt parameters and reduce the reliability of the model. To see this, two main indicators are used, namely the tolerance value and the variance inflation factor (VIF). A low tolerance value (<0.10) and a high VIF (>10) indicate symptoms of multicollinearity. The results of the multicollinearity test can be seen in the table below.

Table 5. Multicollinearity Test Results

Coefficients[a]								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0,437	0,544		0,803	0,424		
	Religiosity	0,259	0,056	0,345	4,629	0,000	0,469	2,132
	Trust	0,330	0,048	0,445	6,900	0,000	0,625	1,599
	Sharia Financial Literacy	0,184	0,051	0,236	3,609	0,000	0,611	1,637
a. Dependent Variable: Interest in Using Sharia Financial Products								

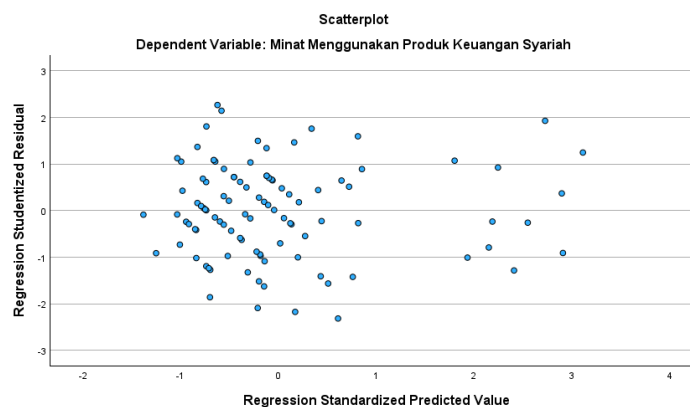Source: Data Processed Using SPSS (2025)

Based on the results shown in table 5, the tolerance value for the Religiosity variable (X1) is 0.469, for the Trust variable (X2) it is 0.625, and for the Sharia Financial Literacy variable (X3) it is 0.611. These three variables show tolerance values greater than 0.10, which indicates that there are no symptoms of

multicollinearity in the regression model. In addition.

The variance inflation factor (VIF) value for the Religiosity variable (X1) is 2.132, for the Trust variable (X2) it is 1.599, and for the Sharia Financial Literacy variable (X3) it is 1.637. All of these VIF values are less than 10.00, which further strengthens the conclusion that this regression model is free from multicollinearity problems.

3. Heteroscedasticity Test

The heteroscedasticity test is used to determine whether there is inequality of residual variance in the regression model. This instability can interfere with the validity of the regression results. One method of detection is to analyze the scatterplot graph between the predicted and residual values. If the points on the graph are randomly distributed without a particular pattern, the model is considered free from heteroscedasticity. The results of the heteroscedasticity test can be seen in the image below.

Figure 1. Heteroscedasticity Scatterplot Graph
Source: Data Processed Using SPSS (2025)

Based on Figure 1, it appears that the points on the scatterplot graph are randomly distributed, both above and below the zero axis on the Y axis, and do not form a particular pattern. This random distribution indicates that the regression model used does not experience symptoms of heteroscedasticity. Thus, the classical assumptions regarding heteroscedasticity in regression have been met.

C. Multiple Linear Regression Analysis

Multiple linear regression analysis is conducted to determine and predict whether the independent variable (X) has an effect on the dependent variable (Y), and to measure how much influence the independent variables have on the dependent variable in this study. The results of the multiple linear regression analysis are presented in the table below.

Table 6. Results of Multiple Linear Regression Analysis Test

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,437	0,544		0,803	0,424

Religiosity	0,259	0,056	0,345	4,629	0,000
Trust	0,330	0,048	0,445	6,900	0,000
Sharia Financial Literacy	0,184	0,051	0,236	3,609	0,000
a. Dependent Variable: Interest in Using Sharia Financial Products					

Source: Data Processed Using SPSS (2025)

Based on table 10 above, the multiple linear regression equation is obtained as follows:

$$Y = a + b1X1 + b2X2 + b3X3 + e$$

$$Y = 0,437 + 0,259X1 + 0,330X2 + 0,184X3$$

1. Constant (a) = 0.437 shows that if the variables Religiosity (X1), Trust (X2), and Sharia Financial Literacy (X3) do not change, it will increase the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y) by 0.437.
2. Religiosity Coefficient (X1) = 0.259, meaning that every increase in the Religiosity aspect (X1), if other variables are constant and the Religiosity variable (X1) increases by 1%, it will increase the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y) by 25.9%.
3. Trust Coefficient (X2) = 0.330, meaning that every increase in the Trust aspect (X2), if other variables are constant and the Trust variable (X2) increases by 1%, it will increase the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y) by 33.0%.
4. Sharia Financial Literacy Coefficient (X3) = 0.184, meaning that every increase in the Sharia Financial Literacy aspect (X3), if other variables are constant and the Sharia Financial Literacy variable (X3) increases by 1%, it will increase the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y) by 18.4.0%.

D. Hypothesis Testing

1. Partial Test (t)

Partial test (t-test) is used to test the effect of each independent variable on the dependent variable in the regression model. With a significance level of 5% (0.05), the variable is considered to have a significant effect if the calculated t> t table and the significance value <0.05, so that the null hypothesis (Ho) is rejected and the alternative hypothesis (Ha) is accepted. The number of samples (n) in this study is 100 and the number of independent variables (k) is 3, then obtained (df = 100 - 3 - 1 = 96). Based on the t distribution, the t table value at 5% significance for df = 96 is 1.984

Table 7. Partial Test Results (t)

Coefficients[a]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0,437	0,544		0,803	0,424
	Religiosity	0,259	0,056	0,345	4,629	0,000
	Trust	0,330	0,048	0,445	6,900	0,000
	Sharia Financial Literacy	0,184	0,051	0,236	3,609	0,000
a. Dependent Variable: Interest in Using Sharia Financial Products						

Source: Data Processed Using SPSS (2025)

Based on the analysis results in table 7 above, the partial test (t-test) for each independent variable can be explained as follows:

a. T-test on the Religiosity variable (X1). The results of this test show that t count = 4.629 > t table = 1.984, with a significance value of 0.000 <0.05. This indicates that H_1 is accepted, so it can be concluded that the Religiosity variable (X1) has a significant effect on Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y).

b. T-test on the Trust variable (X2). The results of this test show that t count = 6.900 > t table = 1.984, and a significance value of 0.000 <0.05. This indicates that H_2 is accepted, so it can be concluded that the Trust variable (X2) has a significant effect on Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y).

c. T-test on Sharia Financial Literacy (X3). The results of this test show that t count = 3.609 > t table = 1.984, with a significance value of 0.000 < 0.05. This shows that H_3 is accepted, so it can be concluded that the Sharia Financial Literacy variable (X3) has a significant influence on the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y).

2. Simultaneous Test (F)

The F test is used to determine whether the independent variables simultaneously affect the dependent variable. This test compares the calculated F value with the F table and considers the significance value (Sig.). The decision-making criteria are, if the calculated F> F table or Sig. <0.05, then Ho is rejected and Ha is accepted, indicating a significant effect. Conversely, if the calculated F <F table or Sig. >0.05, then Ho is accepted and Ha is rejected, indicating no significant effect.

Table 8. Simultaneous Test Results (F)

ANOVAª						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	814,337	3	271,446	95,997	<,001ᵇ
	Residual	271,453	96	2,828		
	Total	1085,790	99			
a. Dependent Variable: Interest in Using Sharia Financial Products						
b. Predictors: (Constant), Sharia Financial Literacy, Trust, Religiosity						

Source: Data Processed Using SPSS (2025)

Based on table 8 above, the results of the F test show that the calculated F value of 95.997> F table of 2.70, with a significance level of 0.001 <0.05. Based on the decision-making criteria in the F test, because the calculated F value> F table and the significance value <0.05, Ho is rejected and Ha is accepted. Thus, it can be concluded that the variables Religiosity (X1), Trust (X2), and Sharia Financial Literacy (X3) simultaneously have a positive and significant effect on Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y). These results indicate that all of these independent variables have significant significance in explaining the variation in Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y).

3. R Square Test (Coefficient of Determination Test)

The coefficient of determination measures the contribution of the independent variable to the dependent variable, representing the proportion of changes in the dependent variable due to the influence of the independent variable. Its value ranges from 0 to 1, when a value approaching 0 indicates the limited ability of the independent variable to explain the dependent variable, while a value approaching 1 indicates almost full ability.

Table 9. Results of the Determination Coefficient Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate

1	.866ᵃ	0,750	0,742	1,682

a. Predictors: (Constant), Sharia Financial Literacy, Trust, Religiosity

Source: Data Processed Using SPSS (2025)

Based on table 13 above, the Adjusted R Square value is 0.742. This figure indicates that all independent variables, namely Religiosity (X1), Trust (X2), and Sharia Financial Literacy (X3), contribute 74.2% to the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y). The remaining 25.8% is influenced by other factors that are not included in this study. This shows that the model has a fairly strong level of explanation, although there are still external influences outside the variables being tested.

IV. DISCUSSION

A. The Influence of Religiosity on Interest in Using Sharia Financial Products of UIN North Sumatra Students

Based on the results of data processing tests conducted in this study, it shows that the Religiosity variable (X1) has a significant influence on Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y). This can be seen from the significance of t count = 4.629 > t table = 1.984, with a significance value of 0.000 < 0.05. Therefore, (Ha) is accepted. Thus, the Religiosity variable (X1) partially has a significant effect on the Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y). This shows that interest in using sharia finansial products among UIN Sumatera Utara students is positively influenced by the Religiosity variable (X1) by 25.9%.

Theoretically, this finding is in line with the Theory of Planned Behavior (TPB) proposed by Ajzen, which posits that an individual's behavior is influenced by behavioral intentions, where one key determinant is subjective norm—in this case, religiosity can act as a normative belief that guides behavior in accordance with religious values. High religiosity often reflects a strong internalization of Islamic norms, which motivates individuals to make financial decisions that align with sharia, such as avoiding riba, gharar, and maysir.

Religiosity also shapes attitude toward behavior, which in the TPB model explains how positive attitudes toward Islamic financial products formed through religious understanding can lead to increased intention and actual usage. Moreover, individuals with higher religiosity levels often consider financial behavior not merely as an economic activity but as part of religious observance, thus enhancing their interest in using Islamic financial services.

The results of this study are supported by research conducted by [18], which shows a positive influence between the Religiosity variable and Interest in Saving in Islamic Banks, with a t count > t table (3.953 > 1.984) and a significance value of 0.000 < 0.05. This confirms that a person's level of religiosity significantly affects their interest in engaging with sharia-compliant financial institutions.

B. The Influence of Trust on Interest in Using Sharia Financial Products of UIN North Sumatra Students

The results of the hypothesis testing show that the Trust variable (X2) significantly influences students' Interest in Using Sharia Financial Products at UIN Sumatera Utara, with a t-value of 6.900 (greater than the t-table value of 1.984) and a significance level of 0.000 (<0.05). This empirical finding confirms that Trust contributes positively and substantially by 33.0% to students' behavioral intentions in engaging with Sharia financial products.

This result aligns with the theoretical framework suggesting that Trust is a critical determinant in consumer behavior, particularly in sectors involving high perceived risk and information asymmetry, such as financial services [19]. In the context of Islamic finance, trust encompasses not only institutional credibility but also religious compliance, where consumers expect financial products to adhere strictly to Sharia principles [20].

Furthermore, this finding corroborates previous studies, such as [21], where Trust was found to significantly influence consumer decisions, with a t-value of 10.195 and a significance level of 0.000. Such

consistency across studies strengthens the argument that trust is not merely a supportive factor but rather a core predictor of behavioral intention in Islamic financial adoption. It also reflects the Theory of Planned Behavior [4], which posits that belief-based constructs like trust directly influence attitudes and subsequently intention.

However, the strength of the relationship in this study (33.0%) may also imply that while trust is essential, other moderating factors such as perceived usefulness, religiosity, or social influence might also shape consumer interest, a direction that warrants further investigation. This nuanced perspective prevents a simplistic interpretation and encourages a more integrative view of trust within the broader ecosystem of Islamic financial literacy and consumer psychology.

C. The Influence of Sharia Financial Literacy on Interest in Using Sharia Financial Products of UIN North Sumatra Students

Based on the results of the data analysis, the Sharia Financial Literacy variable (X3) has a significant positive influence on the Interest in Using Sharia Financial Products among UIN Sumatera Utara students (Y), with a t-value of 3.609, which is greater than the t-table value of 1.984, and a significance level of 0.000 (<0.05). This indicates that Ha is accepted, confirming a statistically significant relationship. Furthermore, the coefficient of determination shows that 18.4% of the variance in students' interest is explained by their level of sharia financial literacy.

This empirical evidence aligns with the theoretical framework that defines sharia financial literacy as the understanding and ability to make informed financial decisions consistent with Islamic principles, encompassing knowledge of sharia-compliant financial products, contract mechanisms (such as murabaha, mudharabah, and ijarah), and awareness of their benefits and potential risks. According to theory, individuals with higher levels of financial literacy are more capable of recognizing the value proposition of sharia-based instruments, thereby increasing their inclination to engage with such products.

The findings of this study are in line with the results of previous research conducted by [22], which also found that sharia financial literacy significantly affects interest in saving in Islamic banks (t-value = 1.671 > t-table = 1.66150, p < 0.05). This consistency strengthens the argument that literacy plays a critical role in shaping behavioral intentions, especially within the context of Islamic finance. Moreover, the result reinforces the Theory of Planned Behavior [23], wherein knowledge (as a cognitive factor) enhances attitude and perceived behavioral control, which in turn boosts the intention to act in this case, the use of sharia financial products.

Therefore, this study not only corroborates previous empirical findings but also underlines the importance of financial education as a strategic tool to increase the adoption of Islamic financial services. In practical terms, enhancing literacy through structured programs at educational institutions could be a pivotal step toward expanding the market reach of Islamic finance among younger demographics.

V. CONCLUSION

Based on the results of the study above, it can be concluded that the variables Religiosity (X1), Trust (X2), and Sharia Financial Literacy (X3), simultaneously and partially have a significant influence on Interest in Using Sharia Financial Products of UIN Sumatera Utara Students (Y). It can be seen based on the results of this study that the variable Religiosity (X1) plays an important role in individual financial behavior, especially in choosing sharia financial products. Religious individuals tend to be more selective and actively seek information and avoid things that are prohibited by religion. The variable Trust (X2) is also crucial in consumer decision making, because consumers who trust financial institutions are more daring to make transactions. In addition, Sharia Financial Literacy (X3) includes the ability to understand and apply the principles of sharia finance, including knowledge of products, operational mechanisms, and their benefits and risks.

The practical implications of the results of this study are: For Islamic financial institutions, it is important to establish strategic partnerships with campuses, especially Islamic-based ones, in the form of educational programs, seminars, or the provision of student-friendly Islamic financial products. This can strengthen trust and improve Islamic financial literacy among the younger generation. For campuses, it is necessary to integrate Islamic financial literacy materials into the curriculum or non-formal learning activities such as training, workshops, and Islamic entrepreneurship incubation. Campuses can also act as agents of Islamic financial literacy through Student Institutions, Islamic Economic Study Centers, or Islamic Student Cooperatives. With active collaboration between Islamic financial institutions and universities, it is hoped that the level of literacy and use of Islamic financial products can increase significantly, especially among the younger generation of Muslims as future agents of change.

THANK-YOU NOTE

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