ANALYSIS OF FACTORS THAT AFFECTING INTEREST IN SAVING AT BANK MUAMALAT KCP BOYOLALI (STUDY ON GENERATION Z OF BOYOLALI REGENCY)

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Abstract

Research Aims: This study aims to examine the influence of financial literacy, trust, promotion, and perception of religiosity on Generation Z's interest in saving at Bank Muamalat Sub-Branch Boyolali, Central Java, Indonesia.

Design/Methodology/Approach: This research adopts a quantitative correlational approach with a descriptive-verifiable design. Data were collected through an online questionnaire using a purposive non-probability sampling technique, targeting 400 Generation Z respondents in Boyolali Regency. The collected data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method.

Research Findings: The findings indicate that promotion and perception of religiosity have a positive and significant effect on saving interest. In contrast, financial literacy and trust do not significantly influence Generation Z's intention to save in Bank Muamalat. The results suggest that promotion and religious values are the main drivers of saving behavior among Gen Z in this context.

Theoretical Contribution/Originality: This study contributes to the Islamic banking literature by integrating four variables rooted in the Theory of Planned Behavior (TPB) within a single empirical model. It highlights the unique role of religiosity in shaping financial decisions among youth in a religiously-oriented region, offering novel insights into value-based financial behavior.

Practitioners/Policy Implications: The results recommend that Bank Muamalat optimize its digital and community-based promotional strategies and strengthen the integration of religious values in financial services to increase Gen Z engagement. Tailoring marketing efforts to their digital preferences and moral considerations can effectively enhance saving interest.

Research Limitations/Implications: The use of purposive sampling and online data collection may limit the generalizability of findings due to potential self-selection and social desirability biases. Future research should employ probability sampling and explore additional variables such

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as digital service quality, peer influence, and fintech preferences to enrich understanding of Gen Z's financial behavior in Islamic banking.
Keywords: Financial literacy, trust, promotion, perception of religiosity, interest in saving

Introduction

The Islamic banking sector in Indonesia has shown significant development in recent years (Rahmawati et al., 2022). One of the pioneers is Bank Muamalat, which continues to expand its reach in offering sharia-based financial products (Shandy Utama, 2020). Islamic banks, such as Bank Muamalat, exist as an alternative to financial institutions that offer banking services and products that comply with sharia law (Wildan Syahrun Mubaroq, 2024). Although Sharia savings products, such as those found at Bank Muamalat, offer various benefits, the interest of the public, especially the younger generation, such as Generation Z, is still not optimal (Rakhima Salsabila et al., 2023). This shows challenges in encouraging people's interest in saving in Islamic banks (Musyaffa & Iqbal, 2022).

Generation Z, born between 1997-2012, has unique characteristics as digital natives with extensive access to information that is important to pay attention to (Sekar Arum et al., 2023), especially in Boyolali Regency. Generation Z in Boyolali Regency, which, according to the Central Statistics Agency of Boyolali Regency (2022), totals 241,091 people. They are a digital generation growing up with access to information and strong technology (Aprilita, 2024). However, the ease of digital access is not aligned with an adequate level of Islamic financial literacy (Pahlevi & Gusniarti, 2024). In addition, Generation Z's financial preferences tend to be pragmatic, while the perception of the complexity of sharia products is still an obstacle (Puspitasari, I., & Hidayat, 2020). Thus, it is important to identify the factors that empirically influence their interest in saving in Islamic banks.

Historical data also shows fluctuations in the number of savings customers of Bank Muamalat Sub Branch Boyolali. The following is the development of the number of customers:

Table 1
Number of Savings Customers of Bank Muamalat
Sub Branch Boyolali

Year	Number of Customers
2022	2.111
2023	2.533
2024	3.040

Source: Bank Muamalat Sub Branch Boyolali, 2024

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Based on the data above, although there is an increase, the total of customers relatively small compared to the potential of Generation Z in Boyolali, which reaches hundreds of thousands of individuals. This shows a gap between market potential and the actual level of participation in Islamic banking services. Bank Muamalat still has the challenge of reaching the younger generation, who will contribute to the future financial ecosystem. Low Islamic financial literacy, distrust of the complex sharia system, and less aggressive promotion targeting digital media and communication styles preferred by this generation are the leading causes of the low use of sharia services by Generation Z (Muslihun, 2024). However, given that most come from educational backgrounds and circumstances supporting Islamic beliefs, the religious component is also an important concern affecting their financial behavior (Arif et al., 2023).

This study seeks to fill gaps in the previous literature that discuss factors such as financial literacy, belief, promotion, and perception of religiosity, partially or separately. Previous studies have not simultaneously tested these four variables in an integrative model in the context of local Islamic banking, especially in Generation Z in Boyolali. Some previous studies have also had limitations regarding regional coverage, generational representation, and elaborating the role of perception of religiosity as a determinant of financial behavior.

Theoretically, this study refers to *the Theory of Planned Behavior* (Icek Ajzen, 1991), which explains that an individual's interest in a behavior is influenced by attitudes, subjective norms, and perceived behavioral controls. The four variables tested are theoretically relevant because they represent cognitive aspects (financial literacy), affective (trust), external stimulus (promotion), and internal value (perception of religiosity) that affect the intention to save in Islamic banking. Practically, the outcome of this study can give strategic recomandation for Bank Muamalat in designing a religious value-based approach and digital marketing tailored to the characteristics of Generation Z.

An innovative aspect of this research lies in integrating four main variables in a single empirical model based on TPB, which are tested in a local context with significant market potential but have not been optimally exploited. Additional, this study also offers a new contribution by highlighting the role of the perception of religiosity in the financial decision-making of the younger generation, which was previously rarely studied quantitatively in the regions. Thus, this research is expected to enrich the treasures of Islamic financial literature and provide applicable recommendations for

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developing marketing strategies and more effective financial literacy among the younger generation.

Literature Review
Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) was popularized by (Icek Ajzen, 1991), which explains individual interests. The TPB emphasizes a person's willingness to engage in certain behaviors, where intentions are considered an indicator of the motivational components that influence behavior. TPB explains that a person's intention to perform a behavior is influenced by three main components: *attitude toward the behavior*, *subjective norm*, and *perceived behavioral control*. In the context of interest in saving in Islamic banks, factors such as financial literacy, trust, promotion, and perception of religiosity can be positioned as determinants influencing the attitude and perception of individual behavior control towards saving activities. The four variables were chosen because, in theory and practice, they represent cognitive aspects (financial literacy), affective (trust), external stimulus (promotion), and internal value (perception of religiosity) that affect behavioral intentions, according to the TPB. In addition, this variable is considered the most relevant in the context of Islamic banking in the digital era for Gen Z.

Interest in Saving

Interest in saving is the desire of an individual to set aside part of their income to be saved in a financial institution for future needs (Resty & Hidayat, 2021). Individual interest in banking can be observed through four indicators: attention, interest, desire, and action (Syed Ahmad Ali et al., 2022). In the TPB, interest in saving is influenced by individual attitudes towards Islamic banking products (which are formed by financial literacy and the perception of religiosity), social norms (influenced by promotions that reach the social environment), and the perception of control over the ease of access to information and services (influenced by trust in banks).

Financial Literacy

Financial literacy is an individual's capacity to understand basic financial concepts for wise decision-making (Gultom & Latif, 2022). A person with better financial literacy knowledge tends to make wiser financial decisions and choose savings products that suit their needs and goals (Lusardi, 2019). Some research by (Az-Zahra et al., 2022) and (Nugroho & Yasin, 2024) found a positive relationship between financial literacy and interest in saving in Islamic banks. However, in the context of Gen Z in Boyolali, this study found inconsistencies where financial literacy did not

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have a significant effect. This difference can be explained by the low level
of equity in Islamic financial education in Boyolali and the more pragmatic
preference of Gen Z for digital-based financial services, regardless of their
understanding of financial literacy because literacy alone without the
support of trust, attractive promotions, and religious values may not be
enough to form Gen Z's positive attitude towards Islamic banks (García
Martínez et al., 2023). Some of the previous studies focused too much on
the context of students in the campus environment (Tulwaidah et al., 2023)
without testing the environment of the general public, such as Gen Z, who
have extensive access to information but have a low understanding of
Syriac.

Trust

Hariyanto & Nafi'ah (2022) Trust arises when a person assesses the
other party's competence, integrity, and goodwill. This trust is based on the
belief that the bank implements sharia principles consistently and
transparently (Santoso & Rashidah Binti Mohamad Ibrahim, 2022). As
customer confidence increases, the interest in saving will also increase
(Aziz & Hendrastyo, 2020). Although many studies show that trust has a
positive effect (Lubis et al., 2022), the study found that trust was
insignificant. The alleged cause is that Generation Z in Boyolali does not
have enough experience of direct interaction with Islamic bank products, or
lacks exposure to publications that build digital trust (Citra Permatasari,
2022). This shows that trust needs to be built through institutional reputation
and communication media, which are characteristic of the digital young
generation.

Promotion

Promotion is defined as a communication activity to introduce,
convince, and influence consumers to a product (Basrowi et al., 2023) With
the right and strategic promotions, banks can increase public awareness
about the products and services they offer, and encourage individuals to
consider saving at Islamic banks (Nurika & Aziz, 2021). Studies conducted
by (Abdul Jami, 2023) and (Bramasta & Utomo, 2022) (2022) have proven
that promotions effectively increase interest in saving at Islamic banks.
Within the framework of the TPB, promotion affects *subjective norm* by
forming the perception that saving in Islamic banks is an action supported
by the social environment. This research revealed that promotion is a
significant factor, indicating the effectiveness of digital marketing
approaches among Gen Z Boyolali. To increase the number of customers
who have Islamic bank savings, Islamic bank savings must be actively
promoted (Syarifuddin, 2020).

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Perception of Religiosity

Religiosity involves an individual's spiritual values, practices, and experiences (Alfi & Yusuf, 2022). A person's interest in saving in Sharia banks will increase if they have a more positive view of religion, because by knowing and practicing the religious teachings that are believed in and applying a harmonious attitude, there will be a high interest in saving in Islamic banks (Fajar Sodik et al., 2022). This study found that the perception of religiosity significantly affects the interest in saving. This aligns with the study from (Ahmadi & Siswanto, 2023) and (Rudi Haryono, 2022), which shows a positive relationship between the religiosity variable and interest in saving in Islamic banks. In religious areas such as Boyolali, sharia values are a moral and emotional factor in financial decisions. These findings strengthen the argument that religious values can be a social control that influences perceived behavioral control and attitudes towards Islamic banking products (Ilfita & Canggih, 2021).

Research Methodology

This research employs a quantitative correlational approach with a descriptive-verifiable type of research. Descriptive is used to provide an overview of respondent characteristics and the condition of the research variables, while verifiable aims to test the relationship between free and bound variables. The quantitative variables that were tested are Interest in Saving (Y), Financial Literacy (X1), Trust (X2), Promotion (X3), Perception of Religiosity (X4), and then all the data obtained were analyzed in quantitative form. Using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method, the selection of the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method was carried out because this model has several advantages, including: Able to accommodate complex models with many latent indicators and variables, suitable for data with a moderate sample number (100–500 respondents) and data distribution does not have to be normal, and more flexible in handling exploration and prediction models. However, there are limitations in SEM-PLS, namely the distribution of data in research cannot be ensured to follow specific patterns, so that conventional statistical significance testing is inappropriate. However, these limitations can be overcome by applying the resampling method, namely the *bootstrapping*, which allows significance estimates to be made without relying on certain data distribution assumptions (Astuti & Bakri, 2021).

The population of this study is Generation Z in Boyolali Regency, which, according to the Central Statistics Agency of Boyolali Regency

(2022), totals 241,091 people. This study uses a non-probability sampling method with a purposive sampling technique, which is a sample selection method based on specific considerations relevant to the research objectives (Sugiyono, 2013). The inclusion criteria in this study are: domiciled in Boyolali and aged 17-28 years, while the exclusion criteria in this study are: respondents outside the age range and respondents who are not willing to complete the questionnaire. The number of samples was determined using the Slovin formula with a 5% error rate, which resulted in 400 respondents. This amount was selected to meet the minimum requirements of SEM-PLS and to expand the generalization of results. The questionnaire was distributed online through Google Forms, with the audience of student communities, youth organizations, and social media that reached the people of Boyolali.

The instrument was a structured questionnaire developed from theories and previous research results. Each variable is measured using a 5-point Likert scale (1 = strongly disagree, 5 = strongly agree). The validity test was carried out through convergent validity with an outer loading value of > 0.60 and discriminant validity through an AVE value of > 0.50. Meanwhile, the reliability test uses Cronbach's Alpha and Composite Reliability, with a minimum limit of 0.70. Data analysis was carried out using SmartPLS software with stages: (1) Outer Model Testing consisting of Convergent Validity (outer loading), Discriminant Validity (AVE), Composite Reliability, and Cronbach's Alpha. (2) Inner Model Testing consists of R-Square and goodness-of-fit model. Hypothesis testing or the estimate for the path coefficient can be seen from t-statistical values and probability values (Willy Abdillah, 2015). For hypothesis testing using statistical values, for an alpha of 5%, the t-statistical value used is 1.96. The study has several limitations: Online purposive sampling techniques can be biased because they only reach digitally active respondents, Respondents may provide socially-desirable answers (*social desirability bias*) according to the ideal perception rather than the actual condition, SEM-PLS tends to be predictive so that the results of this study are more indicative and need to be retested with a confirmatory method (*Covariance-Based SEM*) to strengthen theoretical validity.

Results and Discussions

This study applies the Partial Least Squares (PLS) approach in analyzing the data. PLS is a Structural Equation Modeling (SEM) method based on variants or components. The data analysis process was carried out with the help of SmartPLS software, which was developed explicitly for

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PLS-SEM model estimation. The PLS-SEM model is presented in Figure 1 below:

Figure 1
Structure of PLS-SEM Research Model
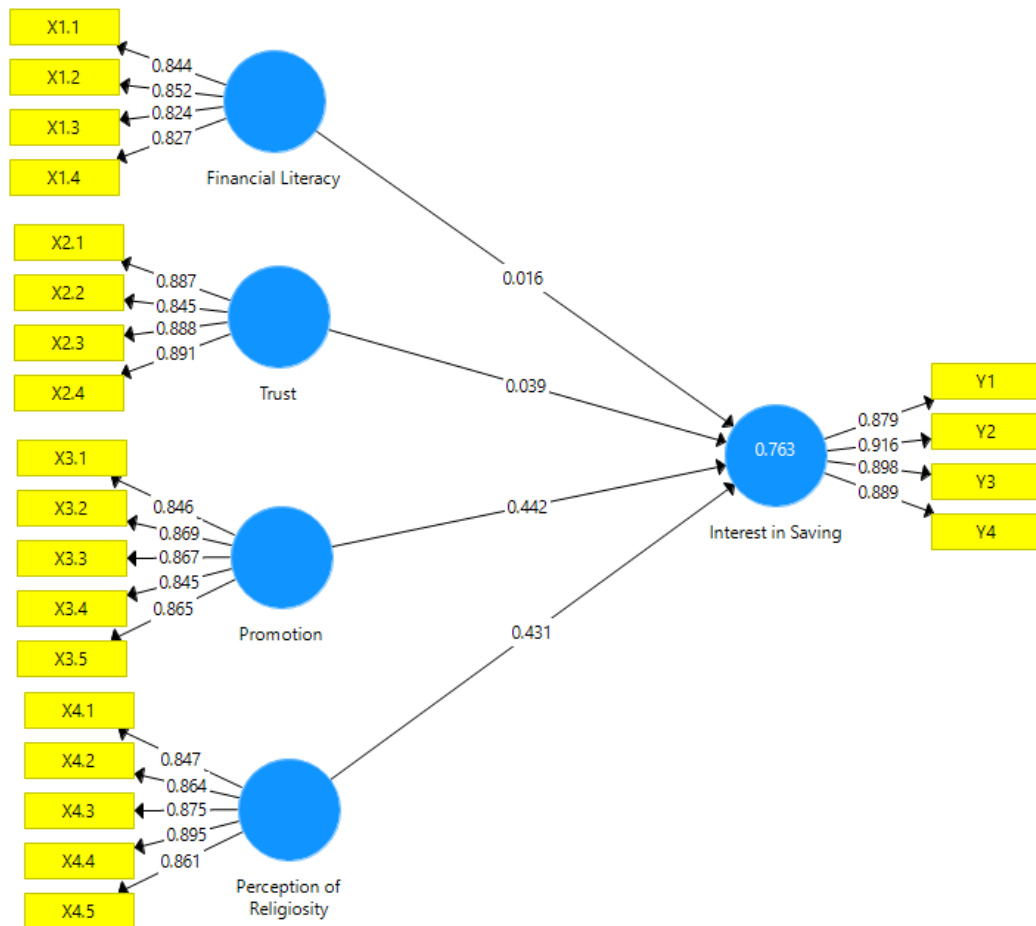
Source: Processed research data (2025)
Outer Model
Validity Test
Convergent Validity Test

The convergent validity test assesses and confirms the extent of correlation between the indicator's components to determine whether each variable has met the validity criteria. An indicator is considered valid if the correlation value exceeds 0.60.

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Table 2
Outer *Loading Factor Value Results*

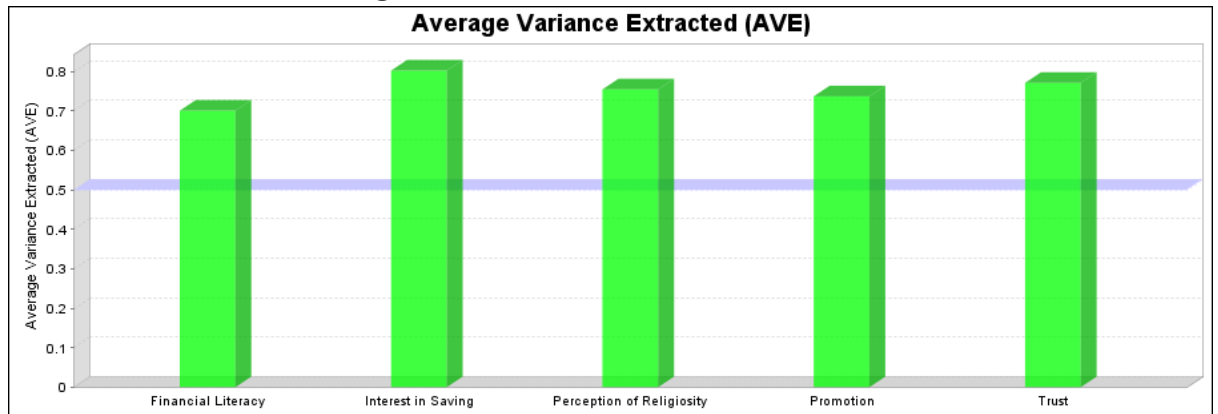|	Financial Literacy (X1)	Interest in Saving (Y)	Perception of Religiosity (X4)	Promotions (X3)	Trust (X2)
X1.1	0.844				
X1.2	0.852				
X1.3	0.824				
X1.4	0.827				
X2.1					0.877
X2.2					0.845
X2.3					0.888
X2.4					0.891
X3.1				0.846	
X3.2				0.869	
X3.3				0.867	
X3.4				0.845	
X3.5				0.865	
X4.1			0.847		
X4.2			0.864		
X4.3			0.875		
X4.4			0.895		
X4.5			0.861		
Y1		0.879			
Y2		0.916			
Y3		0.898			
Y4		0.889			

Source: Processed research data (2025)

As shown in the table above, each question indicator in all variables has a value of > 0.60, which shows that each indicator displays accurate data and passes the convergent validity test.

Discriminating Validity Test

The discriminant validity test was carried out to assess the construct's validity based on the Average Variance Extracted (AVE) value. A construct is staded valid if the resulting AVE value exceeds 0.50.

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Figure 2
Average *Variance Value Extraced*

Source: Processed research data (2025)

According to the table above, all variables show an Average Variance Extracted (AVE) value of more than 0.50. The AVE value of the financial literacy variable is 0.700, interest in saving is 0.802, preception of religiosity is 0.755, promotion is 0.737, and trust is 0.771. Therefore, it can be stated that all variables satisfy the validity requirements.

Reliability Test

Uji Composite Reliability

Two leading indicators are used to test the reliability of composite variables: the Composite Reliability value and Cronbach's Alpha. A research instrument is declared reliable if both values exceed 0.70.

Table 3
Composite Reliability and Cronbach's Alpha Test Results

Variabel	Cronbach Alpha	rho_A	Composite Reability	Information
Financial Literacy (X1)	0.857	0.859	0.903	Reliabel
Interest in Saving (Y)	0.918	0.918	0.942	Reliabel
Perception of Religiosity (X4)	0.919	0.920	0.939	Reliabel
Promotion (X3)	0.911	0.911	0.933	Reliabel
Trust (X2)	0.901	0.901	0.931	Reliabel

Source: Processed research data (2025)

In the table above, the values of Cronbach's Alpha and Composite Reliability indicate that all variables have met the reliability criteria. This can be seen from the value of both, which exceeds 0.70. Thus, it can be concluded that each variable has good reliability and is reliable in this study.

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Structural Model Test (Inner Model)
R Square
  R-squared aims to measure how much influence exogenous variables have on endogenous variables in a study.

Table 4
R-Square Value

Variabel	R Square	R Square Adjusted
Interest in Saving (Y)	0.763	0.761

Source: Processed research data (2025)

  The table above has an R-Square value of interest in saving at Bank Muamalat Sub Branch Boyolali of 0.763. So it can be said that the variables of financial literacy, belief, promotion, and perception of religiosity can explain the influence on the interest in saving by 76.3%. Moreover, other factors of 23.7% were influenced by different variables that were not used as models in this study.

Goodness-of-fit model

Table 5
Fitt Summary

	Saturated Model	Estimated Model
SRMR	0.044	0.44
d_ULS	0483	0.483
d_G	0.341	0.341
Chi-Square	792.371	792.371
NFI	0.897	0.897

Source: Processed research data (2025)

  Based on the model test results in Table 5, the SRMR value for the Saturated Model of 0.044 indicates a good model fit because it is below the limit of 0.08. In contrast, the Estimated Model has an SRMR value of 0.44, which exceeds the threshold. The d_ULS value of 0.483 and the d_G of 0.341 in both models showed that the difference between the model covariance matrix and the empirical data was still within reasonable limits. The Chi-Square value of 792,371 is recorded as additional information, although it is not the primary measure in PLS-SEM. The NFI value of 0.897 is close to the minimum criterion of 0.90, which indicates a reasonably good model fit but can still be improved.

Hipotesis

  The results of this test show whether there is an influence between the free (exogenous) variable and the bound variable (endogenous). It can be seen in the Path Coefficient table through the T Statistics and P Values to determine whether the assumptions in the study are accepted. The assumption is accepted if the P Value < 0.05 and the T Statistic value is greater than the T value of the Table.

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Table 6
Hypothesis Testing Results (Path Coefficient)

Model	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistic (O/STDEV)	P Values	Information
Financial Literacy -> Interest in Saving	0.016	0.016	0.035	0.451	0.652	Rejected
Trust -> Interest in Saving	0.039	0.042	0.054	0.728	0.467	Rejected
Promotion -> Interest in Saving	0.442	0.437	0.066	6.683	0.000	Accepted
Perception of Religiosity -> Interest in Saving	0.431	0.433	0.056	7.639	0.000	Accepted

Source: Processed research data (2025)

The Influence of Financial Literacy on Generation Z's Interest in Saving at Bank Muamalat Sub-Branch Boyolali

Referring to the output of the hypothesis test contained in Table 6, by showing a T-Statistic value of 0.451 < T Table 1.966 and a P-Value value of 0.652 > 0.05, it is interpreted that the hypothesis is rejected. It can be concluded that financial literacy does not significantly affect the interest in saving among Generation Z at Bank Muamalat Sub Branch Boyolali. Statistically, this indicates that the level of financial understanding of respondents, both regarding the basic concepts of financial management, savings products, and the benefits of Islamic banking, is not strong enough to encourage them to decide to save in Islamic banks.

These findings are in contrast to research conducted by (Tulwaidah et al., 2023), which states that the financial literacy variable significantly affects students' interest in saving in Islamic banks. This divergence can be accounted for by the fact that information about Islamic financial products is not evenly distributed, and most Generation Z still relies on digitally based conventional banking services. The character of Gen Z in Boyolali, who tends to be pragmatic and prioritizes easy access to digital services, makes financial literacy not yet the main factor in their financial decisions. The practical implication of these findings is that Bank Muamalat needs to be more active in providing sharia-based financial education through social

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media, youth communities, and interactive financial literacy programs tailored to the communication style and platforms used by Generation Z in Boyolali.

The Influence of Financial Trust on Generation Z's Interest in Saving at Bank Muamalat Sub-Branch Boyolali

According to the findings of the hypothesis test that has been carried out with a T-Statistic value of 0.728 < T-Table of 1.966 and a P-Value of 0.467 > 0.05, it can be interpreted that the hypothesis is rejected so that trust does not have a significant influence on the interest of Generation Z in saving at Bank Muamalat Sub Branch Boyolali. Statistically, this shows that the level of trust of respondents in the quality of service, security, and integrity of Bank Muamalat has not sufficiently influenced their decision to save.

The results of this study are in contrast to the research conducted by (Malik et al., 2021) which states that trust has a positive and significant effect on interest in saving at Bank Syariah Indonesia Sub Branch Singkut. This difference can occur because Generation Z in Boyolali does not have direct experience interacting with Islamic bank services. In addition, their perception of the Islamic banking system tends to be neutral due to the lack of information or personal experience, so the trust factor has not become a priority in financial considerations. The practical implication is that Bank Muamalat needs to improve the image of services through user testimonials, increase product transparency, social media-based education, and provide responsive digital services to build Gen Z's trust in the Boyolali area.

The Influence of Promotions on Generation Z's Interest in Saving at Bank Muamalat Sub-Branch Boyolali

The test results showed that the T-Statistic value was 6,683 > T Table 1,966 and the P-Value value was 0.000 < 0.05. These results showed that the hypothesis was accepted and that the promotion variable positively and significantly influenced Generation Z's interest in saving at Bank Muamalat Sub Branch Boyolali. This indicates that promotion is a dominant factor affecting respondents' financial decisions.

These findings align with the results of previous research conducted by (Bella et al., 2023) which states that promotions significantly increase interest in saving at Bank Syariah Indonesia KCP Palembang Demang. Promotions that are carried out actively and on target through digital media, as well as community-based activities, are effective strategies in attracting the attention of Gen Z. Gen Z's responsive character to digital promotions, influencer endorsements, and referral programs makes these variables very

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influential on their decision to open Sharia savings. The practical implication of this result is that Bank Muamalat needs to be more intensive in promoting through social media, educational content, creative marketing, and collaboration with the youth community to strengthen engagement and awareness.

The Influence of Religious Perception on Generation Z's Interest in Saving at Bank Muamalat Sub-Branch Boyolali

The findings revealed that the T-Statistic value of 7,639 > T Table 1966 and the P-Value value of 0.000 < 0.05, which shows that the hypothesis is accepted and the religiosity perception variable has a positive and significant influence on the saving interest of Generation Z at Bank Muamalat Sub Branch Boyolali. This indicates that religious values are important in Gen Z's financial decisions in Boyolali.

These results align with research conducted by (Rudi Haryono, 2022) which shows that the religiosity variable has a positive and significant effect on the interest of the people of Jambi City to save in Islamic banks. In Boyolali Regency, an area with a strong religious culture, and according to data (Central Statistics Agency of Boyolali Regency., 2024) also shows that the majority of the population of Boyolali embraces Islam so that the aspect of the conformity of sharia principles in financial products is a moral and spiritual consideration for most respondents. The practical implication is that Bank Muamalat can take advantage of these religious values' power by highlighting blessings, transparency, and worship values in their products and service promotions. This can effectively build Generation Z's interest in saving at Bank Muamalat Sub Branch Boyolali.

Conclusion

Based on the results of the analysis, it can be explained that of the four variables studied, namely financial literacy, belief, promotion, and perception of religiosity, only promotion and perception of religiosity have a positive and significant effect on interest in saving at Bank Muamalat Sub Branch Boyolali. Meanwhile, financial literacy and trust did not show a significant influence. These findings indicate that Generation Z's understanding of Islamic finance and their level of trust in banks is not strong enough to influence savings decisions. On the other hand, promotions that are carried out actively and on target have proven to be able to attract their attention and increase their interest, as well as the perception of religiosity, where the level of awareness and appreciation of religious values is an important encouragement in choosing an Islamic bank. Thus, Bank Muamalat needs to strengthen promotional strategies and a religious value-

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based approach as an effective effort to increase the interest in saving among Gen Z people in the Boyolali area.

There are several limitations in this study that must be considered, including the use of online purposive sampling techniques that limit the generalization of results because it only reaches active respondents digitally, the potential for social desirability bias in filling out questionnaires, future research is suggested to use the probability sampling method to make the results more representative and add other variables such as the quality of digital banking services, peer influence, and financial technology preferences to obtain a more comprehensive picture of Generation Z's interest in saving in Islamic banks. The innovative contribution of this research lies in integrating four variables based on the Theory of Planned Behavior (TPB) in one empirical model in the context of Islamic banking in the Boyolali Regency area, which was previously rarely studied. In addition, this study emphasizes that the perception of religiosity is an important determinant in the financial behavior of the young generation in religious areas, so that this finding can be a reference in the development of value-based sharia marketing strategies in other regions with similar characteristics at the regional and national levels.

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