

Analyzing Determinants of Saving Interest in Sharia Banks Using PLS SEM : The Mediating Role of Motivation and the Moderating Effects of Religiosity and Financial Literacy

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ABSTRACT

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Introduction: Islamic banking continues to grow in Indonesia, including in regions such as East Nusa Tenggara (NTT). However, among its 22 regencies and cities, only Kupang City currently has operational Islamic banks, while the remaining 21 regencies lack access. Despite the increase in third-party funds (DPK), this uneven distribution raises questions about the factors that influence customer saving interest. Understanding these factors is essential for expanding Islamic banking services and strengthening public engagement in underserved areas.

Objectives: This study analyzes how income, knowledge, location, promotion, service quality, and public trust influence motivation and saving interest among Islamic bank customers in Kupang, with motivation as an intervening variable. It also explores the moderating roles of religiosity and financial literacy.

Methods: This study uses a quantitative explanatory approach with survey data from 205 Sharia bank customers in Kupang, analyzed using PLS-SEM.

Results: Public knowledge and trust positively affect motivation, which significantly drives saving interest. Location, promotion, service quality, and trust directly influence saving interest, while income shows no effect. Motivation mediates the link between trust and saving interest. Religiosity and financial literacy have no significant moderating effects

Conclusions: Enhancing public knowledge, trust, and service quality is key to increasing saving interest in Islamic banks, especially in underserved regions.

Keywords: *Islamic Banking, Saving Interest, Motivation, Religiosity, Financial Literacy, income, knowledge, location, promotion, service quality, public trust, SEM PLS*

INTRODUCTION

The development of Islamic economics in Indonesia, particularly in the banking sector, demonstrates considerable potential. Islamic banks, which operate based on Sharia principles, have emerged as an alternative for the public in managing their finances. One of the key drivers of Islamic banking growth is the public's interest in saving. This saving interest is critical for attracting new customers and expanding the customer base of Islamic banks.

According to Kotler and Keller (2011), several factors influence consumer interest, including the marketing mix, cultural background, personal factors, and psychological influences. These factors interact to shape consumer decisions in choosing Islamic banking products. Furthermore, previous studies have identified several variables—such as religiosity, product knowledge, service quality, and profit-sharing systems—as having a significant impact on saving interest in Islamic banks. For example, Maharani et al. (2021) found that religiosity and product knowledge significantly influenced saving interest, whereas service quality, location, and administrative fees did not show a significant effect. Similarly, Astuti et al. (2020) concluded that saving interest in Islamic banks is significantly influenced by profit-sharing schemes and service quality.

Financial literacy also plays a crucial role in increasing public interest in saving. A better understanding of Islamic banking products and services can enhance trust and encourage greater participation in Sharia-compliant financial institutions. Additionally, factors such as location and ease of access also affect customers' decisions when choosing an Islamic bank. Research by Vitasari et al. (2023) indicated that a strategic location has a positive influence on saving interest in Islamic banks.

In East Nusa Tenggara (NTT) Province, the growth of Islamic banking remains concentrated in Kupang City, despite the positive trend of Islamic banking expansion at the national level. With 22 regencies and cities across the province, there is significant potential for Islamic banks to expand their presence to other regions. However, economic factors such as income also strongly influence saving behavior, as individuals with lower incomes often face challenges in setting aside money for savings. This highlights the importance of addressing economic disparities, including through improving financial literacy at the local level.

Aligned with the national growth of Islamic banking assets, similar progress has been observed in NTT. According to the 2023 Economic Report of East Nusa Tenggara by Bank Indonesia, the province's financial system remained stable in the third quarter of 2023, indicated by a Loan to Deposit Ratio (LDR) of 133.53%. Third-party funds (DPK) experienced a year-on-year growth of 3.76%, driven primarily by a 16.12% increase in demand deposits, along with a 17.13% rise in credit disbursement. Specifically, the development of Islamic banking in NTT over the past nine years has shown a consistent upward trend in third-party fund collection (DPK), as illustrated in Figure 1 below.

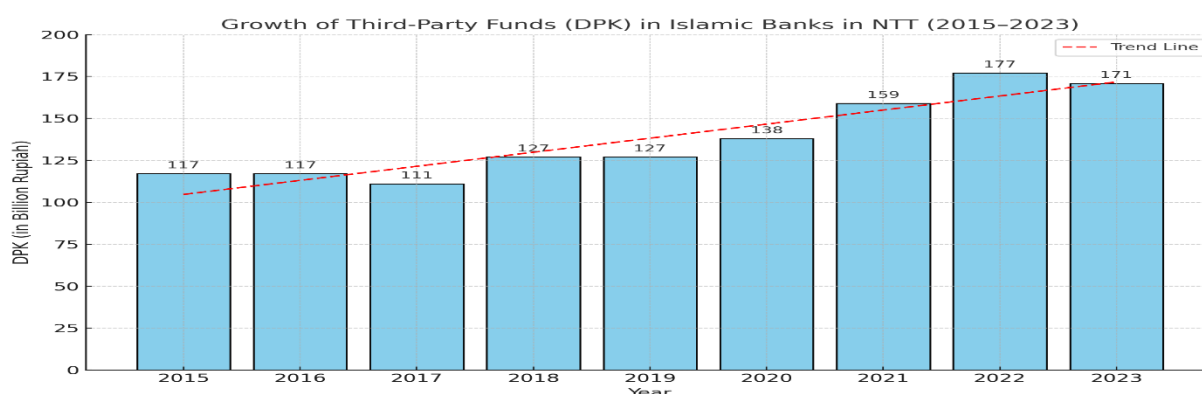


Figure 1. Growth of Third-Party Funds (DPK) in Islamic Banks in NTT (2015–2023). Source: OJK (2023)

To strengthen the theoretical framework, a bibliometric analysis was conducted using VOSviewer to identify trending themes and key concepts in recent literature related to Islamic banking, financial literacy, saving behavior, and development. The analysis revealed distinct research clusters such as financial literacy, knowledge, trust, income, relationships, and Islamic banks. These clusters highlight the relevance and interconnection of these themes in understanding saving interest within Islamic financial institutions.

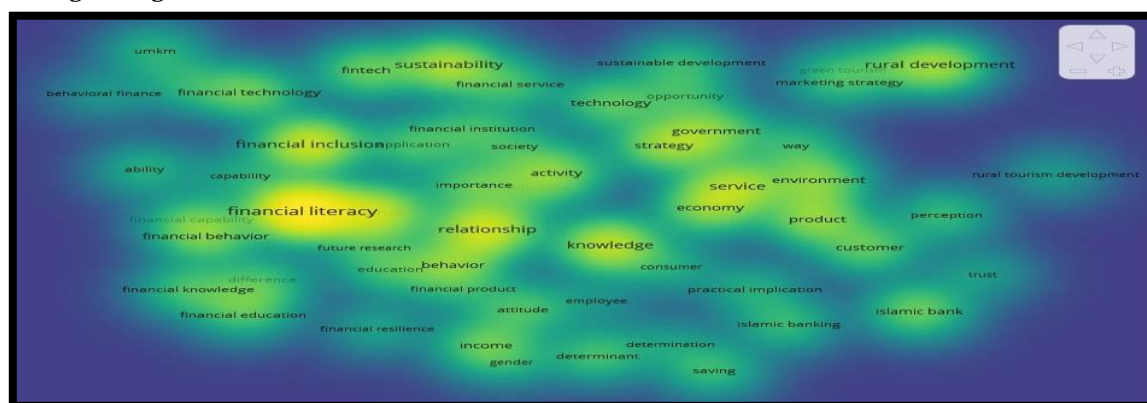


Figure 2. Bibliometric Heatmap of Keywords Related to Islamic Banking and Financial Literacy (VOSviewer, 2024)

This visualization reinforces the significance of theoretical variables such as financial literacy, income, trust, knowledge, and motivation—factors that are also examined in the present study. The dominance of these keywords in existing literature justifies their inclusion and forms the foundation for further exploration within this research. This study aims to examine various factors influencing the saving interest of the community in Kupang City, East Nusa Tenggara (NTT), toward Islamic banks. The variables analyzed include trust, knowledge, income, location, promotion, and service quality. In addition, the study investigates the role of motivation as a mediating variable, moderated by religiosity and financial literacy. By understanding these factors, the findings are expected to contribute to enhancing public interest in saving through Islamic financial institutions—especially in rural and underbanked areas—while providing valuable insights for the expansion of Islamic banking services across the NTT region.

The main novelty of this research lies in three key aspects:

1. The integration of a comprehensive conceptual model with a quantitative SEM-PLS approach, which enables simultaneous analysis of causal relationships, mediation, and moderation effects;
2. The application of a distinct geographic context—Eastern Indonesia (Kupang, NTT)—which has rarely been used as a research setting in both national and international Islamic banking literature;
3. The use of a value- and locality-based approach, in which religiosity and financial literacy are positioned as moderating variables that strengthen the decision-making process in saving behavior—an approach that is highly relevant to Islamic banking expansion strategies in regions with developing financial inclusion.

Thus, this study contributes not only to the advancement of Islamic financial behavior theory but also offers practical implications for Islamic banking institutions in designing interventions based on education, service quality, and religious values to increase community participation in Sharia-compliant financial systems

OBJECTIVES

This study aims to investigate various factors that influence the saving interest of the community in Kupang City, East Nusa Tenggara (NTT), in the context of Islamic banking. The variables examined include public trust, knowledge, income, location, promotion, and service quality. The study also explores the role of motivation as a mediating variable, while religiosity and financial literacy are tested as moderating variables in the relationship between motivation and saving interest.

By gaining a deeper understanding of these factors, the findings of this study are expected to make a meaningful contribution to efforts aimed at increasing saving interest in Islamic banks, particularly within the Kupang City area. Moreover, the results are anticipated to offer strategic insights for the development of more inclusive and sustainable Islamic banking services throughout the NTT region.

METHODS

This study adopts an explanatory approach to examine the relationships among various factors influencing customer behavior toward Islamic banks in Kupang. The research focuses on Islamic bank customers in Kupang, particularly those from Bank Muamalat and Bank Syariah Indonesia.

The sampling technique refers to the guidelines of Hair et al. (2018), which recommend that the minimum sample size be determined by multiplying the number of indicators by five to ten. Based on this rule, the study involved 205 respondents, with 41 indicators distributed across 10 variable categories.

This research utilized both primary and secondary data. Primary data were collected directly from Islamic bank customers in Kupang through online surveys (Google Forms) and printed questionnaires. Secondary data were gathered from theoretical literature, previous research articles, and various media sources to support the analysis.

The data were analyzed using the Structural Equation Modeling (SEM) method with the Partial Least **Squares (PLS-SEM)** approach. “PLS-SEM is a causal modeling approach aimed at maximizing the explained variance of the dependent latent constructs in complex models and is well suited for exploratory research” (Hair et al., 2017, p. 20). The initial conceptual framework is presented as follows:

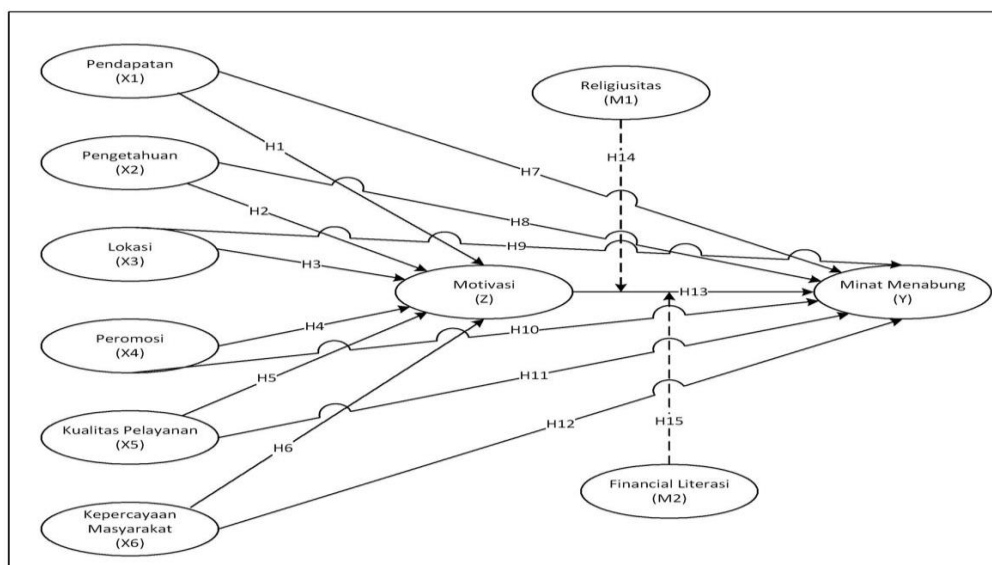


Figure 3 conceptual framework (output visio)

RESULTS

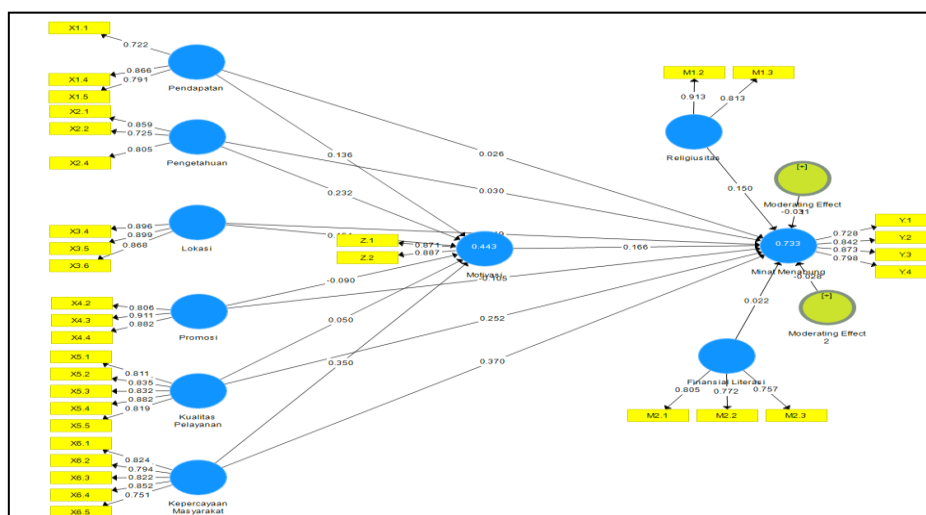


figure 4"PLS-SEM Path Model with Mediation and Moderation Effects"

Figure 4 presents the structural model output generated using SmartPLS, illustrating the direct, mediating, and moderating relationships among the study variables. The significance of each path is assessed through the *bootstrapping* procedure, and evaluated using the corresponding *p-values* in the path coefficient table. Paths with *p-values* less than 0.05 are considered statistically significant, indicating a meaningful relationship between constructs. Conversely, non-significant paths suggest that the proposed hypotheses are not supported by the data.

Table 1. Path Coefficient Results or direct effects

Variable	T-Statistic	P-Value	Result
Income → Motivation	1.511	0.131	H1 rejected
Knowledge → Motivation	2.508	0.012	H2 accepted
Location → Motivation	1.807	0.071	H3 rejected
Promotion → Motivation	1.213	0.226	H4 rejected
Service Quality → Motivation	0.430	0.667	H5 rejected

Public Trust → Motivation	3.323	0.001	H6 accepted
Income → Saving Interest	0.926	0.355	H7 rejected
Knowledge → Saving Interest	1.209	0.227	H8 rejected
Location → Saving Interest	1.998	0.046	H9 accepted
Promotion → Saving Interest	2.175	0.030	H10 accepted
Service Quality → Saving Interest	3.732	0.000	H11 accepted
Public Trust → Saving Interest	5.381	0.000	H12 accepted
Motivation → Saving Interest	2.876	0.004	H13 accepted

Based on the hypothesis testing results, several important findings can be concluded.

First, the Income variable does not have a significant effect on Motivation, as the t-statistic value (1.511) is lower than the critical value of 1.96 and the p-value (0.131) exceeds 0.05. Therefore, Hypothesis H1 is rejected. Similarly, the variables Location, Promotion, and Service Quality also do not have a significant effect on Motivation, since their respective t-statistics are below 1.96 and p-values are greater than 0.05, leading to the rejection of Hypotheses H3, H4, and H5.

In contrast, the variables Knowledge and Public Trust show a significant effect on Motivation, with the t-statistic for Knowledge at 2.508 (p-value = 0.012) and for Public Trust at 3.323 (p-value = 0.001). These results support the acceptance of Hypotheses H2 and H6.

Regarding the Saving Interest variable, the results indicate that Location, Promotion, Service Quality, Public Trust, and Motivation all have a significant influence. The t-statistics and p-values are as follows:

- Location: 1.998 (p-value: 0.046)
- Promotion: 2.175 (p-value: 0.030)
- Service Quality: 3.732 (p-value: 0.000)
- Public Trust: 5.381 (p-value: 0.000)
- Motivation: 2.876 (p-value: 0.004)

All five variables meet the significance criteria, thus Hypotheses H9, H10, H11, H12, and H13 are accepted, indicating that these factors significantly influence Saving Interest.

However, the variables Income and Knowledge do not have a significant effect on Saving Interest, as their respective p-values are 0.355 and 0.227, both greater than 0.05. Therefore, Hypotheses H7 and H8 are rejected.

b. Results of Specific Indirect Effects

Table 2. Specific Indirect Effects

Variable	T-Statistic	P-Value	Result
Income → Motivation → Saving Interest	1.265	0.207	H14 rejected.
Knowledge → Motivation → Saving Interest	1.786	0.075	H15 rejected.
Location → Motivation → Saving Interest	1.479	0.140	H16 rejected.
Promotion → Motivation → Saving Interest	1.106	0.269	H17 rejected.

Service Quality → Motivation → Saving Interest	0.404	0.686	H18 rejected.
Public Trust → Motivation → Saving Interest	2.203	0.028	H19 accepted
Motivation → Saving Interest → Religiosity (Moderating Effect 1)	0.751	0.453	H20 rejected.
Motivation → Saving Interest → Financial Literacy (Moderating Effect 2)	0.930	0.353	H21 rejected.

Based on the table above, the results of hypothesis testing are as follows:

A t-statistic value of 1.265 and a p-value of 0.207 indicate that among Islamic bank customers in Kupang, income does not have a significant effect on saving interest, even when motivation serves as a mediating variable. Therefore, hypothesis H14 is rejected.

Likewise, hypothesis H15 is rejected because knowledge does not have a significant effect on saving interest, with a t-statistic of 1.786 and a p-value of 0.075. Hypothesis H16 is also rejected as location does not significantly influence saving interest (t-statistic 1.479; p-value 0.140).

Furthermore, no significant relationship is found between promotion and service quality on saving interest, with respective t-statistics of 1.106 and 0.404 and p-values of 0.269 and 0.686, leading to the rejection of H17 and H18. However, H19 is accepted, as public trust has a significant effect on saving interest (t-statistic 2.203; p-value 0.028).

When religiosity (t-statistic 0.751; p-value 0.453) and financial literacy (t-statistic 0.930; p-value 0.353) are included as moderating variables, motivation does not show a significant effect on saving interest, leading to the rejection of H20 and H21.

DISCUSSION

The Impact of Income on Motivation

The findings of this study reveal that income does not have a significant effect on an individual's motivation to save. This challenges the common assumption that increasing income will automatically lead to a stronger desire to save. In the context of Islamic banking in Kupang City, a rise in earnings does not always align with internal financial motivation. This indicates that saving motivation is not solely determined by economic capacity, but rather influenced by deeper psychological, behavioral, or contextual factors. These results highlight the importance of re-evaluating the role of income in saving behavior models, particularly in regions with limited disposable income.

The Impact of Knowledge on Motivation

In contrast, knowledge exerts a significant influence on saving motivation. The greater an individual's understanding of financial management, Islamic banking, and the benefits of saving, the stronger their internal drive to allocate income as part of conscious and goal-oriented financial planning. This finding is supported by studies such as Lusardi & Mitchell (2014) and Hilgert et al. (2003), which demonstrate that sound financial literacy enhances saving motivation. In the context of family financial management theory, families with strong financial understanding are more capable of setting financial goals and organizing budgets to achieve long-term financial security and stability.

The Impact of Location on Motivation

Location does not have a significant effect on saving motivation. While physical proximity to banking services may improve access, other factors such as service quality and trust appear to play more decisive roles in encouraging saving behavior. This finding contrasts with previous research, including Mansor & Mohamad (2020), which found that location significantly influences motivation to save. It suggests that saving motivation is more determined by internal and familial factors rather than external environmental ones such as bank location. From the perspective of family financial management theory, households with strong financial planning and commitment will continue to save even when physical access to a bank is limited.

The Impact of Promotion on Motivation

This study indicates that promotional efforts do not significantly influence the motivation to save among Islamic bank customers in Kupang. Although banks have implemented various promotional strategies—including social media campaigns, brochures, and reward-based programs—these initiatives have not effectively fostered a strong intrinsic drive to engage in systematic saving behavior. In the specific socio-economic context of Kupang, promotional content often serves an informational function but lacks emotional appeal and contextual relevance to customers' financial realities.

Research in consumer behavior suggests that while promotion is a key component of the marketing mix, its effect on motivation is contingent upon personalization and alignment with consumer values (Kotler & Keller, 2016). In environments where financial literacy is limited and cultural saving norms are weak, general promotional messaging may fail to elicit meaningful behavioral change (Atkinson & Messy, 2012). Additionally, according to family financial management theory, saving decisions are typically guided by internal family priorities, such as budgeting routines, financial goal-setting, and intergenerational support structures, rather than by exposure to promotional content alone (Dew & Xiao, 2011).

The Impact of Service Quality on Motivation

This study also finds that service quality does not significantly affect saving motivation among Islamic bank customers in Kupang. Despite receiving satisfactory service—including friendly staff, efficient transactions, and comfortable facilities—these aspects do not sufficiently stimulate an internal drive to save. Within the framework of family financial management, saving decisions are typically influenced more by long-term planning and familial needs than by satisfaction with banking services. From a behavioral finance perspective, service is categorized as an external factor, while motivation is rooted in personal financial values and goals. Without a conscious awareness of the importance of saving, good service alone is unlikely to trigger saving behavior. In accordance with the Life-Cycle Hypothesis, saving motivation is driven by needs specific to life stages rather than mere service convenience.

The Impact of Public Trust on Motivation

The findings reveal that service quality does not have a significant impact on saving motivation among Islamic bank customers in Kupang City. Although the banks offer good services—such as courteous staff, efficient transactions, and comfortable facilities—these factors have not been sufficient to generate a strong internal drive for customers to save actively. In the context of Kupang society, the decision to save is more influenced by internal factors such as family values, financial literacy, and future goals. While good service creates convenience, it may not necessarily foster financial motivation, especially for customers who lack financial awareness or long-term financial planning.

The Impact of Income on Saving Interest

This study shows that income does not significantly influence saving interest among Islamic bank customers in Kupang. This means that even individuals with higher income levels are not automatically more inclined to save. Most respondents prioritize their income for basic needs. Saving interest is driven more by motivation, values, and financial habits than by financial capacity alone. These findings emphasize that economic capacity alone does not lead to financial behavior unless it is supported by financial awareness and long-term planning.

The Impact of Knowledge on Saving Interest

The results indicate that knowledge does not significantly influence saving interest. Even though customers may understand financial concepts and the benefits of Islamic savings products, this has not translated into actual saving interest. In Kupang, such knowledge tends to remain passive and is not accompanied by strong emotional or internal motivation. This suggests that financial information without personal relevance, experience, or life needs will not automatically prompt action. Therefore, educational strategies must be paired with approaches that build awareness and emotional connection to financial goals.

The Impact of Location on Saving Interest

The study finds that location has a significant impact on saving interest among Islamic bank customers in Kupang. The more accessible and strategically located a bank is, the greater the public's interest in saving their money there.

Given the geographic distribution of Kupang, physical accessibility is a crucial factor. Proximity reduces time and cost barriers, creates convenience, and enhances trust in the institution's presence and credibility. This encourages people to be more open to using Islamic savings services.

The Impact of Promotion on Saving Interest

The study shows that promotion significantly influences saving interest. Actively delivered and engaging information through social media, leaflets, and personal approaches has successfully sparked interest among the public in opening savings accounts. In a region like Kupang, where Islamic banking is relatively new, promotion plays a critical role in bridging the information gap. Relevant promotional messages improve understanding of the product's benefits, shape positive perceptions, and reduce hesitation toward the system and services of Islamic banks. Thus, promotion is a key instrument in forming initial saving intentions.

The Impact of Service Quality on Saving Interest

This study reveals that service quality significantly affects saving interest. This highlights the critical role of service in shaping financial decisions, particularly within Islamic banking, which emphasizes ethical values, transparency, and customer satisfaction. Indicators such as staff friendliness, transaction speed, service area comfort, and accessible information have proven to be main drivers of a positive customer experience. In Kupang—the only city in East Nusa Tenggara (NTT) with operational Islamic banks—service quality becomes a key element for differentiation and competitive advantage. Given the limited options for Islamic financial services in the area, a satisfying customer experience more easily fosters loyalty and trust. This positive experience enhances satisfaction and security, reinforcing the psychological motivation to save and engage further with Islamic banking services.

The Impact of Public Trust on Saving Interest

The study finds that public trust significantly influences saving interest. Trust forms the foundation of the relationship between banks and customers, especially within the Islamic finance system that emphasizes integrity, honesty, and transparency. In Kupang, the only city in NTT with operational Islamic banking, public trust is vital in attracting saving interest. Trust grows when customers believe their funds are managed professionally and according to Sharia principles. This sense of security increases their intention to save. These findings align with prior research (Maharani et al., 2021) showing a strong relationship between trust and saving decisions. Therefore, Islamic banks in regions like NTT must continue to build trust through consistent service, Islamic financial education, and transparent communication.

The Impact of Motivation on Saving Interest

The findings indicate that motivation has a significant effect on saving interest. Internal drives—such as the desire to achieve financial goals, a sense of security, and preparedness for future needs—are the primary drivers of saving behavior. In Kupang, motivation plays a critical role, as saving interest does not arise automatically but is shaped by awareness and personal intent. The stronger the internal financial motivation of a customer, the more likely they are to save with Islamic banks.

The Effect of Income on Saving Interest with Motivation as a Mediating Variable

The results of hypothesis H14 testing indicate that income does not have a significant effect on saving interest when motivation serves as a mediating variable. This means that although an individual's income may influence their level of motivation, this internal drive is not strong enough to translate into actual interest in saving at Islamic banks.

In the context of Islamic bank customers in Kupang City, this finding suggests that higher income does not automatically foster a stronger saving intention, even when financial motivation exists. This may be attributed to several factors such as high consumption preferences, lack of long-term financial planning, or limited understanding of the benefits of Islamic savings products.

As the only region in East Nusa Tenggara (NTT) with access to Islamic banking services, Kupang faces unique challenges. In situations where financial education and product literacy are limited, income-induced motivation does not necessarily lead to productive financial behaviors like saving. Therefore, strengthening financial education and

embedding spiritual values is essential so that individuals are not only financially motivated but also guided by intention and awareness in managing their finances wisely.

The Effect of Knowledge on Saving Interest through Motivation as a Mediating Variable

The study shows that knowledge does not have a significant effect on saving interest through motivation as a mediating variable. Although financial knowledge may enhance customers' motivation, this motivation does not necessarily lead to actual saving interest in Islamic banks. In the case of Kupang City—currently the only region in East Nusa Tenggara with access to Islamic banking—this result highlights a gap between understanding (knowledge) and action (saving interest). Financial knowledge alone is insufficient to drive behavioral change, possibly due to the absence of spiritual understanding, a sense of urgency in financial planning, or lack of trust in the effectiveness of Islamic savings products.

The Effect of Location on Saving Interest through Motivation as a Mediating Variable

The results of hypothesis H16 testing reveal that location does not significantly influence saving interest through motivation. This indicates that even though a conveniently located and accessible bank may enhance motivation, it does not automatically lead to actual saving interest in Islamic banks. In Kupang—the only city in NTT with operational Islamic banks geographical convenience alone is insufficient to foster saving behavior, even if individuals feel motivated. This could be due to the public's limited perception of the added value of Islamic savings products, or other influencing factors such as trust, habitual saving behavior, or a strong preference for conventional banking services.

The Effect of Promotion on Saving Interest through Motivation as a Mediating Variable

The findings indicate that promotion does not significantly affect saving interest through motivation as a mediating variable. This means that while promotional activities may stimulate motivation, the resulting drive is not strong enough to translate into actual saving interest. Among Islamic bank customers in Kupang City, promotional efforts may not fully address psychological factors or values relevant to community needs and beliefs. The promotional content delivered may fall short in creating a compelling perception of benefit or urgency to save, and therefore fails to convert motivation into concrete financial action.

The Effect of Service Quality on Saving Interest through Motivation as a Mediating Variable

The results indicate that service quality does not have a significant effect on saving interest through motivation as a mediating variable. This suggests that although good service—such as staff friendliness, transaction efficiency, and facility comfort—can enhance motivation, such a drive is not strong enough to translate into actual saving interest.

In the context of Islamic bank customers in Kupang City, this finding indicates that positive service experiences have not yet been fully converted into financial decisions. This may be due to other factors such as low perceived benefits of banking products, limited financial literacy, or weak emotional attachment to the institution, which hinder motivation from bridging the effect of service quality on saving interest.

The Effect of Public Trust on Saving Interest through Motivation as a Mediating Variable

The findings show that public trust significantly affects saving interest through motivation as a mediating variable. This means that the higher the level of public trust in Islamic banks, the stronger the internal drive (motivation) to save, and this motivation significantly increases the intention to save.

In the context of Islamic bank customers in Kupang City, this confirms that trust serves as a psychological foundation that drives financial behavior. When people have confidence in Sharia principles, transparency, and ethical fund management, they are not only internally motivated but also inclined to take concrete actions such as opening a savings account.

The Effect of Motivation on Saving Interest Moderated by Religiosity

The results indicate that religiosity does not moderate the effect of motivation on saving interest, meaning that an individual's level of religiosity neither strengthens nor weakens the relationship between motivation and saving interest.

Among Islamic bank customers in Kupang City, this suggests that even when someone has financial motivation and a high level of religiosity, these two factors do not necessarily interact to reinforce the tendency to save. This implies that religious values have not yet been fully internalized in financial decision-making, particularly in saving behavior.

The Effect of Motivation on Saving Interest Moderated by Financial Literacy

The results show that financial literacy does not moderate the effect of motivation on saving interest, as the relationship is not statistically significant. This implies that even if individuals possess good financial knowledge and understanding, their level of literacy does not enhance the link between internal motivation and saving interest.

In the context of Islamic bank customers in Kupang City, this finding highlights that while some individuals may be internally motivated and financially literate, this does not necessarily translate into a stronger intention to save. It is possible that their literacy remains theoretical and has not yet been internalized into practical financial behavior.

CONCLUSION

This study explored the determinants of saving interest among Islamic bank customers in Kupang City, East Nusa Tenggara, focusing on the roles of income, knowledge, location, promotion, service quality, and public trust. It also examined the mediating role of motivation and the moderating effects of religiosity and financial literacy using the PLS-SEM approach.

The findings reveal that public trust and knowledge significantly influence motivation, while promotion, service quality, and location directly impact saving interest. Motivation itself has a direct positive effect on saving interest and mediates the relationship between public trust and saving interest. However, income shows no significant direct or indirect effect through motivation. Moreover, religiosity and financial literacy do not significantly moderate the relationship between motivation and saving interest.

These results emphasize that psychological and behavioral factors such as trust and internal motivation play a more crucial role than economic or promotional efforts in influencing saving behavior in the context of Islamic banking.

Recommendations Based on Family Financial Management and Financial Behavior Theory

- 1. Strengthening the Role of the Family in Financial Literacy and Motivation**
Given that income does not significantly affect saving interest, a family-based approach is essential. Families should be empowered as the primary environment for shaping financial habits—such as saving behavior, long-term financial planning, and responsible decision-making (Dew & Xiao, 2011).
- 2. Integrating Financial Education with Religious Values and Family Goals**
As motivation plays a key mediating role, financial literacy must go beyond theoretical knowledge. Educational programs should align financial planning with family values, shared financial goals, and life-cycle stages, enabling individuals to internalize saving as a meaningful and consistent behavior.
- 3. Designing Emotionally Relevant and Family-Oriented Islamic Banking Products and Promotions**
The insignificant impact of promotion indicates the need for emotionally resonant communication strategies. Promotional messages should be linked to family aspirations—such as children's education or household emergency funds—to make saving behavior more personally and familially relevant.
- 4. Empowering Household Financial Decision-Makers**
Since many financial decisions occur at the household level, financial literacy programs should target housewives and heads of families as key agents of financial behavior transformation, consistent with the principles of family financial management theory.

Limitations and Suggestions for Future Research

This study is limited to Islamic bank customers in Kupang City, which may affect the generalizability of the findings to other regions. The use of cross-sectional data also restricts the ability to observe changes in behavior over time. Future research should consider a longitudinal approach and expand the geographic scope to include rural or

underbanked areas. Additionally, incorporating qualitative methods could offer deeper insights into the psychological and cultural dimensions of saving behavior.

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